

Amplifier

Volume 60 Summer 2011



Spring 3.0

'11 '12 '13

After Three Years of Winter, Welcome to "Spring 3.0" **p. 2**

New Atlas Structure Meets the Challenge of Growth **p. 6**

2011 Corporate Relocation Survey **p. 12**



Chairman's Message

If you're like me, you get a positive feeling when spring appears. Signs of new life are welcome following days of cold and gray. The season brings added hope this year as our industry looks to continue a moderate rebound. Now is a time for rebirth, as we shake the doldrums that were with us over three long winters.

Throughout the downturn, I am pleased to say, Atlas has performed well compared to the industry. But we learned in the run-up to the real estate crash a few years ago that opportunities can be fleeting. With this in mind, our directors, senior managers, and subsidiary principals traveled to Tucson in January for a strategy summit. There we identified the top issues Atlas faces over the next three years so we can address them now.

High on the list is growth. We believe it must come through our agencies, both organically and by recruitment. This necessitates a shoring up of our core business line, as much as it does providing the right mix of incentives. Just as importantly, we understand the need to help smaller agents to prosper and succeed.

We also see a need to better articulate our value proposition. Left to its own devices, the market tends to define our segment as a commodity. You and I know there is much more to what we do than the mere calculation of hundred weights and miles. Our message is critical to our success.

Atlas technology continues to play a deciding role in our competitive advantage. We are drawing ever closer to the day when our systems achieve the total promise of paperless, seamless efficiency we envision.

Perhaps the biggest challenge we face is capacity. We have always upheld the highest quality standard for service, and we will not compromise the integrity of our brand by lowering it. But we know we must think creatively to secure the qualified people who can deliver the services our customers expect.

Opportunities never come without challenges; the promise of this season is what we will make of it. Let's be thankful for the sunshine, yet always prepare for the rain.



Glen Dunkerson
Chairman and CEO



The Magazine of Atlas World Group
www.atlasworldgroup.com

the Atlas Amplifier

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After
Three Years
of Winter,

Welcome to

Spring 3.0

'11 '12 '13

Can You
Feel the Thaw?

Coming off harsh months of snow and ice – and after three long, barren winters in the relocation industry – tufts of new growth are emerging in the landscape. A dormant economy is awakening; signs of recovery and growth promise brighter days for the relocation industry. Consider these recent indicators:

- Fed Chairman Ben Bernanke now projects the economy will grow up to 4 percent in 2011, a projection even higher than the Fed made at the end of 2010.
- The unemployment rate, in excess of 9 percent since April 2009, dropped to 8.9 percent in February as the U.S. economy netted 192,000 new jobs.
- Hiring is firming, and businesses in most regions plan to increase hiring at the same or faster rate this year, the Fed reports.
- Factories have expanded production, with new energy in the auto business and demand for high-tech equipment.



- Housing, a bellwether for economic vitality, shows reason for guarded optimism. The National Association of Realtors (NAR) reports sales of existing homes climbed from November through January before dipping in February. Still, the level is 26.4 percent above the cyclical low reported last July.



NAR Chief Economist Lawrence Yun sees the housing market constrained by unnecessarily tight credit and some appraisals not supporting prices. He says: “This tug and pull is causing a gradual but uneven recovery.”

The hopeful news of recovery comes after a tough three years that saw the strongest economic retraction since the Great Depression. Are we seeing a harbinger of “Spring 3.0?”

The Big Chill

The housing market’s decline followed the collapse of sub-prime lending in 2007. As Senior Financial Analyst Greg McBride (Bankrate.com) said about lending prior to the recession: “If you could fog a mirror, you could get a loan.”

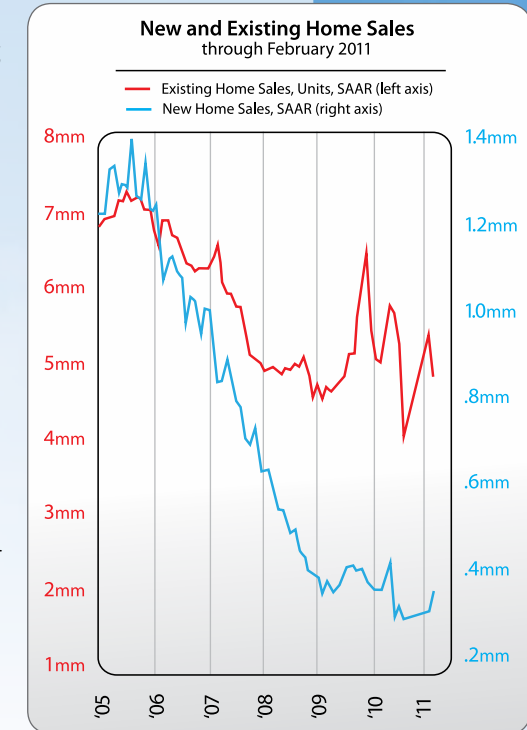
When the bubble burst, foreclosures soared and housing sales slowed to a crawl. By January 2008, foreclosure filings nationwide were up 57 percent over the same month the year before. Unemployment hit double digits and consumer confidence nosedived. Those figures heralded a grim new reality. Businesses would have to do more with less... and design products and services for customers feeling the same economic pinch. Atlas weathered the downturn better than most of its peers, and kept job losses to a minimum, while outperforming the industry.

“We grew shipments by 10 percent in 2010,” says Atlas President and COO Jack Griffin. “This was primarily the result of a diversification strategy—a conscious decision to protect our core interests in corporate household goods while aggressively pursuing more military and residential business.”

Jack says Atlas is making good on a vow to become a major provider to the government’s DP3 (defense personal property procurement) program, adding and aligning staff to better answer the military’s demands. To grow residential business, an investment in search engine marketing is making Atlas more visible to consumers on the Internet, building traffic on AtlasVanLines.com and feeding quality leads to agents.

Atlas Surveys Show Good News

Signs of springtime are evident in Atlas’ own surveys. The 2010 Migration Study shows an overall increase of four percent in Atlas interstate moves over 2009 (see story page 11). The 44th Annual Corporate Relocation Survey reveals companies are more optimistic this year (see story page 12). Nearly one in three expects volume to grow in 2011; at least one in four sees the likelihood of budgets



Sources:
www.realtor.org &
www.stlouisfed.org





increasing as well. When asked whether their company's financial performance would likely improve this year, 72 percent said yes, a monumental change from the 27 percent with those expectations two years ago.

"All signs point to a substantial volume increase this year," says Jack. "Heightened demand by the military due to BRAC (base realignment and closings), plus several new agreements with major national accounts, have necessitated 25 new hires at Atlas headquarters."

"Our customers are now moving their people again," says Freddy Paxton, Chief Marketing Officer, Paxton Van Lines (1610). "It's nice to see our customers secure in their relocation policies and growing their businesses. Happy customers make the whole process better for everyone."

Need for Choice Drives Smart Move

As demand heats up, Smart Move answers with flexibility in the growing containerized market. Smart Move's moving-and-storage options make it popular for temporary assignments, efficient for military families, and perfect for employees who must move quickly; shipments go coast-to-coast in no more than 10 days.

Of strategic importance for Atlas, Smart Move is poised to go from a niche player to major provider in the do-it-yourself segment—a multi-billion-dollar piece of the relocation pie. The Internet is key in reaching the younger consumers who are driving a shift in demand. They want choices at their fingertips with the convenience of an à la carte menu. With Smart Move, they can choose whether to pack and load on their own, let Atlas help, or have Atlas do it all. Surveys show that more than 68 percent want

help when moving. What's more, many with do-it-yourself intentions decide mid-way through to ask for additional services; Smart Move makes it easy.

Respect at the Heart of Business

Atlas has built a business on respecting people and property, with a commitment to integrity, quality, and solutions. Among the newest proofs of that commitment is the launch of "No Stranger in Your Home" in Canada (see story page 26). The system of back-checks on Atlas service providers gives customers an added assurance of security.

"This is a point of differentiation for us," says Atlas Canada President and COO Bob Clark. "Customers now have another reason to feel safe when they see the Atlas van arrive in front of their home."



Atlas leads the provinces as the first van line to provide this benefit; Atlas was also first to introduce this policy in the U.S., where it has since become an industry standard.

Investment in move management offers another substantiation of Atlas' commitment to customers. The success of Avail Resource Management has made it the fastest-growing Atlas subsidiary, now with close to 40 full-time employees. The hallmarks of the Avail brand are contained in two promises: the power of information and the strength of service.

"In simplest terms, Avail helps clients control their transit-related expense and achieve efficiency in their relocation and logistics efforts," says Avail Vice President Phil Wahl. "Avail provides objective, systems-driven solutions that

enable clients to become more productive and profitable. Buyers of transportation want quality service, flexibility to meet their requests, and a fair price. Avail makes it happen."

Reaching Out with Social Media and Customer Service

Social networking has dramatically changed the way consumers share information and make buying decisions. So Atlas is using social media to connect with customers at the virtual places they frequent (see story page 17). You can find Atlas building connections on Facebook, Twitter and LinkedIn. The company also engages consumers via YouTube, where seven Atlas clips have captured over 5,200 views to date.



In January, Atlas instituted a monthly "PICS" award to recognize HQ employees who "perform incredible customer service." PICS grew out of Customer Service First, an initiative begun in 2009 to keep service top of mind among every employee.

"Service is a major differentiation for Atlas from competitors," says Frank Grunder, Corporate Vice President/Marketing, Alexander's Mobility Services. "With every successful customer experience, we improve our chance to secure a repeat customer. Service is more than just good business—it's absolutely essential."

Customer service is blooming at Atlas International, where a new upgrade for the AtlasNet Survey (Droid and iPhone platforms) enhances the speed and accuracy of move estimates. Users can now submit data directly to Atlas International and receive an international move proposal within one business day.

"Customers know us for a move management process uniquely designed to ensure successful international relocation," says Atlas International Vice President and General Manager Jim Gaw. "We work closely with Atlas agents in the U.S. and Canada, and with Atlas-preferred providers in every country worldwide. For reasons such as these, people look to Atlas for more than 7,000 international relocations each year."

That number may well increase in 2011. According to the Atlas Corporate Relocation Survey, more than one-fourth of firms expect their international volumes to increase this year, and more than half expect levels similar to last year.

Challenges Remain

Last year, 53 percent of companies reported the economy played the biggest role in their decisions to relocate employees, and 31 percent said lack of qualified employees was the biggest factor. These factors tied at 40 percent this year, an indicator of easing economic constraints. As Russel Kinne, Director of Mutual Fund Research with Morningstar in Chicago, told the New York Times: "It's hard not to notice that the economy is improving and companies are reporting strong earnings."

Consumers, too, sense economic pressures are lifting. They are more confident about the future: after an all-time low two years ago, the Consumer Confidence Index recently hit a three-year high.

Despite signs of renewal, economic concerns are by no means erased. Atlas, like other companies, continues to build on lessons from the downturn. "Spring 3.0" is a good start but, like any opportunity, the outcome depends on the effort. Atlas is prepared to make the most of it. ■



NEW ATLAS STRUCTURE MEETS CHALLENGE OF GROWTH

Strengthened Focus Replaces Interim Structure

A recent shift has strengthened the Atlas organization. The shift follows the announcement in October of 2010, when Atlas President and COO Jack Griffin announced a strategic realignment to meet the challenge of growth.

"When I stepped in last year to lead Atlas Van Lines, we had an interim structure in place," says Jack. "It was functional, but it needed strengthening." Jack saw the solution would require several key positions, and he faced a decision: recruit outside or promote from within. "Frankly," he says, "I didn't see anyone outside to compete with the caliber of talent we already have in the building."

As a result, five proven Atlas veterans have taken on new or expanded roles. "We now have a better fit, more closely matching the experience and skill of our leaders with their areas of responsibility," says Jack. "Each is perfectly clear on what they are to do, and empowered to make decisions in the best interest of Atlas and those we serve. The changes have flattened our organization structure too, making us more nimble and responsive."

On any given morning, weather permitting, you may see Mark Spiehler ease into the Atlas parking lot on his motorcycle, but when he pulls his chair up to his desk, he's fully engaged in helping Atlas produce a more efficient product for agents.

In a multi-faceted role as Senior Vice President of Account/Agent/Claims Services, Mark manages several areas that directly impact his recent addition of agency development. In this capacity, Mark provides direction to Vice President Steve Hermann and his staff for recruiting and developing successful Atlas agents.

"Everything we do in rating and distribution, as well as in claims, is a key component of agency well-being and van lines growth," says Mark. "We understand our customers want one invoice, quickly and accurately. We're seeing continual improvements in meeting their expectations—service delivery is good, and we're making it better."

Rather than losses, Mark views claims as opportunities for gains. "Every claim is a great chance for customer salvage," says Mark.

In 2008, he championed a web-based claims management system for agents. His team is now in the process of finishing up a web-based module for agents on AtlasNet that handles rating, invoicing and distribution.

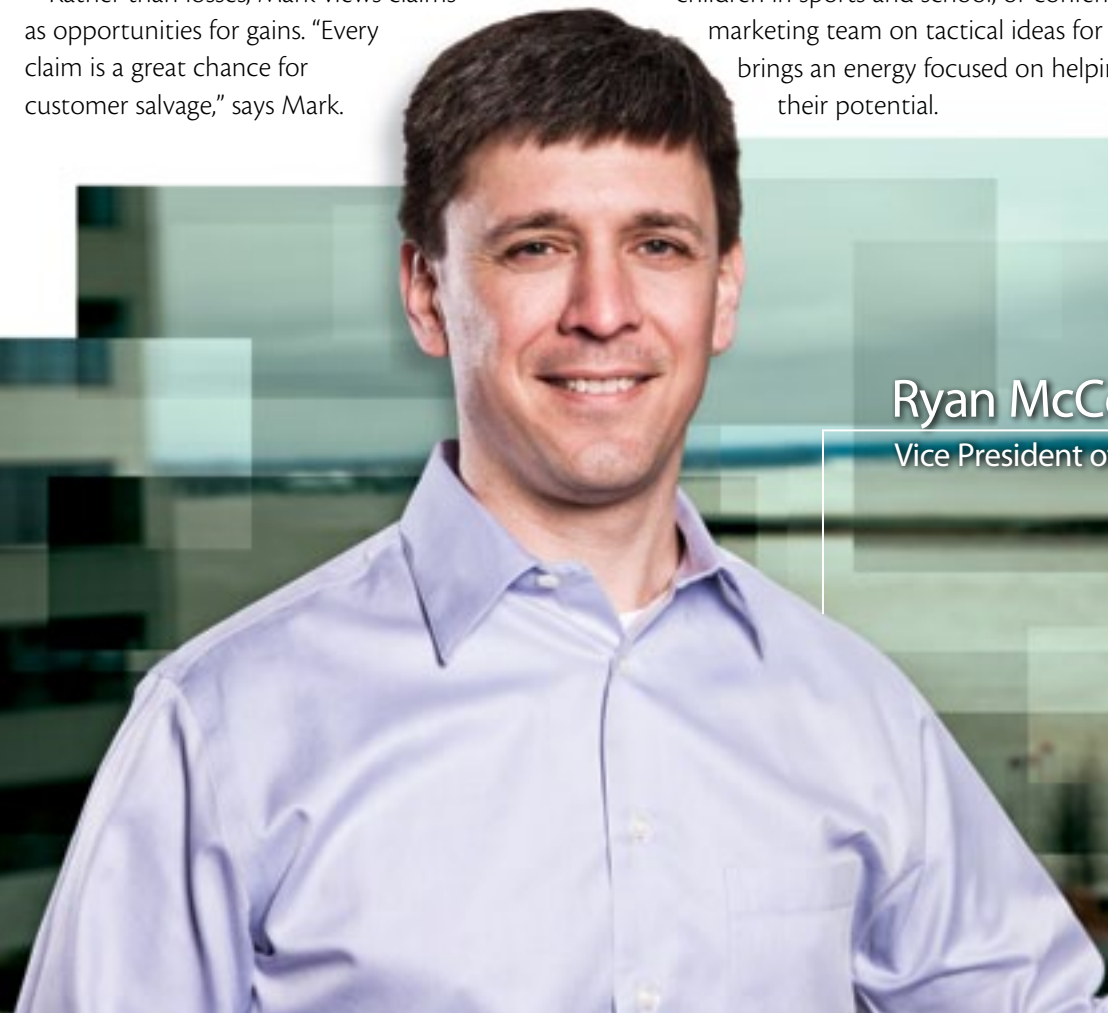
"We want Atlas to be a facilitator of agent success," says Mark. "This naturally means bringing automation to the process, wherever it makes sense. In everything, we strive to be agent friendly, quality driven, and provide good service."

Vice President of Corporate Marketing Ryan McConnell is energized. Whether encouraging his children in sports and school, or conferring with his marketing team on tactical ideas for Atlas, Ryan brings an energy focused on helping others reach their potential.



Mark Spiehler

Senior Vice President of
Account/Agent/Claims Services



Ryan McConnell

Vice President of Corporate Marketing

“The role of marketing is to give our agents the power to become more successful selling Atlas,” says Ryan. “I firmly believe in the three E’s: energize, educate, enable. These are how we equip our agents to achieve their sales and marketing goals.”

Ryan says a revitalized marketing effort is needed to open new opportunities; he sees synergy among people as crucial. “We recently brought Internet Sales and Marketing physically into the Marketing area for greater coherence in our total marketing effort,” says Ryan. “We’re making Internet marketing more accessible for agents, and making it easier for customers to find Atlas and interact.”

Ryan’s team is bringing a more proactive approach to RFPs. As well, they are building new connections via social media. “We’re meeting clients where they are apt to interact, whether it be on Facebook, Twitter, or LinkedIn,” says Ryan. “We’re also making events more focused on usefulness. At the Atlas Convention and

Forum, for example, we’re strengthening the emphasis on education.”

When Senior Vice President of Transportation Services Administration Dennie Lynn is away from work, he enjoys time with the family, the gym, and golf. Members of the Atlas family appreciate the time Dennie has devoted to them; he has been on the job at Atlas since 1970. So, it’s reassuring that a seasoned Atlas leader who knows Operations inside and out now assumes responsibilities for Smart Move.

In simplest terms, Dennie sees his newest task as integrating Smart Move into the fold of the Transportation Services Group.

“Smart Move Operations had been residing in Transportation Services, but working somewhat independently,” says Dennie. “The goal is to bring them in as a natural extension of the successful operational reorganization that we accomplished a couple of years ago when we combined RSG and STG Operations. This way, we can utilize all of our Corporate Operations

staff and resources to provide them significant service support, and further extend our commitment to service excellence for all customers, across all product lines, including Smart Move.”

Dennie wants agents to think of Smart Move with the same level of confidence they have in Atlas Transportation Services Group Operations. “Our Operations team has developed many long-term working relationships with our agency family, having earned their confidence over many years of proven service excellence and support. In my view, our establishing that same level of agency family confidence in Smart Move will result in both expanded sales and stronger service capabilities.”

David Coulter admits to a love for sports, especially golf (he regularly oversees the golf tournament at the Atlas Convention). No doubt his competitive nature suits his new role as Vice President of STG Sales. David brings fresh drive to increase shipment volume for electronics, exhibits, store fixtures, and fine art. He leads with an ambitious agenda: to double revenue in five years.

“The reorganization brings resources and focuses attention on the STG business to help it grow,” says David. “This is critical since the economy has made the market extremely competitive. We’re seeing a host of new names, including third-party providers, enter the market.”

David says Atlas will use all the tactical advantages at its disposal to pursue competitive gains. As well as pricing methodologies, these include leveraging the strengths of the Atlas brand—especially its extensive agency network.

“We’re looking to create more opportunities for existing agents and to get more agents involved in the sales effort,” says David. “This includes helping our agents acquire and cultivate sales people.”

Creative thinking is key; new approaches are needed to counter rising fuel costs and the industry’s ebb of Professional Van Operators. One such idea: the potential of regional distribution. David is starting the discussion on this and other ideas as he gathers forces.



Dennie Lynn
Senior Vice President
of Transportation
Services Administration



David Coulter
Vice President of STG Sales

"We have to be open to new ideas if we are to succeed in today's market," says David. "STG has a lot of potential to grow. I believe if we are determined to succeed, we will."

As Avail Vice President, Phil Wahl gains responsibility for Atlas' government business, including military moves. He sees this as good for business.

"Bringing government business under Avail makes sense," says Phil. "We're all involved with the military's new DP3 procurement system, and this will strengthen our collaboration. Improving efficiency for DP3 moves continues to be one of our highest priorities."

Another big priority: marketing move management services. Phil says that plans call for adding a dedicated sales professional to work with agents and national

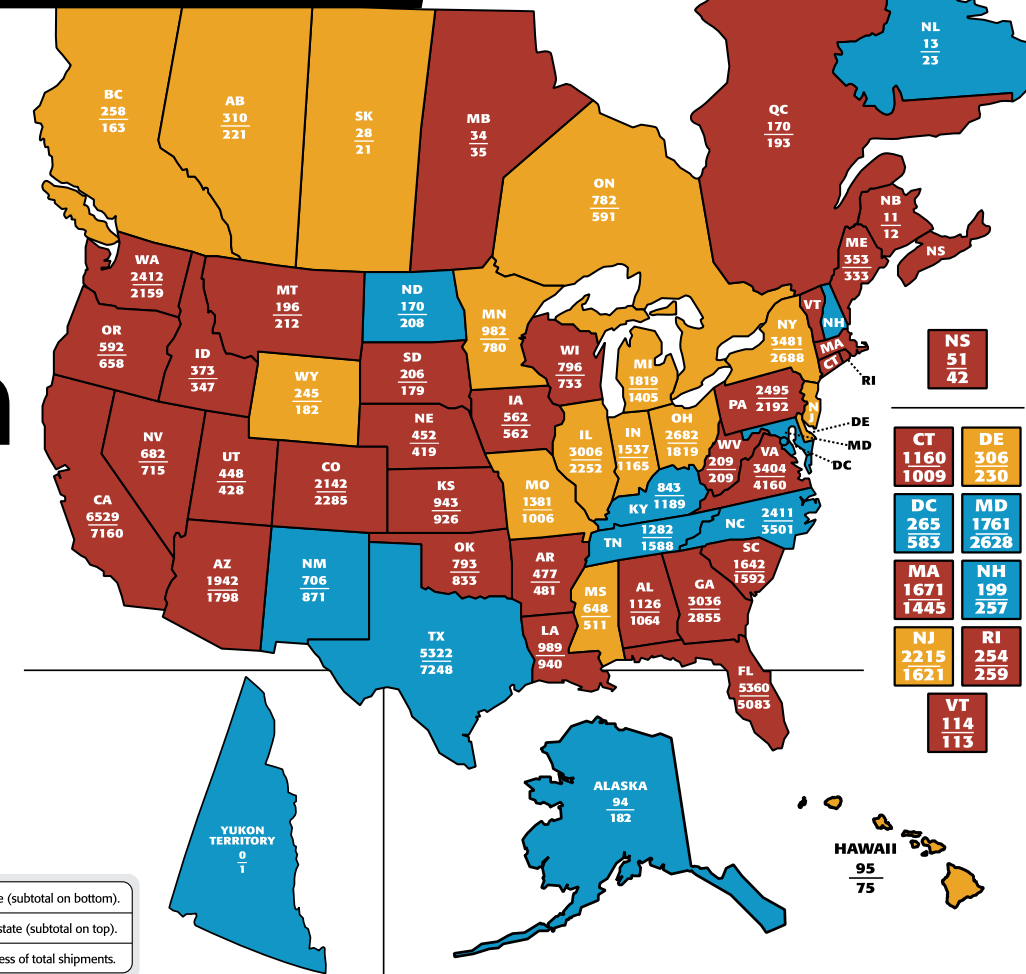
accounts. Work continues on new ways to add value for clients, such as a post-move survey now in development to assess the entire relocation process. "When we give clients a tool that is a benefit, they tell others," says Phil. "The best marketing edge we can have is a satisfied customer."

When Phil is away from his professional duties, you are likely to find him on the ball field or in the gym.

"Over the last dozen years, as my kids have grown, I've been a coach – baseball, basketball, soccer, and football."

Phil brings his passion for teamwork to Avail, too. "We have a great group here... forward thinkers who are always looking to improve the process and add value for customers. We're going to take our clients, and Avail, to a new level of success." ■

Migration Map Shows Uptick in Volume



Someone said you can learn a lot from a good map – except how to refold it. Perhaps the biggest finding from the map of 2010 migration patterns is an apparent uptick in economic activity. During the calendar year, Atlas handled 74,541 interstate and cross-border household goods moves. This represents about a four percent increase in volume over 2009. As you might expect, the biggest surge came during summer months, traditionally the time when families relocate.

Among this year's findings:

Ten states are classified as inbound; twelve are outbound. The rest are balanced.

For the fifth straight year, Washington D.C. saw the highest percentage of inbound moves, while Ohio led in percentage of outbound moves.

For the first time in two years, Kentucky joins the inbound ranks with neighbors North Carolina, Maryland, and Washington D.C.

For the first time in three years, Idaho moves from an outbound state to a balanced state, joining California, Oregon, Washington, Nevada, Montana, Colorado, Utah, and Arizona.

For the last 10 years or more, six states have remained constant in their status: California, Alaska, North Carolina, Kansas, South Carolina and Indiana.

Despite high foreclosure rates and poor housing sales, Florida, Alabama, Georgia and South Carolina

remained balanced. One possible reason: popularity as retirement destinations.

For more results of the migration survey and to view an interactive map with 10 years of data for each state: www.atlasvanlines.com/migration-patterns/. ■

"The Atlas migration study is a bellwether for the economic situation of the country. The results are especially promising this year, as the number of moves has increased, with monthly numbers higher than 2009."

– Atlas President & COO Jack Griffin

How status is determined:

Each state/province has a threshold value, which is the total number of shipments multiplied by 0.55 (for example, in a state with 100 moves, at least 55 of them would have to be outgoing to classify the state as outbound). A state/province is considered:

- Outbound when outbound shipments exceed the threshold.
- Inbound when inbound shipments exceed the threshold.
- All other states are classified as balanced. Shipments noted for Canada are cross-border to or from the U.S. (not interprovincial).



Phil Wahl
Avail Vice President



Highlights

2011 Corporate Relocation Survey

Since 1968, Atlas Van Lines has charted the pulse of corporate America with its annual Survey of Corporate Relocation. Findings reveal how relocation professionals are meeting the myriad challenges of today...and hint at what the industry's future may hold.

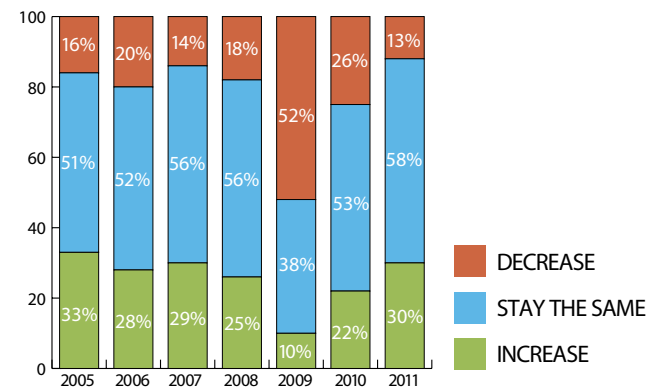
The Amplifier is pleased to present these highlights; for the full report, visit:

www.atlasworldgroup.com/survey

Expectations about volumes and budgets are more optimistic overall than last year. Nearly one in three firms expects volumes to grow in 2011; at least one in four sees the likelihood of budgets increasing as well. Conversely, compared to the last two years, far fewer firms expect decreases in volumes and budgets.

Question 6: Overall Relocation Volume

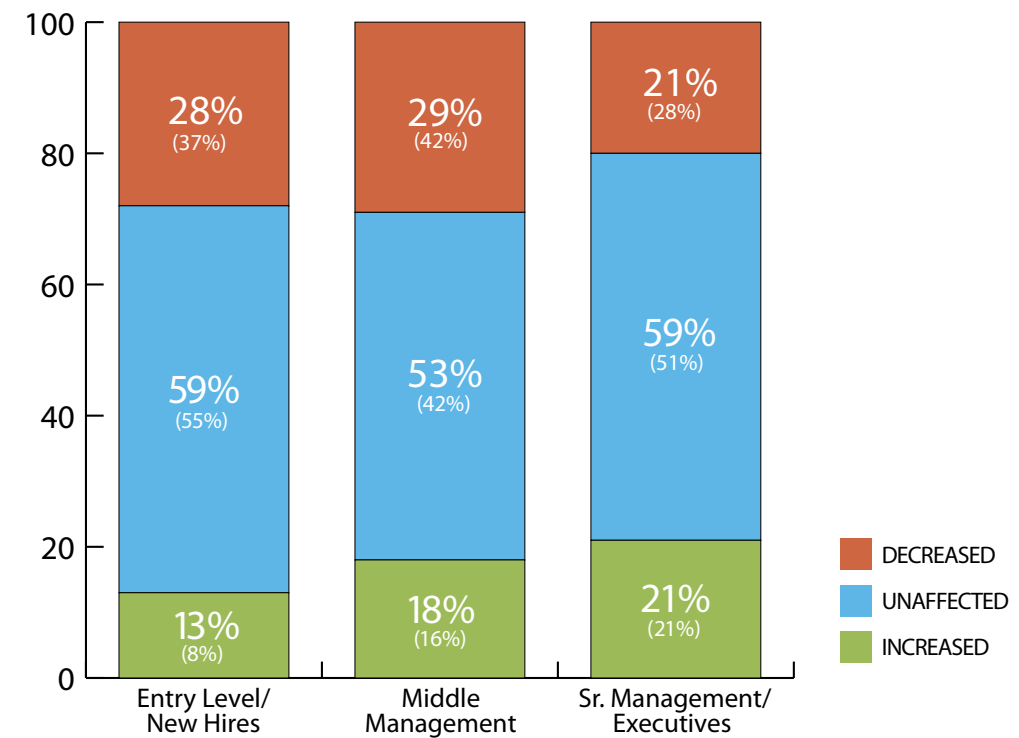
Compared to last year, do you anticipate that the number of employees your company will relocate during this year will ...



Expectations have also improved for international volumes. Over one-fourth think 2011 volumes will increase and over half expect levels similar to last year. Optimism is strongest among large firms, followed by mid-size firms. Small firms are less optimistic.

Question 8: Economic/Market Pressures Impact on Relocation Volumes

Have economic/market pressures impacted your company's relocation volumes for:



The effect of economic/market pressures appears to be waning. In the two prior years, roughly four out of ten companies saw a drop in move volumes among entry level/new hires and middle managers. This year, that fell to just over one-fourth. For entry level/new hires, primarily small and mid-size firms drove the decline. Firms of every size report less of a negative impact on the number of middle management relocations.

Over half of firms report employees declined relocation last year, but fewer than one in five saw the number increase. Employee reluctance fell compared to the two prior years, with mid-size and large firms less affected than they have been historically. Housing/mortgage concerns remain the top reason for the third year in a row, while family issues/ties (formerly the biggest concern) remains in second place.

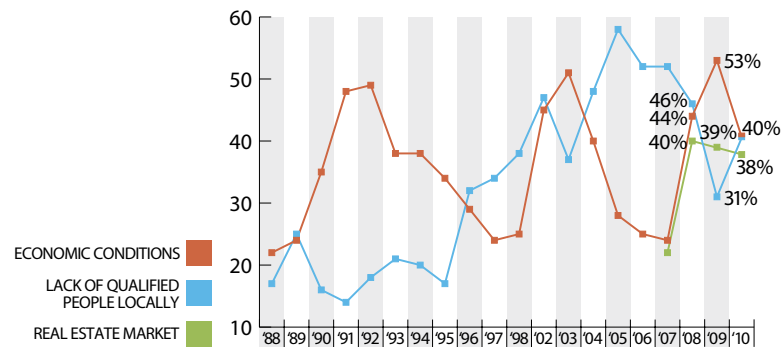
Who Responded? ▼

To qualify for participation in the Atlas Corporate Relocation Survey, prospective respondents must 1) have relocation responsibility, and 2) 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; 408 relocation professionals completed online questionnaires between January 6 and February 28.

- **Most (86%) work in human resources/personnel or relocation services departments for firms in:**
 - service (39%)
 - manufacturing/processing (33%)
 - wholesale/retail (10%)
 - financial (9%)
 - government/military (4%)
 - other (5%)
- **Size of Firms Represented:**
 - Small: Fewer than 500 salaried employees (37%)
 - Mid-Size: 500-4,999 salaried employees (37%)
 - Large: 5,000+ salaried employees (27%)

Question 14: Select External Factors Impacting Relocation: 1988-2010

What external factors had the most significant impact on the number of your employee relocations last year?



Two-thirds of firms offered incentives in 2010. Extending temporary housing benefits was by far the most popular; relocation bonuses and loss-on-sale protection rounded out the top three. Loss-on-sale protection was much more likely to be offered by mid-size or large firms.

Most firms used some sort of cost-containment measure. Nearly one-third of all size firms capped relocation benefit amounts, while roughly one-fifth limited miscellaneous allowance benefits. Large firms are more likely to have offered pre-decision counseling; reviewed or renegotiated supplier contracts; offered short-term, extended travel, or commuter arrangements rather than relocation; and tightened real estate assistance requirements.

For the second year in a row, most respondents believe the overall financial performances of their firms will improve in the coming year. Half or more of firms across company size expect the U.S. economy to improve as well. Large firms are more optimistic than mid-size and small firms. Expectations for the U.S. real estate market are similar among firms of all sizes and only slightly less optimistic than reported last year.

Factors impacting 2010 relocations point to the beginning of a turnaround. Economic conditions and a lack of qualified local talent tied as the greatest external influences. However, the impact of the real estate market weighed almost as heavily.

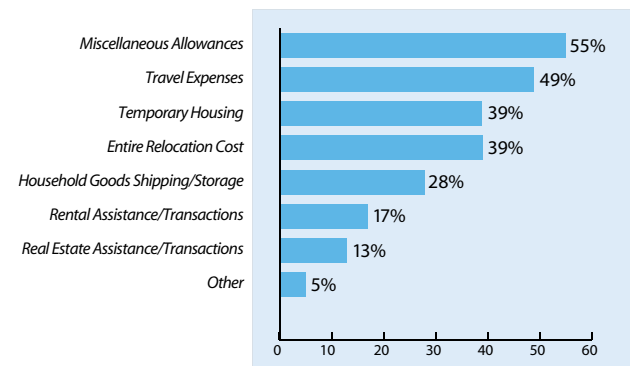
Among internal factors affecting relocation volumes, company growth retook the top spot after falling to third place in 2008 and fifth place in 2009. The perceived

impact of budget constraints dropped significantly as well. Despite a substantial increase, the imputed impact of company growth is similar to previous recessionary levels.

Lump sum and partial reimbursement continue to grow in popularity and are now used by nearly half of all companies. Full reimbursement is still the most popular method overall for transferees; however, there is a growing level of interchangeability in reimbursement methods.

Question 32a: Lump Sum Payment Application

For what types of relocation costs are lump sum payments typically offered to relocating employees?



For new hires, lump sum payments are the most popular reimbursement method, followed closely by partial reimbursement. Fewer than half of all firms now offer full reimbursement to new hires. Of particular note, this is the first time both lump sum and partial reimbursement have surpassed full reimbursement for new employees.

To better understand the increasing use of lump sum payments, the survey posed two new questions. Results show roughly half or more firms using lump sum payments typically offer them for miscellaneous allowances or travel expenses; over a third offer them for temporary housing or for the entire relocation cost; and over a fourth offer them to cover household goods shipping and storage expenses.

As for who receives lump sum payments: entry level employees are more likely than executives, new hires are more likely than transferees, and renters are more likely than homeowners.

BRAVO 2011

Atlas Is Boosting Recognition of Atlas Van Operators

They bring the trucks, brawn, and brains to moving... and smiles to the faces of Atlas customers. They are Atlas Van Operators, and they rank among the world's finest professionals.

Since 1988, the Atlas family has paid homage to its heroes of the highway on a dedicated day in September: ROAD Day. Building on the foundation of that event, Atlas is introducing a new celebration: Atlas Van Operators Appreciation Week. It takes place April 25 to 29 – and comes with several new advantages.

“By dedicating a full week before the start of the busy season, people get more flexibility to participate,” says Marketing Specialist Aaron Chenoweth. “Agencies can choose a day that works best to host an event, and van operators will have more opportunities to take part. Those out on the road may even enjoy more than one event.”

The theme for the inaugural event is BRAVO (Boosting Recognition of Atlas Van Operators). As with ROAD Day, this new occasion will include food, games, and prizes. Agents can register and get ideas for making their events memorable at <http://bravo.atlasworldgroup.com>.

“For over 60 years, our Atlas Van Operators have been the public face of our company,” says Atlas President and COO Jack Griffin. “They represent us with outstanding customer service. It’s our privilege to dedicate this week to these exceptional members of the Atlas Family.”

Watch the Atlas Facebook page for photos, and see the next issue of the Atlas Amplifier for an event wrap-up story.

Atlas. Van Operators APPRECIATION WEEK

April 25 to 29

Atlas HQ and agents host gatherings to show appreciation to Atlas Van Operators.



Performing Incredible Customer Service
Atlas "PICS"
Bob Hulan



Bob Hulan, RSG-Relocation Services, got a pleasant surprise on the morning of March 2. In an unannounced visit, Atlas President and COO Jack Griffin recognized Bob with the **PICS (Performing Incredible Customer Service) Award**. Bob is the first recipient of the new award, an initiative Jack has championed to bring a fresh focus to the importance of customer service. In a personal letter of thanks, Jack noted that loyalty, reliability, passion and dependability only begin to describe Bob's amazing customer service traits in a career spanning 27 years with Atlas.

"The whole notion behind customer service is to treat others as you would like to be treated," says Jack. "By recognizing those among us who do this consistently, we reinforce the value of people to make Atlas better tomorrow than it is today." ■

Bob Hulan is the first recipient of the Atlas PICS Award for performing incredible customer service. Jack Griffin and Atlas associates surprised Bob with the award on March 2. Bob shared his cake with employees as they gathered to congratulate and thank him for his outstanding example.



Getting Social

Atlas Building Web Networking Presence



There's no denying the role of social networks in purchase decisions. According to analysts Josh Bernoff and Ted Schadler, Forrester Research, consumers each year share 500 billion impressions online about products and services. Facebook accounts for more than 60 percent of these. (Source: Harvard Business Review.)

Atlas is doing its part to further the conversation. "We want to engage consumers where they are," says Atlas Senior Marketing Specialist Kerri Hart. "So, we continue to expand our social networks for greater awareness of the Atlas brand...and to help Atlas agents build their businesses."

You can find Atlas on Facebook (more than 800 friends), Twitter (600+ followers), and LinkedIn (235 followers). The company also connects with consumers via YouTube, where seven Atlas clips have captured over 5200 views to date.

"Atlas is trying to reach 1,000 fans by early summer. Be sure to visit our page, click "like" at the top, and share it with your friends." – Kerri Hart, Senior Marketing Specialist

Social Network Support for Agents

For agents who want to step into social media, Atlas offers help to gain a foothold. The Marketing team is currently developing a how-to series covering the basics; the first installment is a primer on getting started with Facebook. The team also provides answers upon request when agents have questions.

"Social networking is a way to connect instantly with people," says Kerri. "Businesses are built on connections with people. It only makes sense to nurture those relationships with all the tools at your disposal." ■

Connect with Atlas via Social Media

- [Facebook.com/atlasvanlines](https://www.facebook.com/atlasvanlines)
- [Twitter.com/Atlas_Van_Lines](https://twitter.com/Atlas_Van_Lines)
- [Youtube.com/user/atlasvanlinesinc](https://www.youtube.com/user/atlasvanlinesinc)
- [LinkedIn.com/company/atlas-van-lines](https://www.linkedin.com/company/atlas-van-lines)



BANNER YEAR FOR COOPERATION

2010 REMODELS

RECORD YEAR FOR BUSINESS

What goes into a banner year?

For Atlas STG and Gap Inc., the answer can be summarized in one word: partnership.

During 2010, Atlas STG supported Gap's ambitious drive to remodel its Old Navy stores. As the exclusive provider of blanket-wrapped logistics services for Old Navy, Atlas ensured just-in-time delivery for over 200 store remodels between January and December. Gap and Atlas have worked together successfully for several years, but 2010 saw the biggest volume of any year to date.

"When Gap begins a remodel or a new store, Atlas STG transports the store fixtures to the local Atlas agent's warehouse," says STG National Account Specialist Chris Koehl. "When the general contractor for the project orders materials, the agent provides delivery."

It sounds simple enough. But, it wasn't always so. During the last part of 2009, the partnership tackled a big push—50 stores. "It was a mighty struggle, with a ton of challenges," says Chris.

Although the project concluded successfully, Chris says everyone involved knew the process needed improvement. So, GAP called a conference among its suppliers. They came together, hashed out the weaknesses, and looked for potential efficiencies. Each came away with a renewed sense of cooperation, and a stronger determination to make efforts more productive.

"For Atlas STG, we found that service requirements for storage and delivery weren't always clear to participating agents," says Chris. "So we created a detailed service level agreement that explains precisely what the work entails."

Meanwhile, Gap created a database, with photo, part number, description, supplier, and quantity for each item and every store. Contractors would refer to the form to place orders; Atlas agents would use it to fill orders. "This one enhancement probably made the single biggest difference," says Chris.

Likewise, fixture suppliers standardized the formatting of shipping labels in accord with the database, so all can identify parts quickly and correctly throughout the pipeline.

"Within a span of about eight weeks, we all had process improvements in place," says Chris.

He credits the combined actions with improving the overall efficiency of logistics ten-fold. But, he says, it could not have happened without candor and cooperation—a view shared by Ashley Mason, Gap Senior Analyst Fixture Transportation.

"Atlas and Gap have been partners in developing best practices for many years," says Ashley. "We present what we feel might pose an issue. Chris Koehl and the Atlas team respond with, 'Here's what we can do, and how we can help you with that.' It is a rare event when their suggestions are not actionable and highly valuable."

Working with Other Vendors

"Atlas is proactive, always on top of things," says National Accounts Manager Carla Coppess, Carlson Store Fixtures. "Atlas shares my outlook on customer service, not only to Gap, but to me as well. I have a great team at Atlas backing me up. Kendra Boles in particular has been great at making the seemingly impossible happen."

"We take the view that other Gap suppliers are our customers, too," says Chris. "We are all in the same boat together, serving the same customer, so we do whatever we can to help them deliver good service."

Gap understands the importance of good working relationships. It invites its vendors and employees to regularly evaluate the service providers via a "scorecard." The most recent ratings saw Atlas at the top of the list.

"We highly value our relationship with Atlas and the work they have done to date," says Ashley.

The feeling is mutual, says Chris. "I can't overstate the importance of teamwork to our success. It made 2010 a banner year for our partnership and promises more great things for 2011." ■

Old Navy store fixtures are ready for delivery in an Atlas agency warehouse. A typical Old Navy store remodel requires about 5,000 sq. ft. of storage.



Putting Moves in a Sweet Order



Avail Order Management (AOM)

It's a common dilemma for organizations that make multiple moves. How can you best distribute your transportation business among qualified carriers—and be confident in the data to support your decisions?

Here's the good news. Avail Resource Management has solved the dilemma with a proprietary process called AOM (Avail Order Management).

"Organizations today scrutinize expenditures like never before," says Senior Vice President Richard Clarke, Ace Relocation Systems (75). "AOM gives relocation managers a means to get the best value from their transportation dollar, and justify their choice of providers with the facts."

How AOM Works

The process begins when a client submits a move request into the AOM system. AOM notifies Avail Resource Management, via email, to assign the approved carrier based on guidelines set by the client. For example, XYZ Corp. has authorized three carriers: one provider for 50 percent of its moves and two others for the remainder.

When notified of a move order, the carrier provides a budgetary estimate. AOM sends the estimate to the relocation company for approval, following which the carrier performs the in-home survey.

"When the move is completed, the invoices come to Avail and we can make sure the actual price is in line with the estimate," says Director Mark Haller. "If there are discrepancies, we note the differences and find out why."

Customized Reporting Power

As well as a tool for assigning and shepherding moves, AOM provides feedback that enables corporate move managers to make decisions supported by objective data.

"AOM creates a level playing field in which to evaluate carrier performance," says Senior Move Management Coordinator Stephanie Shelton. "Managers get reporting customized especially for them. For example, we can show variations in costs among carriers per mile, per shipment, per unit of weight, per transportation lane, and so forth. Whatever the expectation, AOM brings virtually unlimited flexibility for informed decision-making."

"What's more," says Stephanie, "the AOM system is totally transparent, giving the corporate manager the ability to view all the company's moves online at any time."

Avail developed AOM in 2009 in answer to a client's specific request. Today, several national accounts rely on it to make the best use of their transportation budgets; Richard manages three of them. He says his clients have found it's not always the carrier with the lowest shipping cost that represents the best value. But, with facts in hand, they can make the right choices—and justify them.

"A client might save \$500 in transportation costs on an international move, yet incur \$4,000 in temporary housing and per diem expense because the shipment was delayed," says Richard. "When you factor in such things as timeliness and claims, you get a clearer picture of the cost to use a carrier. AOM makes value comparisons crystal clear." ■



Atlas SMARTVAULT®

Grabs Attention of U.S. Military

Does the SmartVault® have the stuff to meet tough military duty?

Uncle Sam wanted to know. So, last September, the Surface Deployment and Distribution Command (SDDC) put the Atlas container through a barrage of tests. The answer was a resounding yes.

"We had originally submitted the SmartVault for consideration in 2009," says Vice President of Agency Development Steve Hermann, who administered the application process as interim director with Smart Move. "Initially, it performed well in every test except the water spray." In this test, water is sprayed on the door continuously for 20 minutes.

So, Atlas engineered improvements to the door seal and resubmitted the SmartVault in October 2010.

"With our reengineered seal, there was no leakage. This has to be reassuring to anyone who moves... especially if you're shipping a leather sofa or brand new plasma TV."

In January, the SDDC notified Atlas by letter of the new results. The SmartVault was officially the first plastic container approved for the military's Code 2 (containerized) shipments. The approval also covers storage applications.

"We have essentially provided the military with a weather-resistant container for moving and storage," says Steve.

Competitive Implications

"The military testing shows the SmartVault is a superior container for safety and security," says Smart Move National Sales Manager Todd Russell. "We expect it to

perform extremely well for service personnel, with high levels of satisfaction."

"Customer satisfaction levels are key," says Todd, "because they account for 50 percent of the 'best value' rating the military assigns to carriers." These ratings inform and influence carrier selection via the DP3 procurement system, a new process for allocating and managing traffic. In other words, customer satisfaction correlates directly with volume.

The SmartVault's performance also bodes well for inroads with the military's PPM (personally procured move) segment. "Move management counselors at JPPSO (Joint Personal Property Shipping Office) are more apt to recommend a company they have confidence in," says Todd. "We are actively soliciting them for their referrals and recommendations."

Bring on the Busy Season

The military's green light for Smart Move couldn't come at a better time. All indications point to a huge year ahead for military household goods shipments.

"The approval of SmartVaults by the military will undoubtedly help us to meet their demand," says CEO Gregg Imlach, Imlach & Collins Brothers, LLC (1132). "Containerized shipping will only grow in importance for the military, and for many other customers as well."

"We're seeing a surge in requests for Smart Move pricing among national accounts," says Todd. "More and more, corporate customers are finding Smart Move gives them a valuable option to expedite employee relocations...no more than ten days coast-to-coast versus weeks for a traditional move. The savings in per



The Atlas SmartVault® Reports for Duty. Shake It. Drop It. Spray It. Military testing subjected the Atlas SmartVault to rough handling in extremes of heat and cold. With a test load of 2,066 pounds, typical weight for real-world moves, the Atlas SmartVault passed a series of 10 gritty performance tests. The same SmartVault was used throughout, leaving no doubt of the container's fitness to serve. Atlas is poised to answer Smart Move customers with SmartVaults in major markets across the U.S.

diem alone can more than justify the cost differential."

Todd says the Smart Move team is in the process of developing new sales support tools. The Atlas Web Traffic team continues to enhance content on GoSmartMove.com for greater search relevance. Banner links let agents create a presence on their website to generate leads using an Atlas online estimating tool. It's all designed to make it easier for agents to bring Smart

Move profitably into their service mix.

"Smart Move allows the Atlas agent to add value with a unique service," says Todd. "It provides a point of differentiation and a competitive advantage. Now, with the military's own tests to back it up, the SmartVault can legitimately claim to be the toughest moving and storage container on the market." ■





In the Niche of



Titan Rolls Out Like Clockwork

"No two rollouts are alike...but they all have one thing in common," says Mark Sesti, Titan Senior Account Executive, "A ticking clock."

With 30-plus years in the saddle, Mark, aided by Titan teammates, consistently beats the clock. They routinely wrangle complex distribution scenarios for some of the world's most successful brands: Girl Scouts, UPS, Glidden, Benjamin Moore...the list goes on.

In mid-March, Mark's team was embarking on a colossal launch for a wireless retailer. They had been mulling the plan for weeks, sifting a myriad of details with operations experts and asking "what if" until the right solution came into focus.

"We see our job as more than completing a checklist of deliverables," says Mark. "We're logistics efficiency experts—we put a lot of thought into planning, working through scenarios. We find ways to deliver savings."

Every pulse in the pipeline is crucial. Titan must retrofit displays in over 1,500 stores across the U.S. within a mere 31 days. The solution takes shape in a turn-key scheme that locates installer centers strategically to optimize the transportation function.

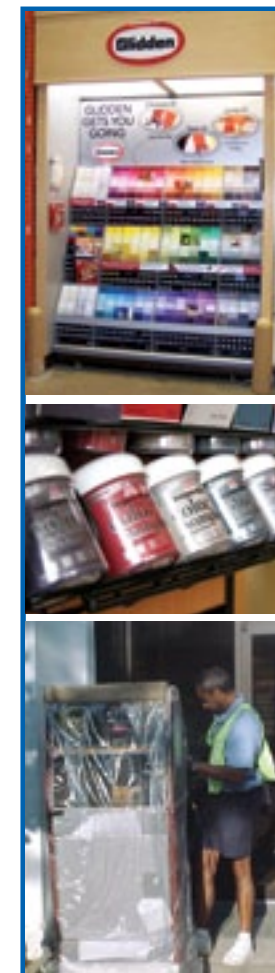
"We'll ship on truckloads from the customer's depot to 65 installer groups throughout the U.S.,

including Hawaii," says Mark. "Many competitors don't offer transportation, so they ask suppliers to ship directly to the store. But less-than-truckload shipping is expensive...and often comes with other problems—damage, incomplete shipments, or materials being misplaced."

Of critical importance is the "final mile," i.e., delivery and installation at destination. For this, Titan will count on Atlas resources in several markets. "The Atlas agency network, especially its professional installers, is a valuable asset," says Mark.

The complexities of orchestrating the project are daunting, but Mark's confidence is unshakeable. He would trust his life to the people around him. "Our clients are in good hands, especially with (Project Manager) Wilda Poehler watching everything," says Mark. "She is fantastic."

"When we manage the entire process, we can guarantee success at every step, with virtually no failed installations. Customers find they get their best results when they trust Titan to do it all." ■



Titan Rollouts

Titan is known for "*timely solutions all the time*," including no-fail rollouts for many of the world's most successful companies.

Glidden Paint Display

Scheduling and installation of retrofitted display in 1,965 Home Depot stores.

Benjamin Moore Sample Displays

Transportation, distribution and set up of 3,000 displays into independent retail locations ongoing.

UPS Indoor Letter Center

Program Transportation and deployment of over 8,000 indoor boxes, including transferring packages, creating new bar-codes and taking digital pictures of each transfer then posting on the Titan Website within 48 hours.

Walmart AOL CD Installation

AOL power wing end cap display installing in 3,200 Wal-Mart stores. Merchandise each display and take picture.

Healthy Advice Network

Wall hung installation of over 2,500 literature displays in over 625 doctors' examination rooms.

Jamba Juice Menu Board Rollout

Removal of existing menu board fixtures and installation of the new menu board including patching and painting walls after store hours – 530 locations.



No Stranger In Your Home™

Unique Security Value Launched by Atlas Canada

To whom do you freely open the door to your home? Friends, family certainly... how about strangers? Would you trust a stranger to come into your home with full, unimpeded access to your possessions? Probably not. Yet, that is precisely what most families throughout the provinces do whenever they move.

Until now. Thanks to No Stranger in Your Home, families who move with Atlas Van Lines Canada will enjoy an added measure of security.

"We want our customers to know they can trust the people who represent us," says Senior Vice President & CFO Shirley Sveda. "So, we've introduced this program in an effort to conduct a criminal background check on everyone we send to the customer's home.

Shirley has championed the process from its inception in 2009. To date, 1,850 individuals have been cleared; checks on approximately 2,500 total personnel are scheduled to be complete by the end of the year. These include all professional van operators, moving consultants and all other full-time personnel. Also to be included are part-time personnel and third-party service providers, such as installation and repair professionals who perform work inside the customer's home.

Beyond the complexity of managing the data, legal requirements demand a "careful where you step" approach. As privacy officer for the van line, Shirley understands and respects Canada's strict laws governing privacy and the use of personal information.

"We've taken strict measures to make sure everything is done in a lawful, professional and ethical manner," says Shirley. "We are determined to protect the privacy of our personnel as well as our customers. And we are committed to supporting our process in the long run, so customers can always be confident of the security they should expect."

"This level of security is unique to Atlas in Canada," says Vice President of Operations Dave Coughlin. "We're leading the industry with it."

For customers weighing their choices of move providers, it creates an important point of differentiation.

"The market is crowded with competing moving companies," says President and COO Bob Clark. "You often have only an instant to get the customer's attention. No Stranger in Your Home gets the customer thinking and asking questions. It helps start the discussion."


Bob believes the challenge of educating customers comes down to helping them understand 'what they don't know they don't know' about moving. For example, he says he often hears customers say that bonding is sufficient proof of security.

"While bonding is some protection, it does not ensure the trustworthiness of those who enter the customer's home," says Bob. "However, No Stranger in Your Home does. Customers now have another reason to feel safe when they see the Atlas van arrive in front of their home." ■



Above: To take the security benefits of No Stranger in Your Home a step further for customers, Atlas Van Lines Canada is now in the process of implementing a photo ID program for all on-site personnel.

Left: Imagery used in marketing materials reinforce the feeling of safety for Atlas customers in Canada. Atlas is the only van line in Canada to provide this level of security through this program of background checks.



Getting the Word Out

Atlas Operations Team Travels the Country

Some things are too important to be left to chance—like the information every Atlas operations professional needs to work safely and effectively. So, between January 22 and April 16, a team of Atlas managers conducted meetings with Atlas Van Operators and agency operations personnel at six locations around the country.

“Although the meetings are voluntary, we strongly encourage attendance,” says meeting team leader Dennie Lynn, Senior Vice President of Transportation Services Administration. “The information is critical to the success of Atlas Van Lines.”

The meetings began with a recap of 2010 and a look at coming challenges. Attendees then learned about requirements of the DP3, as well as current claims and customer service issues. The biggest item on this year’s agenda was compliance with CSA (Compliance, Safety, Accountability), a new initiative of the Federal Motor Carrier Safety Administration.

“CSA is a game changer,” says Director of Safety Rick Kirby. “It will have more impact on the industry than did the implementation of the CDL and drug testing. Failure to comply could impair our ability to conduct business.”

In a sign that attendees understand how important the meetings are this year, attendance was strong. “We saw a lot of interest, with a good number of van operators attending over prior years, and good discussion all around,” says Dennie. ■

Note: Agents and operators who still need help understanding the requirements of CSA are encouraged to take advantage of webinars through Atlas Academy. Says Rick: “We’ll do whatever we can to help our van operators know how to comply. Their livelihoods depend on it.”

Presentation Team: Dennie Lynn, Senior Vice President Atlas Transportation Services Administration; Rick Kirby, Director of Safety; Jeff Schimmel, Senior Director RSG/STG Operations; Brandi Ames, Manager Data Assurance and Training; Mark Spiehler, Senior Vice President Account/Agent/Claims Services.

January 22, Tustin, California; February 12, Irving, Texas; February 26, Mableton, Georgia; March 12, Evansville, Indiana; April 2, Upper Marlboro, Maryland; April 16, Naperville, Illinois.

Making Business Easy

International Pricing “One Button-Push Away”

Atlas International is making it easier for sales people to get pricing on overseas moves. A new application for the AtlasNet Survey (Droid and iPhone platforms) lets users submit data directly to Atlas International for pricing. Within one business day, Atlas responds with a proposal for the international move.

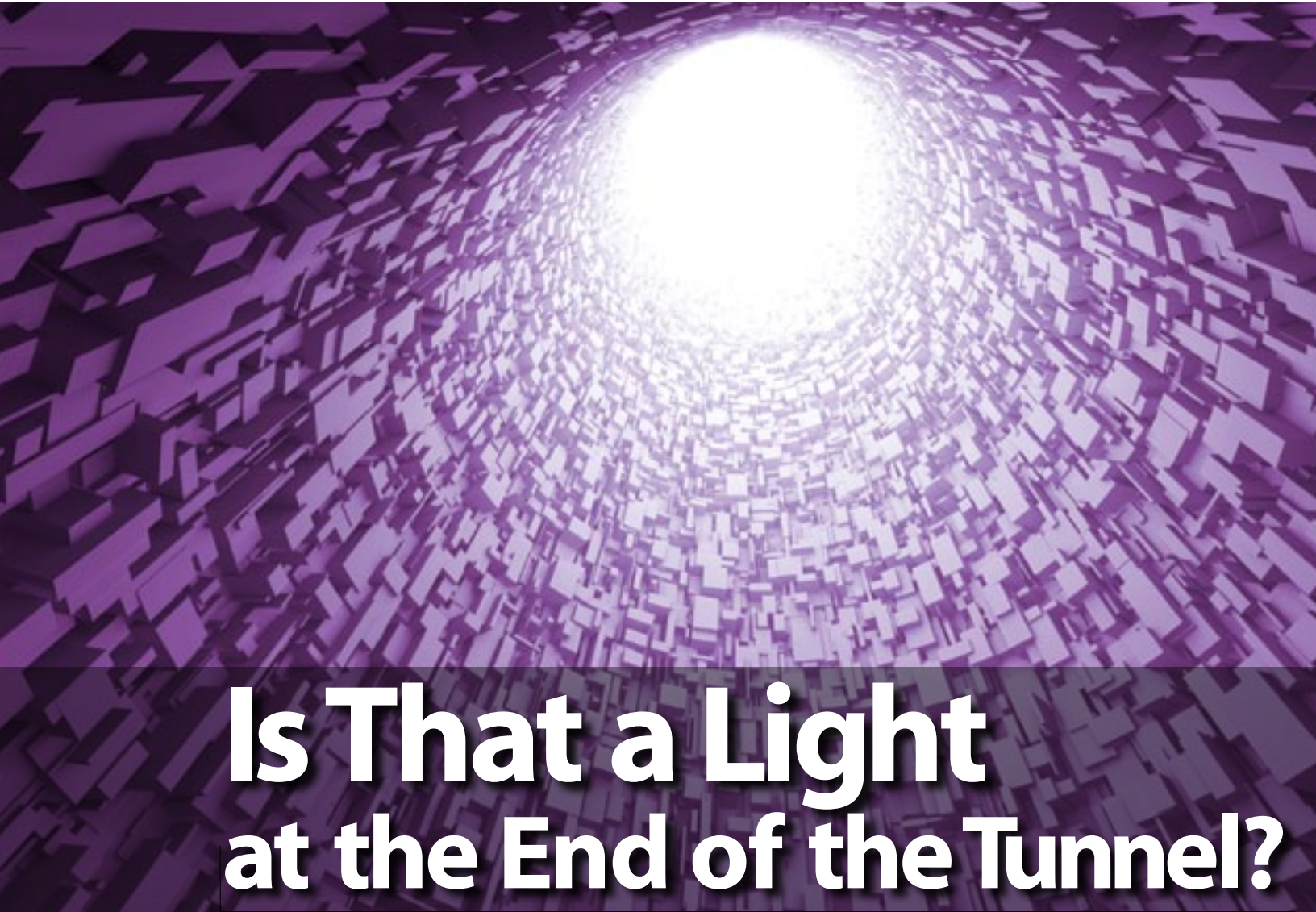
“This new app puts Atlas International one button-push away for international pricing,” says Eastern Regional Sales Director Matthew Hagenah.

“It offers a simple means to provide all necessary information for an accurate and competitive international quote,” says Hagenah. “We are pleased to offer this enhancement to support the professionalism of our Atlas agent partners and their efforts to engage customers with the best of technology.”

Atlas International developed the application in consultation with Atlas IT and the software experts at IGC. Current users of the handheld survey will get the new Atlas International feature with their next upgrade of the AtlasNet Survey application. ■



The AtlasNet Survey application allows the user to receive international move proposals within one business day.



Is That a Light at the End of the Tunnel?

The recent release of a series of positive economic indicators is the first real sign of sustained market improvement since the start of the recession. The data showed nearly across-the-board upward trends for the prior four, and in some cases, six months. Continued improvement over time is the best test of a recovery and it seems it is indeed underway.

While the news is looking like a light at the end of the tunnel, we still have challenges. We have to

contend with declining home values, tightened credit guidelines, rising interest rates, a new wave of foreclosures and inventory surpluses. All of these will play into the reluctance of candidates to accept a relocation opportunity. Some simply cannot afford to move. Corporations and mobility industry service providers must create solutions to these challenges to meet talent management strategies.

Is it a Light? Don't Wait to Find Out—Keep Fine Tuning

Many companies have already made changes to their policies to address the economic environment. A recent survey indicates that 70 percent of companies made changes to their policies in the past two years. They've addressed loss-on-sale, negative equity and home sale challenges. As we move forward it's important to keep the lessons learned in mind. We have to stay abreast of changes in unemployment, interest rates and real estate markets to see if additional tweaks in policy are in order. In this dynamic environment, it's not unreasonable to review policies annually. Here are things to consider:

Finding the Optimal Solution

Work closely with your organization's talent management team to carefully identify the purpose of the relocation and consider alternatives. Options such as hiring locally, offering a temporary assignment vs. a permanent move or providing commuter benefits in lieu of relocation may be better alternatives. Depending on the objective, a less costly solution might work.

Re-instate Mortgage Interest Differential Allowances (MIDAs)

As interest rates hit record-low levels, many companies eliminated their Mortgage Interest Differential Allowance (MIDA) benefits. If interest rates climb, it may be necessary to reintroduce MIDAs for employees who may have taken advantage of those low rates.

Establish More Accurate Home Valuations

While many companies have implemented the practice of obtaining a Broker Market Analysis before making an offer to relocate, some are considering obtaining an Appraisers Price Opinion (APO) for a more thorough valuation. Even if an employee relocated just a year ago, it's possible the

employee's home value has dropped even further. An APO does not cost as much as a standard appraisal and the small investment may prevent a much greater loss.

Push Home Marketing Assistance Further

This area of policy has seen many enhancements over the past few years. Companies are offering home sale bonuses, fix-up allowances and buyer and agent incentives. They've added mandatory list price requirements and have insisted that homes be listed with relocation-savvy agents. In a buyer's market, it's critical not only to have the proper list price, but to position each home to be the next to sell. Think outside the box when helping employees sell their homes, using all the tools possible. Each home is unique, and situational strategies are just as important as policy-driven strategies. The true test on whether the real estate market will rebound will come in the spring – the peak season for home buying. That's when we'll start to discover just how bright that light truly is. In the meantime, we'll remain diligent in doing all we can to meet our clients' recruiting and talent management goals. ■



By Mike Migliaccio, Senior Director, Client Services for Cornerstone's Western Region Office

The Consumer Confidence Index (CCI) surged to 70.4 in February, a 3-year high. Some economists believe this to be the single most important indicator of recovery since confidence encourages spending and spending drives 70% of economic activity.

Search Marketing Behind the Scenes

It's getting easier to find Atlas agents.

Atlas is taking new steps to help agents leverage the power of the web. Building on the reengineering and search optimization of the Atlas website last year, the web traffic team is now bringing more weight to the local search functions.

"Every Atlas agency location has a page on the Atlas Van Lines site," says Internet Sales & Marketing Director Vic Baillargeon. "This helps our agents increase their own web presence and enhance their position in local search results."

Vic says the Atlas site generates the pages based on information in the agency roster. The search engine

crawlers—the robots that scour the Internet and its content—see the pages as unique. The crawlers index each, which means more keyword indexing for better page ranking of the agent's website in the search results. Visitors to an agent's page see basic information about the agency, including its location, contact information, and a link to the agent's website.

"Because we're an authentic moving site, the search engines see our links as meaningful," says Vic. "They are another indication the agent's own website is relevant to the search results."

Enhancing "Findability"

To enhance the likelihood that Atlas agents appear in

results of local searches, Vic and his team have been beefing up content for state- and city-specific queries. Since November, they have customized page content to enhance local rankings for 12 states and 48 select cities. These are designed to essentially act as a magnet, pulling in more searchers via greater perceived relevance by the search engines. Work continues on adding page content for other states and cities.

The web traffic team has also taken steps to ensure Atlas agency information is current with the many search engines that handle local search queries. According to Vic, local search engines perform about a third of all searches. Keeping each supplied with current information can be time-consuming. So, Atlas has entered into an agreement with Localeze, a company that collects and distributes business listings to local search engines around the country. Its data is used by more than 100 local search engines as well as the larger search engines, including Google, Bing, and Yahoo!

"By including all of our agents in Localeze, we are assured of the most competitive cost," says Vic. "This is one more arrow in our quiver for building web traffic."

In March, the web traffic team let loose another arrow in the form of pay-per-click advertising via Google AdWords. "We're monitoring the results and making adjustments as we go to get the best value," says Vic.

The process of building and optimizing content is ongoing. Eventually, agent pages on the Atlas Web will feature more specific information relevant to the agency location. "The agents have ownership of their individual marketing efforts," says Vic. "But we're working behind the scenes to support their efforts all we can." ■



The Atlas website features a page for every Atlas agency location to help enhance search results.

Atlas IT Case File

Reinforcing the "Easy" in EasyDPS™

Client: Avail Resource Management

Customer: U.S. Military

The Challenge: To ensure a user-friendly process for managing military shipments in the Atlas system.

Deliverable: Integration of AtlasNet Dispatch and EasyDPS™

Development Cycle: Approximately 5 months

and unknowns. But we have proficient developers at Atlas, a capable vendor, and a great team at Avail to help us from the user's perspective. Lead developer Ryan Parmenter was especially instrumental in making this project a success."

The integration was completed in March. Now, when the military tenders a shipment to Avail, the data flows through EasyDPS™ into AtlasNet Dispatch. Avail users can manage the shipment almost entirely in the dispatch environment. There's no longer a need to enter the same data twice. And there's another benefit, explains Joab. "When the shipments are tendered to Atlas, they are visible in Dispatch right away. This is especially helpful during the busy summer months, because it gives our operations people advance notice to prepare for them." ■

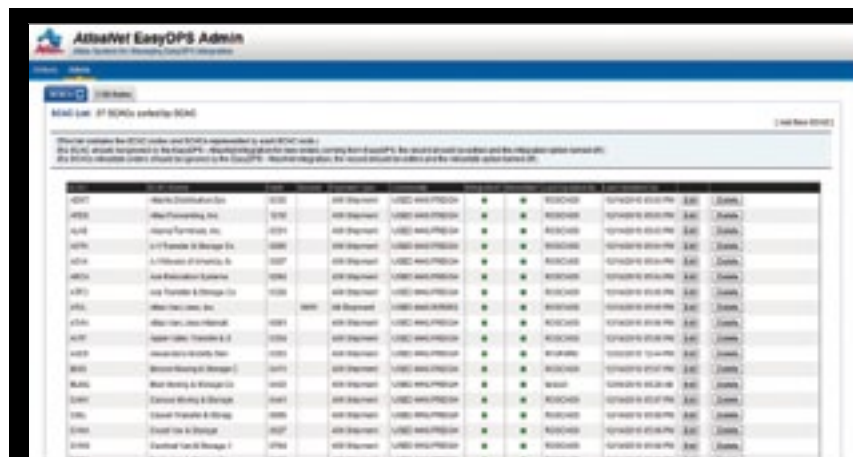
It was made to be easy from the get-go. The web-based EasyDPS™, developed by Enterprise Database Corporation, serves as a user-friendly interface to the Defense Personal Property System (DPS). It gives providers of transportation services, such as Atlas, an automated system for handling DP3 moves for the Department of Defense.

However, working with the interface posed a unique challenge for Avail move managers.

"Avail managers had to enter essentially the same data into EasyDPS™ and into AtlasNet Dispatch," says IT Development Director Joab Schultheis. "This added time to their work. They needed a means to manage DP3 moves more simply."

The IT team dug into the problem with urgency last September and soon mapped out a solution for integrating AtlasNet Dispatch and EasyDPS™. Their goal was to produce an operational interface before the 2011 household goods busy season. Timing was critical because Avail must handle a tremendous volume of military moves within a compressed time span.

"I would describe this integration as a medium-level challenge," says Joab. "It presents certain complexities



The EasyDPS Admin Tool defines how to allocate shipments to Avail CSRs. It provides a means for Avail to monitor and control the integration process to continuously enhance operations.

ATLAS GIVES BACK

HQ Staff Answers Basic Needs



Most of us take for granted that we'll start the day with clean clothes and breakfast. For some people, however, the basic necessities of life present a constant challenge. To help answer that challenge, Atlas employees rolled up their sleeves with the United Way of Southwestern Indiana last fall to conduct the "50 Ways to Help Your Neighbor Basic Needs Campaign."

Approximately 200 Atlas employees and family members helped in the effort, which took place September 24 to 26 and October 1 to 3. With the cooperation of local Schnuck's Markets, the volunteers set up and manned collection points with SmartVaults® at five locations in the Evansville area.

In total they collected over \$4,000 cash and approximately \$40,000 worth of non-perishable food, toiletries, paper products, baby supplies, cleaning supplies, new clothing and new household items. The goods were distributed to people who needed them via community agencies such as the YWCA and the Boys and Girls Club.


"Atlas has been in Evansville since 1960, and we are continually looking for ways to give back to the community," said Senior VP and General Counsel Marian Weilert Sauvey, Atlas World Group. "Partnering with the United Way to collect and distribute basic needs items to our community seemed a perfect way for us to help give back."

Atlas placed SmartVaults® at local Schnucks Markets to collect donations for the Basic Needs campaign. "Atlas SmartVaults® are ideal for charitable collections," says Smart Move National Sales Manager Todd Russell. ■

What's Inside

Approximately \$40,000 worth of necessities for people who need them.



 To see more photos of this event, visit the **Atlas Facebook page**: facebook.com/atlasvanlines

Tropical Dreams Come True



Atlas World Class Travel Serves Up Universal Incentive

Atlas associates know that making customers smile is a reward in itself. Now, Atlas Canada is sweetening that feeling with something extra: the chance to wiggle toes in the sand and soak up tropical warmth.

Twice a year, through a partnership with Atlas World Class Travel, the van line awards deluxe travel packages to agency employees who have given exceptional customer service. The prizes are part of the company's TERI (The Employee Recognition Incentive) Awards, a corporate-driven effort to recognize excellence (see box below). Winners have cruised the Hawaiian Islands, splashed in the crystal Caribbean, and laid back at Sandals in Jamaica.

"We make each package as nice as possible, without exceeding what our customer wishes to spend," says Senior Travel Consultant Jessica Roberson.

The trips typically span seven days and cover all lodging, transportation, meals and non-alcoholic beverages, gratuities and taxes.

"Our intent is to cover everything," says Jessica. "We want our travelers to enjoy their trips without having to incur any expense, unless they choose to."

Cruise guests travel in style, with a balcony stateroom and the amenities of a highly rated cruise line. Land packages include waterfront rooms and swizzles on the beverage menu. While each travel prize is unique, all share a common purpose: to provide a wonderful, memorable experience.

"For the first time taking an exotic vacation, we were nervous, thinking of the worst that could happen," says winner Francis Joseph, an associate of Groupe CDP (8125) in Quebec City, Quebec. He and his wife, Sylvie, cruised the Caribbean aboard the Norwegian Pearl. "It was awesome. Everything went perfectly...we have only good memories." ■



For business or pleasure, Atlas World-Class Travel makes your experience easy and enjoyable. To plan your next trip, call 800-446-2077.

Atlas Canada TERI Awards | Employee Recognition Incentive

When a customer commends an agency employee for exceptional service, Director of Quality Rick Bubnick recognizes the associate with a letter of congratulations and a TERI Award certificate signed by President Bob Clark. Each month, based on a random draw, one TERI Award winner receives \$500. Every six months, a drawing determines the winner of a deluxe travel award for two. Since the incentive debuted in the summer of 2009, four lucky associates have hit the travel jackpot.

"There is a great deal of attention to the draws," says Senior Vice President and Chief Commercial Officer Fred Haladay. "It has proven so successful, we are expanding the initiative to specific areas of service such as professional moving consultants and packing crew members." (Atlas Canada conducts other incentive programs for PVOs, administrative personnel, and agents.)



Allan Reynolds (center), Kings Transfer Van Lines (Calgary) Ltd. (8403), is the most recent winner of a TERI Travel Award. Allan says it was definitely worth braving -15°C weather on his day off to receive his award. Pictured with Allan are agency owners Randy Hounjet (L) and Dennis O'Neil (R).

AtlasNet Estimating

New App Brings Improvements in Estimating, Eliminates Rework

The foundation of every good move starts with the survey and estimate," says Mike McCarthy, Vice President, Golden Van Lines (991). "The frontline representative must have the right information to make the move successful, all down the line."

For good reason Mike, like other Atlas representatives, is now rejoicing in the advent of AtlasNet Estimating. The new application gives them a tool that fundamentally improves the estimating process for tariffs 400N and ATVL 1000 household goods shipments.

IT Development Director J. J. Mohr says work began on the application in 2010, when Atlas IT consulted with software developer IGC.

"The first order of business was to get the existing AtlasNet estimating function using the RADS (Rating and Distribution System) rules engine," says J. J. "In doing so, we use the engine that is used in our billing process. As enhancements to the estimating application are made, and as more product lines and pricing terms are added to RADS, estimating will encompass those capabilities."

Development proceeded from a total system perspective to make the entire estimating process

more efficient. As a result, users of the new application experience a more user-friendly interface, thus improving the turnaround time for generating estimates.

Friendlier Paper, Too

Important enhancements were also made to the way Atlas communicates estimate-related information to customers. With insight from agents, the project team made reports easier for customers to understand.

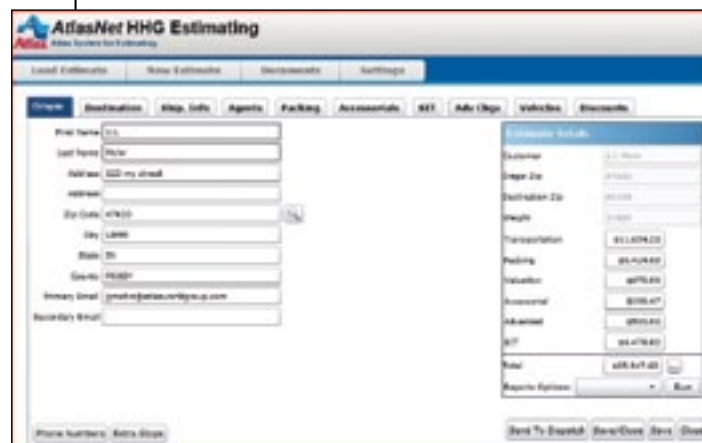
"We simplified everything, taking out acronyms and language that wasn't clear," says J. J. "We've created a better experience for customers, as well as for the agents who present the paperwork and answer customer questions."

AtlasNet Estimating provides an essential step toward the next generation of handheld estimation. It's part of an ongoing process to keep Atlas at the forefront of efficiency in serving customers.

"This project testifies to Atlas' quality commitment," says J. J. "We pride ourselves in doing things right. The last thing we want is for anyone to waste time in rework. We've created a tool for estimates that are timelier, and are both user- and customer-friendly, which is a rare combination to accomplish." ■

AtlasNet Estimating: Key Features

- New forms create a better customer experience. A "summarized" estimate clarifies services and associated costs.
- Users can save information to and from Dispatch and Estimating.
- Simplified navigation between tabs allows easier data entry.
- Users can upload data from Quick/Move to Estimating.
- A single entry point opens to an entire suite for estimating HHG, Smart Move, and local moves. (STG Estimating coming in a future release.)



The AtlasNet Estimating application features a user-friendly interface, enabling easier input and swifter turnaround for estimates.

Now All Atlas Agents Are ProMovers

This year, Valentine's Day was especially nice for Atlas Van Lines. The American Moving and Storage Association (AMSA) welcomed the entire Atlas agency network as members, granting each the ProMover credential of certified quality and ethical practices. AMSA introduced ProMover in 2009 to offer consumers protection against impostors, known as "rogue operators."

"It is unique that an industry leader the size of Atlas has demonstrated its support of AMSA's standards at one time, on such a large scale," says AMSA President and CEO Linda Bauer Darr.

"This is a significant step for Atlas because AMSA only grants

membership to moving companies that exemplify superior customer service," says Atlas Chairman and CEO Glen Dunkerson. "The level of integrity that we expect and provide to our customers is wholly consistent with what AMSA represents."

"This is another indication of Atlas' dedication to excellence," says Atlas President and COO Jack Griffin. "Our agents lead the industry with their

commitment to integrity, quality, and solutions for every customer we serve."

"The ProMover designation is significant because it offers the marketplace an objective, easily recognizable form of credibility," says Frank Grunder, Corporate Vice President/Marketing with Alexander's Mobility Services (0214). "It helps to elevate the Atlas brand as a whole, which ultimately enhances the visibility and profile of the entire agency network."

"AMSA membership offers training and certification programs that allow members to sharpen their skills," says Bill Duggan, President of Wm. Duggan Co., Inc. (2189). "Atlas has taken a great step in extending membership to its agents.

This is further proof that Atlas is totally

committed to helping its agents continuously improve."

The mission of the AMSA is to represent the interest of the domestic and international moving and storage industry and to help the customers it serves. AMSA membership includes interstate moving and storage companies, local movers, international movers, plus industry suppliers and state association members. ■

Atlas Earns AMSA Fleet Safety Honors

On March 8, the American Moving and Storage Association awarded Atlas Van Lines the Fleet Safety Initiative Award. The honor recognizes Atlas for its unique intranet system that tracks compliance with CSA, a safety initiative of the Federal Motor Carrier Safety Administration. CSA is designed to reduce crashes, injuries and fatalities related to commercial motor vehicles. It provides safety information based on detailed analysis of roadside inspections and crashes; all commercial carriers must comply with its recommendations.

To enable compliance with CSA among its van operators, Atlas created a unique online forum on its intranet for distributing CSA data. The site updates regularly and provides agents with a quick and easy way to see where they need to make improvements.

"Safety is vital to Atlas' continuing success," says Atlas President and COO Jack Griffin. "We needed to create a place for our agents to have better access to the CSA findings, in a way that they could quickly and easily implement its recommendations."

"It's important to note the scope of this project," says Director of Safety Rick Kirby. "We have agents that span the country, and by having an online system we were able to reach all of our agents in a more effective and efficient manner."



WAHOO!

Convention Brings Texas-Sized Helpings of Education and Fun



In Texas, they say: Remember the Alamo. Now they can add: and the 63rd Atlas Convention.

The annual meeting of "all things Atlas" came and went like a blur of blue in San Antonio during October 21 to 23. In its wake, Atlas folks laid to rest any notion of a stereotypical Convention.

"I have been attending the U.S. Convention for many years," says Dennis O'Neill, Chief Operating Officer with King's Transfer Van Lines (Calgary) Ltd. (8403). "This was one of the best. Jack Griffin and Bob Clark set the mood for the entire Convention at the Big Blue Bash with their 'cutting edge of fashion statement' as well as the agent participation in dressing for the occasion."

"People today want to make sure they get value from events they attend," says Rick Meyer, President DMS Moving Systems (0800), an Atlas agency since 1983. By his own count, Rick has attended no fewer than 25 Atlas Conventions. "I found the 2010 Convention worthwhile. There were more educational opportunities back on the agenda. But we also had plenty of fun."

"The Convention helps the van line to improve," says Wade Bute, General Manager with Ace World Wide (0711). "It puts competitive and creative industry minds in the same place, and good things come out of that."

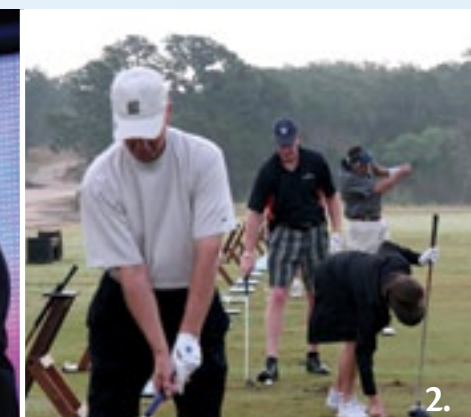
"It was excellent," says Michael J. Donnelly, Senior Vice President with Wayne Moving & Storage Company (2118) and a member of the Atlas agency family for about two years. "It was especially beneficial to hear how other Atlas Agents approach common issues in their businesses."

"It was great to meet people whose names I'd heard or had only spoken with over the phone," says Stacie Banks, Atlas Senior Director of Corporate Finance and first-time attendee. "In my role I have had limited exposure to our agency family in the past, but I want our agents to feel comfortable reaching out to me when they have questions. The social setting provided by the Atlas Convention gives all of us those valuable connection opportunities."

Senior Director RSG and STG Operations Jeff Schimmel has attended more than a dozen Atlas Conventions. For him, the 63rd stood out. "There were a lot more opportunities for learning," says Jeff. "But the best thing about the event is putting faces to names and building bonds. The Convention is great for building relationships, both professionally and personally." ■



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1. Entertainer Gordie Brown closed the convention with his unique showmanship on Saturday evening.

2. Loosening up on the range for the scramble at Canyons Course.

3. Showing their Atlas pride at the Big Blue Bash opening night reception (from left): Senior Vice President of Account/Agent/Claims Services Mark Spiehler; Director of Safety Rick Kirby and wife, Terri; Barb McBride and husband Steve, Vice President Administration & Terminal Services; Vice President Human Resources Nancy Priebe and husband, Jeff; Vice President & Chief Information Officer Mike Neeley; Senior Vice President of Transportation Services Administration Dennie Lynn.

4. During free time, Atlas conventioners duded out for a visit to the Knibbe Ranch (from left): Events Planner Sue Chandler; Chairman & CEO Glen Dunkerson and wife, Martina; Senior Vice President of Account/Agent/Claims Services Mark Spiehler and wife, Phyllis; President & COO Jack Griffin and wife, Carolyn.



To see more photos of this event, visit the **Atlas Facebook page**: facebook.com/atlasvanlines

Partnership with AAA Steering New Customers in Atlas' Direction



AAA clubs all across the U.S. are referring members to Atlas Van Lines as a national "Show Your Card & Save"® partner. It began with the commitment of one Atlas agency to nurture the relationship...backed by the support of a van line dedicated to integrity, quality and solutions.

As part of the partnership with AAA, Atlas produces materials to promote van line services to AAA members. There are AAA clubs across the U.S. serving 60 million members.

"We started working with AAA clubs in our region in 1994," says Chairman & CEO Bob Shetler, Shetler Moving & Storage, Inc. (1830). "First with the Southern Indiana club in Evansville, then with clubs in Cincinnati, Louisville, Indianapolis and Missouri."

There, Bob was delighted to accept the AAA Diamond Award for outstanding quality of a partner. The Shetler name was recognized above such famous brands as Disney, Walmart Pharmacy, Universal Studios, Hertz Rental Car, and FTD.

The next year, Shetler received the Diamond Award again, along with encouragement by AAA executives to propose a more extensive partnership. Following an exploratory discussion with directors at AAA headquarters, Bob arranged for a round table with them and Atlas top management in Evansville.

"It was a solid day of meetings," recalls Bob. "By the end, we concluded our companies were a perfect fit."

Under terms of the agreement, Shetler serves as the agency of record, providing a key link to ensure the partnership meets everyone's expectations for quality service.

"AAA gave us specific prerequisites for service providers," says Rob Shetler, Program Administrator and Vice President with Shetler Moving & Storage of Ohio, Inc. (1831).

Rob explains that AAA's guidelines call for 100 percent certification of labor and customer satisfaction scores of at least 4.1. To these, Atlas adds its own criteria. Milt Hill

As a partner in the AAA's Show Your Card & Save® promotion, Shetler offered a discount on services to auto club members. The exposure was good for business.

"We were featured in the AAA magazine every month," says Bob. "Every time the magazine came out, our phone would ring. Last year, we performed close to 200 moves for AAA members."

Bob said his sales people made it a practice to present the advantages of AAA membership when calling on customers. In the first year alone, the Atlas agency team recruited 115 new enrollees to the auto club's ranks.

In 2008, AAA directors invited Bob to Dallas for the annual meeting of the Auto Club Enterprises, a member service organization of the national AAA network.

Quality Award winners and recipients of the World Class Commitment Award qualify automatically.

"Based on these specifications, 111 Atlas agents are now qualified for participation," says Rob. "The requirements are an incentive for Atlas agents to keep their quality high, or bring it higher."

Answering with Service

Visitors to the AAA website find a link to the Atlas Van Lines site, whereby they can request a moving estimate as a AAA member. Likewise, visitors to the Atlas site find the AAA link that allows them to request an estimate with a Show Your Card & Save® discount. From September through March, qualifying Atlas agents received approximately 1,600 leads. Bob says the sales ratio is about one in ten. But, from personal experience with AAA, he expects both the number of leads and percentage of sales to go higher.

"AAA expects to add one million new members this year," says Bob. "Our shipments run anywhere from 5,000 to 30,000 pounds, most of them with full pack service. We handle moves for middle management people to CEOs. These are highly desirable moves."

"Our partnership with AAA is the largest referral program Atlas has ever been involved with," says Ryan McConnell, Atlas Vice President of Corporate Marketing. "It provides a value-added benefit for AAA and for us... we're excited about the prospects for new business."

Looking ahead, Bob sees potential for more partnerships in the AAA universe, perhaps with other Show Your Card & Save® providers.

"The companies who work with AAA are blue-chip firms that understand the importance and value of service," says Bob. "They are excellent prospects for Atlas Van Lines." ■

Getting Real with Real Estate

In February, Atlas entered into a referral partnership with Real Living®, the nationwide network of real estate experts. As a preferred vendor in the company's "Partners in Marketing" program, Atlas provides a form on the Real Living Intranet whereby Real Living's brokers and agents can provide moving estimates and referrals as a service to their customers.

The Real Living network of franchised real estate companies includes nearly 10,000 real estate professionals handling an estimated 200,000 transactions a year.



Bekins Moving & Storage Tops in Best of Western Washington

Who is the most popular mover in Western Washington? According to a recent poll conducted by KING5 Best of Western Washington (best.king5.com), the honor goes to Bekins Moving & Storage (2501) in Mountlake Terrace. The Atlas agency bested 43 other nominated movers to earn top honors in the area's interactive city guide. Online voting took place between August 30 and October 10, 2010. Congratulations to Bekins and to the other Atlas agency nominees who earned votes: Blue Bird Transfer (416), Vancouver; Boush Moving & Storage (507), Puyallup; Ed's Moving & Storage (823), Lakewood; Mitchell Moving & Storage (1923), Seattle; and Perez Move Management (1223), Auburn.



Alexander's Mobility



CNBC Sportz Biz Segment

A Sports Biz segment on CNBC in September featured this shot of the immaculate warehouse at Alexander's Mobility Services (207) in Tustin, California. The story looked at how Chris Dingman of The Dingman Group helps professional athletes relocate in partnership with selected providers. Reporter Darren Rovell and crew followed Chris for a day, which included his visit to Alexander's for a conference.

"Athletes struggle with the difficulties of relocation, more than most of us might think," says Alexander's Account Manager Joshua Flatt. "Chris really caters to them, and we share his dedication. It makes for a great working relationship."

"Josh Flatt and his support team, especially Larry Matlock, manage our athletes' and families' relos with detail and ethics," says Chris. "They treat them as if they were their own family. I couldn't be more satisfied and proud to be working with such a fantastic partner."



A Sports Biz segment on CNBC in September featured this shot of the immaculate warehouse at Alexander's Mobility Services (207) in Tustin, California.

Generous Hearts, Helping Hands

The folks at Celina Moving and Storage (592) helped put wings on the Mercer County (Ohio) Angel Tree Program in December. Employees used a company truck to pick up donated gifts around town and then delivered them to a local church for distribution. The effort brightened the holidays for over 400 disadvantaged families. Here Celina workers Drew Luginbill (left) and Andrew Kraner (right) get help from high school volunteers.

Celina workers Drew Luginbill and Andrew Kraner get help from high school volunteers.



Imlach & Collins Brothers Help Kidd's Kids

For five days, they had the chance to feel normal. That might not seem like a big deal. But to kids with a serious disease or physical challenges, it's huge.

Last November, a group of kids and members of their families enjoyed the experience of a lifetime—an excursion to Walt Disney World. The gift was underwritten by charitable foundation Kidd's Kids, which is the brainchild of radio personality Kidd Kraddick.

Radio show "Kidd Kraddick in the Morning" originates in Dallas and is heard in over 80 markets across the country. However, during the Kidd's Kids event it broadcasts from Florida. This necessitates the relocation of studio equipment from Dallas and back—which is where Imlach & Collins Brothers, LLC (1132) comes in. The Atlas agency donated the labor and transportation to ensure all the necessary equipment made it safely to Florida and back to Texas.

"Kidd's Kids is a great organization, and it is making a real difference in the lives of kids and their families," says CEO Gregg Imlach. "All of us here were excited to be part of it, to help those who really need help."



Imlach & Collins Brothers, LLC (1132) were more than happy to donate their services to help Kidd Kraddick, center, relocate studio equipment for the Kidd's Kids trip to Walt Disney World.



President's Club Relaxes in Costa Rica

Diving and sport fishing. Zip line touring. Fresh grouper for supper. The Atlas President's Club savored some of the best Costa Rica has to offer over five days in March. As guests at the J.W. Marriott Guanacaste Resort & Spa, eight super-producers savored the fruits of membership in The President's Club for having booked \$2.5 million in business between July 1, 2009 and June 30, 2010.

Sales Representative Steve Delane, Alexander's Mobility Services, has made every trip with The President's Club since it began in 2000. This year, he and his wife joined a deep-sea fishing expedition. They saw Don Hill, Alexander's Mobility Services (207), bring in an 8-ft. sailfish; Tom Philbin, Nelson Westerberg (1505), netted a 35 lb. grouper. A local restaurant prepared the grouper for the hungry seafarers that evening.

Steve says he always looks forward to the rest and relaxation, but there's something he likes even more. "One of the best aspects for me is the chance to meet and share ideas," says Steve. "I appreciated having time to interact with Jack; we had a great discussion about selling. My time in Costa Rica was not only enjoyable, but worthwhile."

Dennis Sorhagen, Croffut & Smith (646), says every President's Club trip he's attended has been wonderful.

"Costa Rica was outstanding because of the facility, country, local people and, of course, my fellow constituents," says Dennis. "The weather was the same every day—perfect."

In addition to a zip line tour, Dennis and his wife took a trip on horseback to a volcanic mud spa, followed by a cold shower and immersion in a 106 degree pool. "We loved it all—with the exception of the freezing cold shower."

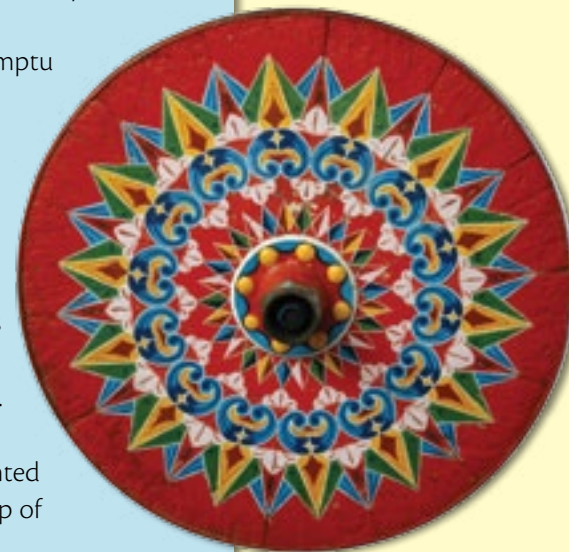
Dennis especially liked the impromptu meeting called by Jack on the first morning. "It was thought-provoking and meaningful. Many creative ideas were cultivated during the session, spurred on with Jack's savvy business outlook."

"It was great to have our top sales people together at one time," says Atlas President and COO Jack Griffin. "The opportunity to compare notes was too good to pass up. I was delighted to be with such an outstanding group of motivated, creative people."



2010-2011 President's Club Winners

	Salesperson	Agent
Sales \$2,500,000 or more	1 Dennis Sorhagen	Croffut & Smith Moving & Storage
	2 Ken Niesner	Specialty Moving Systems, Inc.
	3 James Cole, Jr.	J. W. Cole & Sons, Inc.
	4 Steve Westerberg	Nelson Westerberg
	5 Gary Louderback	Ace World-Wide Moving & Storage Co.
	6 Fred Paxton III	Paxton Van Lines, Inc.
	7 Steve Delane	Alexander's Mobility Services
	8 Thomas Philbin	Nelson Westerberg
Sales \$1,000,000 to \$2,499,999	9 Tim White	Imlach Group
	10 Chris Wing	Powell Relocation Group
	11 Keith Morse	DMS Moving Systems, Inc.
	12 Michael Boone	Lytle's Transfer & Storage, Inc.
	13 Richard Meyer	DMS Moving Systems, Inc.
	14 Wayne Curtis	Comtrans Ltd.
	15 Greg Koehlinger	Nelson Westerberg
	16 Ken Imlach	Imlach Group
	17 Richard Clarke	Ace Relocation Systems, Inc.
	18 Jennifer Acosta	Ace World Wide Moving & Storage Co.
	19 John Dulin	Alexander's Mobility Services
	20 Jeanne Witcher	Atlantic Relocation Systems
	21 Jay Maynard	Walker Transfer, Inc.
	22 Eric Manfredi	Weleski Transfer of Cleveland, Inc.
	23 Chris Lechner	Alexander's Mobility Services
	24 Carrie Corless	Ace Relocation Systems, Inc.
	25 Julie Cibelli	Nelson Westerberg
	26 Michael Donnelly	Wayne Moving & Storage Company, Inc.
	27 Ronald Grove, Jr.	Merchants Moving & Storage, Inc.
	28 Donna F. Gann	Nelson Westerberg
	29 David Zerda	Alaska Terminals, Inc.
	30 Mark Smith	Avatar Relocation of NY Inc.
	31 Gail Holmer	Nelson Westerberg
	32 Chet Grisso	Alexander's Mobility Services
	33 Bob Akers	Nelson Westerberg
	34 Roger Sorhagen	Croffut & Smith Moving & Storage
	35 Jimmy Gemeinhardt	Bean Moving & Storage, Inc.
	36 Larry Lammers	Ace Relocation Systems, Inc.
	37 Denise Della-Dora	Alexander's Mobility Services
	38 Milton Perkins III	Reads-Perkins Moving Systems, LLC
	39 Bruce Powers	Ace World Wide Moving & Storage



"Costa Rica was outstanding because of the facility, country, local people and, of course, my fellow constituents." – Dennis Sorhagen, CEO, Croffut & Smith (646)



Keep our service men and women in your heart.

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

Atlas Associate	Service Member	Relationship	Atlas Associate Position
Farrell Allsup	Clayton Mounce	Son-in-law	Van Operator, Daze Transfer & Storage, Inc. (723)
Roger Babbitt	Kevin Lacy	Brother-in-law	President, NMS Moving Systems, Inc. (1533)
Steve Bailey	William B. Bailey	Son	National Account Sales Manager, Nelson Westerberg (1517)
Sue Ballard	Kourtney Weldon	Niece	Supervisor, Credit & Collections, Headquarters
Ed Bean	Jessie Bean	Son	Van Operator, Ace Transfer & Storage Co. (1406)
Richard Bland	Elliot Timms	Nephew	Central Planner, Specialized Transportation Group, Headquarters
Rick Brimley	Don Allred	Son-in-law	Vice President & General Manager, Mountain States Moving & Storage Co., Inc. (1451)
Jennifer Britt	Jamey Parrish	Cousin	Agency Services, Headquarters
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	
Ron Bowman	Ronny Bowman	Nephew	General Manager, Lee Moving & Storage (1317)
	Rich Bowman	Nephew	
Jenny Carter	Matthew Steinberger	Son-in-law	Office Manager, Daze Transfer & Storage, Inc. (723)
Doris Cash	Charles West	Son	Administrative Assistant, Bluff City Transfer & Storage Co., Inc. (440)
Joel Cohen	Aaron Pierce	Nephew	Atlas Van Operator, Thomas Transfer & Storage Co., Inc. (2006)
Kim Crinigan	Melissa Rieger	Niece	Operations Manager, Ace Relocation Systems, Inc. (64)
Fred Falla	Ryan DeCoste	Grandson	President, Falla Cartage & Movers (8570)
Adam Dinot	Adam Dinot, Jr.	Son	Atlas Van Operator, Lee Moving & Storage, Inc. (1317)
Nicole Dyke	James L. Shade	Brother	Shipment Auditor, Rating & Distribution Services, Headquarters
Richard Elerick, Sr.	Richard Elerick, Jr.	Son	Atlas Van Operator, Ace Relocation Systems, Inc. (25)
Bob Ewing	Eric Alden	Nephew	Sr. Director, Government Business, Headquarters
Robert J. Farrell	Daniel Farrell	Son	Warehouse Manager, Ace Relocation Systems, Inc. (08)
Michael Fazio	Robert Szeligowski	Nephew	Van Operator, NMS Moving Systems, Inc. (1533)
	Jason Szeligowski	Nephew	
Bonnie FirstRaised	Astacia Anderson	Daughter	Administrative Assistant, Discover Moving & Storage, Inc. (539)
Jessica Gonzales	Aulani Martinez	Brother-in-Law	Operations, Ace Relocation Systems, Inc. (75)
	Joseph Gonzales	Brother	
Daniel Havey	Christopher Havey	Son	Van Operator, Ace Relocation Systems (62)
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)
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	
Gina Jones	Ryan M. Jones	Son	Mail and Supply, Headquarters
Patrice Jones	Dawn Link	Daughter-in-law	Van Operator, Daze Transfer & Storage, Inc. (723)
Cecil "Buzz" Kelley	David Michael Kelley	Son	Atlas Van Operator, Poplar Bluff Transfer Co., Inc. (1624)
Pat Kelly	Justin Casey	Son	Van Operator, Crofutt & Smith Moving & Storage (646)
Rick Kaster	Raymond Kaster	Son	Operations Manager, Kaster Moving Co., Inc. (1240)
	Jessica Kaster	Daughter-in-law	

Atlas Associate	Service Member	Relationship	Atlas Associate Position
Jane M. Kiser	Kyle M. Kiser	Son	Moving Consultant, Atlantic Relocation System (1148)
Dan Lammers	Chad Beaver	Brother-in-Law	Sr. VP Operations, Ace Relocation Systems, Inc. (62)
David Ledford	Mark Ledford	Brother	Safety Manager, Ace Transfer & Storage Co. (1406)
Jim Lundy	Joe Weems	Nephew	Quality Assurance Manager, Powell Relocation Group (1657)
Angie Mattingly	Dustin Mattingly	Son	Agency Dispatch/Canadian Coordinator, STG Group, Headquarters
Christa McCraw	Tom E. Evans	Son's Father	Credit and Collections, Headquarters
Gail McDowell	Tyler McDowell	Nephew	Supervisor, Safety Department, Headquarters
	Matthew McDowell	Brother-in-law	
Jack Mier	Jack A. Mier	Son	Van Operator, Imlach Group (1130)
Tammy Miller	Virgil I. Ebrecht, Jr.	Brother	A/R Senior Coordinator, Headquarters
Patricia Miranda	Jose Herrera	Son-in-Law	Customer Service Representative, Ace Relocation Systems, Inc. (62)
Pam Moesner	David Betz	Nephew	Administrative Assistant, Headquarters
	Jason Carlisle	Son-in-law	
	Jesse Sellers	Son-in-law	
Frank Moreno	Tracy Otto	Sister	Dispatch/Warehouse Manager, Ace Relocation Systems, Inc. (0066)
Kim Niesner	Melissa Rieger	Granddaughter	President, Specialty Moving Systems, Inc. (1811)
Carole Overton	Bruce Overton	Son	Log Coordinator, Safety Department, Headquarters
David O'Brien	Kevin O'Brien	Son	President, Affordable Transfer & Storage Company, Inc. (338)
Frank Pina III	Frank Pina IV	Son	Van Operator, Collins Brothers Moving Company (547)
Beverly Rockhold	Jared Mount	Son	Corporate Counselor, Home Moving & Storage (1111)
	Joshua Mount	Son	
Beverly Rolph	Eric Rolph	Son	Credit/Collection Analyst, Headquarters
Ginny Royer	Jason Royer	Son	Customer Service Manager, Ace Transfer & Storage Co. (1406)
Tim Ruddle	Jason Hendrix	Son-in-law	Operations Manager, Read's 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 1 RSG, Headquarters
	Kristopher Scott	Son	
Chris Shipp	Nicolas Mello	Nephew	Operations Manager, Ace Relocation Systems, Inc. (75)
Lynn Skillman	Matthew O'Malley	Niece's Husband	President, Discover Moving & Storage, Inc. (539)
Ronald Smith	Phillip Smith	Son	Van Operator, DMS Moving Systems, Inc. (800)
	Geoffrey Smith	Son	
Ronnette Synovec	Venessa Beck	Cousin	Government Business Development, Ace Relocation Systems, Inc. (62)
Jerry Tallent	Ken Lanning	Son-in-law	Operations Manager, Affordable Transfer & Storage Company, Inc. (338)
Karen Vandiver	Michael Vandiver	Son	Insurance Manager, Risk Management, Headquarters
Christie A. Willet	Joseph E. Willet	Son	Maintenance, Headquarters
Cindy & Barney Wint	Jesse Woods	Nephew	Financial Planning & Reporting (Cindy), Atlas Terminal (Barney), Headquarters
	Ethan Woods	Nephew	
Belynda Woodruff	Barry Woodruff	Husband	Accounting Department, Ace Transfer & Storage Co. (1406)
Debbie Wright	Lacie Barela	Daughter	Sales Coordinator, Atlantic Relocation Systems (1427)
Robert Wright	Lacie Barela	Daughter	Sales, Atlantic Relocation Systems (1427)

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

Embracing a New **Holiday** Tradition

During December, employees of Nelson Westerberg (1505) wrapped their arms around the spirit of the season by embracing the less fortunate. Rather than trade gifts, they turned to the “adopt a family” outreach of Elk Grove Village Christmas. Two NW teams (one each at headquarters and at the agency) collected money and went shopping. They fulfilled every wish for two single-parent families: clothing and toys for the children and gift cards for mom. “We were fortunate to have the chance to help,” says Jennifer Hoffman, who took part in the agency effort. “It gave us a good feeling,” says Fran Nelson, who helped out at headquarters. “I hope this becomes the new tradition, not just for us, but for companies everywhere.”



A heartfelt thank you card sent by a very thankful mother of three.

Atlas Veterans, We Salute You!

Atlas HQ Veterans took part in the inaugural Veterans Parade in Evansville on November 13, 2010. The event was sponsored by River City Thunderbolt Military Vehicle Collectors Club of Evansville. Director of Corporate Resources Paul Young coordinated the event. These Atlas veterans came out despite the rain

and showed their patriotism from an Atlas flat bed. In recognition of veterans and in gratitude for their service, Atlas provides them with the day off.

Atlas Veterans (from left): Randy Clark, Bob Roebing, Mike Neeley, Mike Bengert (non-veteran event volunteer), Mike Page, Steve Watson, Mike Lawrence, Irv Petzold, Mike Cody, Craig Woodard.



Moving Business Meets Show Business.

Metro Residential is putting on a good show, with help from A-1 First Class-Viking Moving & Storage, Inc. (2123). The weekly television program, produced and aired in New York City, features segments on home, lifestyle, real estate and design. A-1 First Class-Viking handles the receiving, storage and transport of materials to properties showcased in design makeovers.

“We provide a complete moving and storage solution,” says A-1 Operations Director Darin Laby. “From inventory in our warehouse, including a barcode and photo record, to white glove delivery, we take care of everything.”

The partnership began in early 2010, when interior designer and show co-host Cathy Hobbs contacted

A-1 First Class-Viking through a local design association. “It’s gratifying to be part of a quality show and good publicity,” says Darin. “Cathy and her crew are great folks to work with.”



Metro Residential
airs Sundays at
11 a.m. on WPIX TV.

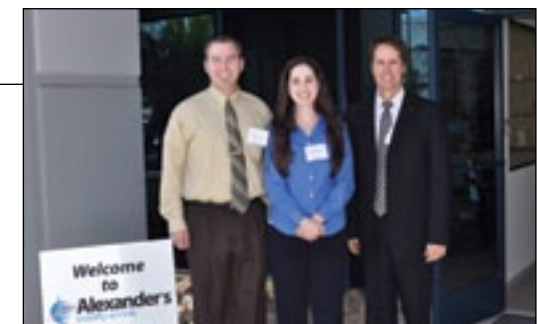
Alexander’s Open House New San Diego Facility

Competing with San Diego’s exquisite weather can be a challenge. But when Alexander’s Mobility Services invited clients and partners indoors in early January, it had little difficulty attracting a crowd. The occasion: an open house to showcase a new 53,000 square-foot warehouse and office facility.

Visitors got close-up views of Atlas SmartVaults® and hands-on demonstrations of Alexander’s Web-based asset management system. Good food and conversation rounded out the event, which included help from a special guest, Atlas President and COO Jack Griffin.

“We believe the size, quality and cleanliness of our facilities help to represent who we are as an organization,” says General Manager David Frank. “It was a great opportunity for our people to meet with clients and show off our new ‘house.’”

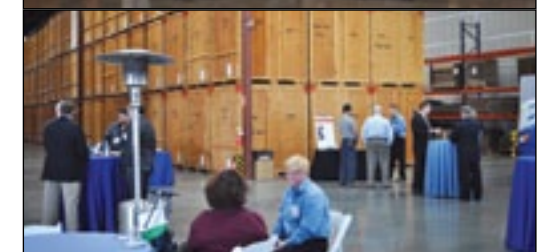
“Investing in infrastructure is key to our organization’s strategic goals,” explains Alexander’s Mobility Services President Don Hill. “The growth of our business and service offerings in the San Diego market require a facility that can accommodate what we are accomplishing.”



*Left to Right:
Operations Manager
David Turner;
Controller Karen
Kinney; Vice President,
General Manager
David Frank.*



*Alexander’s Mobility
Services introduced
customers to its new
San Diego facility
with an open house in
January.*



Personnel Changes

Darlene Duff



Darlene Duff has been promoted to Director, National Accounts, with Avail Resource Management. Her responsibilities include supervising the team that provides customer service to National Accounts, and building new business through existing relationships with vendors and their referrals. "Darlene's experience in Account Management and her attention to detail when working with customers make her a great fit for this new position," says Avail Vice President Phil Wahl. "Now, Darlene will have a greater opportunity to share her customer service skills with other staff members."

Laura Hatton



Laura Hatton has been promoted to Vice President of International Commercial Operations for Atlas International, bringing 27 years of customer service experience to the position.

Laura joined Atlas in 2004 as Customer Service Manager for International Commercial & GSA business. In 2008, she was named Director of International Commercial Operations. In her new role, Laura oversees all international commercial and GSA business for Atlas International, Red Ball International and Vanpac International. Her responsibilities include customer service, routing, pricing and rate generation/quoting.

"I'm excited about Laura stepping into the role of Vice President of Operations," says Vice President General Manager Jim Gaw. "Laura's strengths in customer service and quality improvement, plus her outstanding relationships with our supply chain partners, make her perfectly suited to continue the positive evolution of our operations."

Todd Russell



Todd Russell has been named National Sales Manager for Smart Move. In this newly created position, Todd oversees the marketing of Smart Move to Atlas agencies and customers. His responsibilities include inside sales, joint sales with Atlas agents, pricing strategies, the development of marketing materials, and direct customer interaction. Todd brings more than a decade of sales success to his new role, including experience as President of Skyline Equipment Services in Evansville.

"We are pleased to welcome Todd to our Smart Move team," says Atlas President and COO Jack Griffin. "His sales experience will be vital to the continued growth and product development of the Smart Move product line."

Better Service at the "C" Level

Atlas 2011 Sales Training

"If you keep doing what you are doing, you'll get the same result you are getting."

That's one of several principles sales people encounter in Atlas' 2011 sales training. The 2-day sessions, in conjunction with eight follow-up webinars, help sales people boost performance with a professional edge.

"The van line has traditionally done a good job at teaching product knowledge," says Atlas President and COO Jack Griffin. "This training builds skills that prepare sales people for success at the "C" level—selling to chief officers and high-level decision-makers."

Jack says the decision to offer the training was the result of a recommendation from the Best Practices Council, an advisory board of senior managers from throughout the Atlas corporate and agency network. Atlas Director of Training Stephen Watson and Vice President of Corporate Marketing Ryan McConnell helped steer the curriculum selection, which arrived at Sandler Training and its licensee Conquest Training Systems.

"We saw the Quick Start program as a good fit, offering proven results," says Stephen. "It applies to COD sales, national accounts, business-to-business, and short-to-long sales cycles."

"We believe this is an efficient means to help Atlas sales people become more productive and better serve customers," says Ryan. "As a marketer, I see the service aspect as extremely important."

Atlas tested the training program in Chicago during December among a pilot group of 23 agency principals and personnel. Since then, agency sales people have attended sessions in Los Angeles (February) and Baltimore (March). Another session is scheduled for October in Denver.

"No matter how many years you've had in this business and no matter how much exposure you've had in sales, you can't go wrong by taking this training," says COO Gregory Livingston, ABC Moving and Storage (0020). "I know you will take something home that will be of great value to the future success of your business."

"It's exciting," says John Donovan, Ace World Wide Moving (0024). "If you have an opportunity, I think you should try it."

Register for the October 10-11 session online via Atlas Academy: www.atlasacademy.com

Questions? Contact Stephen Watson: stewats@atlasworldgroup.com.

Ron Labin



Ron Labin, CRP, SGMS, has been appointed Vice President, Sales for Cornerstone Relocation. He is now responsible for the development and performance of sales strategies and activities. He'll provide strategic vision, manage the sales team, and evolve sales processes to achieve the company's revenue objectives. Ron serves on Mobility Magazine's 2011 Editorial Advisory Board. In May, he will receive the Meritorious Service Award of Worldwide ERC at its National Relocation Conference in Las Vegas.



Making the Season Bright for Veterans

In December, Atlas donated sweatshirts, coolers, umbrellas, and hats to the local chapter of Rolling Thunder. The group advocates for the cause of POWs and MIAs and is committed to helping disabled veterans. Randy Clark, Atlas IT, made the request to support a dinner at VFW post 1114. The merchandise couldn't have been put to better use; approximately 20 homeless veterans were the beneficiaries.

In Remembrance

Jim Chase, 73, passed away December 9 in Kingman, Arizona. Jim was an Atlas PVO for more than 30 years before retiring in 1994.

Greg Clay, 50, passed away January 29 in Edgewood, New Mexico, after a year-long battle with cancer. Greg was a PVO for Brouwer Relocation (0406) in Sioux Falls, South Dakota.

Ronald D. Grove, Sr., 74, passed away December 16 in Boise, Idaho. Ron and his wife, Joan, purchased Merchants Delivery in 1974. The following year they changed the name to Merchants Moving & Storage, Inc. and joined the Atlas agency family.

Shirley Hartley, 75, passed away on February 19 in Cranston, RI. Shirley was formerly Vice President of George Arpin & Sons (0976).

Alan C. Heilman, 71, died on March 2 in La Crosse, Wisconsin. Alan had owned and operated Anderson Moving and Storage, LLC since 1965.

Jack E. "Waterfront Jack" Jepsen, 76, died January 22 in Fort Pierce, Florida. Jack was owner of Jepsen Moving & Storage in LaGrange, Illinois (Atlas agency from 1965 to 1993), and he served on the Atlas Board of Directors from 1975 to 1987.

Judy Ouellette, 71, passed away on January 12 in Phoenix, Arizona. Judy had worked for Deerfield Moving & Storage (0770) in Phoenix from 1992 until retirement in 2008.

Jim Patterson, 83, passed away on February 28 in Evansville, Indiana. Jim worked at Atlas HQ for 35 years, retiring in 1994 as Vice President of Customer Service.

Bob Reagan, 63, passed away March 10. "Dispatch Bob," as he was affectionately known, had been the Western Planner for Ace Central Dispatch in San Diego since 1994.

Elvie "Bob" Smith, Jr., 65, died on November 9 in Jefferson, Georgia. Elvie had been part of the Atlas family for over 20 years and at the time of his passing was an operator for Nelson Westerberg (1523).

Marilyne L. Vandiver, 68, passed away on January 31 in Richland, Washington. Marilyne was the former owner of Ballard Storage and Transfer, an Atlas agency from 1982 to 2003.

Mitch Simmons, 55, passed away on January 16 in Tampa, FL. Mitch was a Professional Van Operator for Bekins Moving & Storage (2501).



Guardian Honored by F.C. Tucker

F.C. Tucker presented Guardian Relocation (1032) with two awards at the real estate company's 2010 awards banquet on March 3 in Indianapolis, Indiana. For the second consecutive year, Guardian received Top Twelve Life Member recognition for longstanding excellence in the Home-Link partner network. Guardian also took home the Best of Class Award. Sales Associate Chris Smith accepted the awards on behalf of the Atlas agency.



Sales Associate Chris Smith accepts the Best of Class Award on behalf of Guardian Relocation from Service Coordinator Valerie Hayes, F.C. Tucker Home-Link Division.

"All of us at Guardian Relocation are honored to receive these awards. It shows that what we do every day for each customer is the right way of doing business." – Chris Smith, Sales Associate, Guardian Relocation



Tracks

Atlas Service is Appreciated

RE: Lester & Michelle Bourne, Mark Macy, Frank Dambrosio & George Redmond Macy Movers (1364), Oakland, CA

Dear Mark, I should have written this letter two weeks ago, but I have been immersed in trying to unpack and negotiating my way around Oakland, and its horrendous traffic. At last, I have a moment to tell you that Lester Bourne and his lovely wife, Michelle, were the best possible people we could have had to transport us across the country.

Lester and Michelle are excellent representatives for Atlas and Macy Movers. They were very courteous, personable, and professional. They packed what needed to be packed with an expertise that amazed me – and I have moved many times in my life, so I am a reasonably competent judge of packing. I think they are exceptional in their consideration and competence.

On this end of the move, I know I need say little because you were on the scene and know what a great help they were to us (as was Macy Movers) when the house in Monterey fell through. I am still amazed at how a challenging personal situation was swiftly resolved through the actions of Lester and Michelle, and yourself. Suddenly we had a nice house in Oakland and our goods swiftly arrived to be unloaded not only by Lester but by you, Frank and George, who were impressive in their politeness and expertise.

Moving is always a stressful experience, and even though I have moved about thirty-five times in my life, it has not become any easier. In fact, it has become more difficult. However, this recent upheaval in our life was greatly eased by the kindness and competence of Lester, Michelle, you, and the other employees of Macy Movers.

**With sincere appreciation,
Carol Nickisher**

RE: Shaina Perreira Ace World Wide Moving & Storage (1547) Anaheim, CA Michael Crubaugh Ace World Wide Moving & Storage Co. (24) Milwaukee, WI Butch Gudde & Johnny Gillis

Yesterday we completed our relocation from Pennsylvania to Idaho Falls. Atlas Van Lines handled the move and from our perspective, it was flawless.

First, we appreciated your help organizing and arranging this very important activity in our lives. All the initial planning and scheduling went very well.

Atlas was selected to make the move, and Shaina Perreira was very helpful in meeting our scheduled dates, sending us information, and generally making sure everything was in alignment. The driver and helpers called in advance and arrived exactly when they said they would, ready to work. The driver was Mike from Milwaukee, WI. His helpers were Butch and Johnny. They were hard working, respectful and extremely professional during the entire event, culminating with delivery of our goods yesterday. I would like to extend a “very well done” to you, the Atlas team, and to Mike and his co-workers. All aspects of the move could not have been better. There was absolutely no damage to anything.

**Again, thank you so much.
Paul and Carolyn Yela**

RE: Peter Sander, Powell Relocation Group (1657) Grand Rapids, MI Joseph Patrie, AMJ Campbell Van Lines (8884) North Bay, ON

My husband and I moved from IL this month and I wanted to take this opportunity to compliment two exceptional

members of your team, Peter Sander (our Move Coordinator) and Joseph Patrie (our driver). Both of them were extremely helpful, organized, professional and a huge part of our relocation being successful.

Peter dealt with some unexpected challenges while we were in the preliminary stages of planning our move, which could have derailed our plans completely had he not been calm, accommodating and willing to go above and beyond to make the situation “work” seamlessly. His genuine concern impressed us from the start. He did his job superbly.

Joe was extremely punctual, efficient and personable, which set my husband and I at ease. Not only did he stop by our home early to give us some packing ‘tips’ (and leave some extra supplies!), he explained procedures clearly and concisely. Joe was a complete star while unloading our things quickly and with extreme care.

Peter and Joe are certainly two of the finest individuals we have had the pleasure of doing business with. They are a credit to your company, and most importantly, they were a definite asset to us during our relocation!

Thank you so much for making our move a stress free, pleasant experience!

**Sincerely,
Elizabeth Anne Molnar & Malon Edwards**

RE: Jack Schrader, Darren Paisley, Jason Zorad, Phil Wallace, Paul Paisley & Chris Sailer Cook’s Moving and Storage (399)

I am writing to let you know how pleased I was with our move last week. The crew from Cook’s Moving and Storage was wonderful.

There were some anxious phone calls from me and some last minute scrambling regarding who would pack our household and when they would arrive. We are so pleased that the crew came from Cook’s. From the moment Jack and his two packers, Darren and Jason, arrived, they put me at ease. Jack immediately did a walk-through of the house explaining the plan. He encouraged my questions and reassured me on many fronts. These three men got busy and by that afternoon, our house was a floor to ceiling maze of packed and labeled boxes.

On Thursday, they were hard at work well before 8:00 a.m. The moving van with Phil, Paul and Chris arrived and I could see that they were committed to having us packed and loaded that day. All six of these guys worked non-stop. At about 1:20 p.m. they closed the doors to the van and were pulling away by 1:30.

Having lived in Mammoth for over 25 years and this being our first job-related move, there has been a great deal of anxiety for me and my family. We were very concerned about having our personal belongings handled by strangers, but this crew alleviated much of the stress with this aspect of our transfer. They were professional, friendly, and efficient. They were also thoughtful and kind. They understood the

emotions I was experiencing and they made this part of the move better than I could have imagined.

I can only hope that the driver and crew that unload our things on the other end in Maine are as pleasant and efficient as this group from Cook’s. They have certainly made the start of this journey much easier for me.

**Sincerely,
Betsy Mitchell**

RE: Larry Terrell Northlake Moving & Storage, Inc. (1535) Covington, LA

Hi Larry. I am happy to provide feedback on my move from LA to VA.

First, you were wonderful to work with, and definitely the factor that drove my choice of Atlas. I appreciated how straight forward and responsive you were to all my questions and concerns. I am sure it was a relatively small move in your world of business, but you made me feel like it was your most important order of business that week.

Cost-wise, Atlas was very competitive. I appreciated that you gave me a binding quote – which was significantly cheaper than your competitors because of the AAA valuation benefit.

My furniture all arrived safely and without any damage. Although I did not have contact with the crew that picked up the load, I was very impressed with the crew that made the delivery. They were professional and very helpful and respectful of my property.

All in all, I was very satisfied with my Atlas experience and I would definitely recommend you to my friends and family.

Thanks again for making this move relatively easy and comfortable!

**Best,
Deb Jessup**

RE: Ms. Bobbi Burke, John Snyder & Dan Snyder DMS Moving Systems, Inc. (800), Canton, OH

I am writing to you a bit late after our move but it is with the same enthusiasm that we felt during the moving process!

Our family had the great pleasure of having the moving team of John and Dan Snyder from DMS Moving Systems handle our cross country move.

This would be our 3rd move in 4 years. We were not excited about packing up again so soon. I can honestly say that within 2 hours on that first day, John, Dan and the crew had us convinced that this move was going to be the best one yet.

We learned that these guys worked together most of the time and had a routine that worked well. In preparing the house, they spent time placing protection on the carpets and floors and covers on the corners of the walls. They all worked



with pride. After the end of the first day, we felt that we were being "cared for" by family.

We are avid collectors of china, crystal and artwork. Most of these things are very breakable. Every piece was handled with great care. When we unpacked, there was not one chip or break that we saw or have discovered since.

The performance of all of the team was outstanding. On the last day in New Jersey, they worked through a snow storm, having to load the van on a very slippery ramp. We never heard a hint of complaint from any member of the team about the weather. They knew what needed to be done and it was done well.

In summary, our expectations were exceeded beyond what we could hope for in a move. From the excellent communication from Bobbi in the office, to the ongoing updates from John on the daily progress and the smiles on the faces of the team every day, this move was very special. You have a tremendous asset in John and Dan Snyder. They are an extraordinary team of professionals that made a potentially painful experience very pleasant.

Best Regards,
Ingrid and Jeffery Polkinghorne



RE: Robert Cassaro
Ernie's Van & Storage (905)
Grass Valley, CA

A quick note to let you know how very pleased we were with the move. The guys who did the packing were outstanding! Things went very quickly and smoothly and we could hardly believe how things were wrapped, handled and stored. We thank you so much for rescheduling things for us. Robert did a great job. I have a friend who hopes to sell her house soon and I have highly recommended you. Only one problem... the boxes seem to have doubled in number since leaving Penn Valley.

Thanks again, it is truly appreciated!
Sandra and Al Kouba



RE: Jason Eleazer
Alexander's Mobility Services (217)
Nashville, TN

We would like to express our sincere appreciation to our recent driver, Jason Eleazer, who helped us move from AL to GA. Jason was excellent and professional in every aspect. He displayed a positive attitude and a caring nature throughout the time we spent with him. He was respectful to our family & our belongings. He also showed excellent leadership over the crews that worked with him. Jason also took special care during the unpack procedures and assisted me with dishes; that was above and beyond the call of duty. There are not enough words to thank him enough for all he did. Please forward this letter to him so he will know how much his time, help, and caring heart was appreciated.

Thanks!
The Forehand Family
Brad, Amy, Braden, Brantley & Alyssa

RE: Fred Osterlund Thomas Transfer & Storage Co., Inc. (2006)
Mountain View, CA
Mark Macy, Macy Movers, Inc. (1364)
Oakland, CA

I am writing to compliment the excellent service I received from members of your company. My family and I moved from San Francisco and used Atlas for our move. A friend recommended Thomas Transfer and Storage. We gave them a call and a very courteous Fred Osterlund came to our apartment to do an estimate. He continued to be the consummate customer service representative and made my wife and I feel at ease. He handled our many questions promptly and with grace. He arranged our packing with Thomas Transfer and coordinated our actual move with Macy Movers. The packers from Thomas Transfer were polite and very hard working and did an outstanding job. The movers themselves showed up on time, were prepared and were led personally by the owner operator, Mark Macy. Mark stayed on top of all of the packing of the truck and did more than his share of heavy lifting in addition to his excellent management skills. He kept in contact with me throughout his drive north and arrived on time. His crew of unloaders was equally professional and easy to work with.

I was very much impressed by the hardworking and professional efforts of Thomas Transfer and Macy Movers. I have recommended them to several friends and colleagues. One friend has subsequently used Macy Movers and had a similarly excellent experience. I hope their excellent service can be recognized in some way by Atlas. Please do not hesitate to contact me if I can be of any help.

Sincerely,
Phil Moberg, a very satisfied customer



RE: Sharon Samples-Koop
Nelson Westerberg of Texas (1511)
Carrollton, TX
Kevin Ondechek, Mike Tallant & Felix Ortiz
Nelson Westerberg (1523)

I would have to give a 5+ on the service I received from Atlas. The process started with Sharon Samples-Koop setting everything up and communicating with us and the Atlas team. Kevin, Mike and Felix worked professionally, being aware how stressful it is to move across country with two young kids. When it came to loading our house, they eliminated that stress.

Over this moving process, I have had to deal with a lot of people from various companies, and it was amazing to me how many companies still don't communicate timely and friendly with their consumers. I would have to say your company by far set themselves above anyone else in regard to your timely responses, professional employees, and friendly customer service. I will certainly communicate my thoughts to PepsiCo, and if I ever move again or know someone that is moving, you will be first on my recommendation list. Please make sure all your employees understand how much their friendly attitudes and professional work ethic were appreciated!

Regards
Joe Dean



44th Annual Forum on Moving Agenda

April 13th – 15th, Chicago Marriott Downtown – Chicago, Illinois

WED. APR. 13

6:30pm
Board bus for Briar Street Theatre

7:25pm
Arrive at Briar Street Theatre

8:00pm – 9:45pm
Blue Man Group Performance

The Blue Man Group is known for providing a one-of-a-kind theatrical experience with music and comedy.



10:00pm
Board bus for Hotel

THUR. APR. 14

9:00am – 10:30am
Opening General Session

Call to Order and Welcome
Presiding:
Glen Dunkerson
Chairman & CEO
Atlas World Group, Inc.

Remarks:
Jack Griffin
President & COO
Atlas World Group, Inc.

Guest Speaker:
Peggy Smith
CEO
Worldwide ERC

CEO Peggy Smith is recognized as an innovative leader and global strategist. Smith built a career with Microsoft that included managing a world-class mobility center.

10:30am – 10:45am
Break

10:50am – 11:50am
1st Session Workshops

PVO Panel
Matthew Ferrara
Garrison Wynn

THUR. CONT. APR. 14

12:00pm – 1:45pm
Second General Session & Luncheon

Guest Speaker:
John Stossel
Host & Commentator
Fox Business Network

John Stossel gained fame as co-anchor of the ABC primetime news magazine 20/20. Stossel frequently offers his signature analysis on Fox News.

2:00pm – 3:00pm
2nd Session of Workshops

PVO Panel
Matthew Ferrara
Garrison Wynn

3:10pm – 4:10pm
3rd Session of Workshops

PVO Panel
Matthew Ferrara
Garrison Wynn

5:30pm – 6:45pm
Dinner

7:00pm – 10:00pm
Reception & Entertainment

Special Entertainment:
Dueling Pianos from Howl at the Moon



FRI. APR. 15

8:30am – 10:30am
Breakfast & Closing General Session

Guest Speaker:
Soledad O'Brien
Anchor & Special
Correspondent CNN

As a journalist with CNN, Soledad O'Brien covers breaking news from around the globe and provides analysis as part of the network's "Best Political Team on Television."



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May 2011

- 10-12 GSA Training Conference and Expo, San Diego Convention Center, San Diego, CA
- 18-20 Worldwide ERC's National Relocation Conference, Caesars Palace, Las Vegas, NV
- 22-25 AAM Annual Meeting & Museum Expo, George R. Brown Convention Center, Houston, TX
- 23 Victoria Day – Atlas Canada offices closed
- 30 Memorial Day – All US offices closed

June 2011

- 9-11 The Great West Truck Show, Las Vegas Convention Center, Las Vegas, NV
- 25-28 HCEA Annual Meeting, Wynn Las Vegas Hotel, Las Vegas, NV
- 26-29 SHRM 63rd Annual Conference & Exposition – Las Vegas Convention Center, Las Vegas, NV

July 2011

- 1 Canada Day – All Canada offices closed
- 4 Independence Day – All US offices closed
- 14 AWG Board of Directors Meeting, Titan Global Distribution, St. Louis, MO

August 2011

- 1 Civic Holiday (Canada) – Canada offices closed
- 15 Start of the 60 day October Inspection Period
- 25-27 Great American Trucking Show, The Dallas Convention Center, Dallas, TX
- 31 Federal Heavy Vehicle Tax Due

September 2011

- 5 Labor Day (US) – All US offices closed
- 5 Labour Day (Canada) – Atlas Canada offices closed
- 12-15 IAM 49th Annual Meeting, Denver, CO
- 20 AWG Board of Directors Meeting, Evansville, IN
- 21 AWG Annual Stockholders Meeting, Evansville, IN

October 2011

- 10 Thanksgiving Day (Canada) – Atlas Canada offices closed
- 12 Atlas Canada Fall Board Meeting, Charlevoix, Quebec
- 12-14 Worldwide ERC's Global Workforce Symposium, Denver, CO
- 12-15 Atlas Canada Annual Convention, Charlevoix, Quebec
- 15 Vehicle Inspections Due