

Amplifier

Volume 55 Summer 2007



Atlas
FORUM ON
MOVING

THE 40th ANNUAL FORUM





Celebrating
Four Decades of
Industry Insight...





...Building Solutions
Through
Communication.

Forum 2006



Chairman's Message

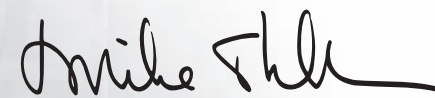
This year's Forum marks the fortieth time the Atlas agency family has come together with corporate customers for the benefit of transferees. Over the years, our industry has changed considerably as it continues to serve the needs of a highly mobile society in a fast-changing world. Throughout, the Forum has consistently charted the changes and brought vital issues forward, to the benefit of all.

The ideals expressed at our first gathering still apply, and the words of Atlas President O. H. Frisbie are as relevant today as they were in 1968:

"We cannot stand still, any more than your companies can stand still, in this rapidly changing economy and in this rapidly shrinking world...Let us enter into this unprecedented forum in the hope of learning and improving. You are the influentials as far as the moving business

is concerned. Your thinking and your requirements influence us more than any other factor...We hope to learn from you how we can be more efficient and serve you and your companies and its members better."

I have had the pleasure of attending the Forum since 1984. This year marks the last time I will address the Forum as Atlas Chairman, a privilege I have enjoyed since 1999. It gives me great personal satisfaction to know our signature event is stronger than ever. I believe it is destined to endure as long as we remain committed to those we serve...to one another...and to building solutions through communication.



Mike Shaffer
Chairman
Atlas World Group, Inc.



1999 –
Mike Shaffer at
the 32nd Annual
Forum on Moving
in Chicago, Illinois.



integrity | quality | solutions

the Atlas Amplifier

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40th Anniversary



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Editor Barbara Cox coxb@atlasworldgroup.com

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





Light the Candles!

The Atlas Forum on Moving is 40 Years Young



You say it's your birthday

It's my birthday too, yeah

They say it's your birthday

We're gonna have a good time

I'm glad it's your birthday

Happy birthday to you.

– Lennon/McCartney, "Birthday," 1968

FOR PHOTOS, VIDEO AND HIGHLIGHTS OF THE 40TH FORUM VISIT THE FORUM REPORT ONLINE AT:

www.atlasworldgroup.com/forum

If your memory stretches back 40 years, you may recall that mid-twentieth century U.S. society inhabited a turbulent world. A confounding cold war preoccupied the national consciousness. A blossoming civil rights movement rightfully challenged the status quo. And a countercultural revolution sang promises of peace and love as it chipped away at taboos of sex and drugs.

It was also a time when the moving industry and its members were often openly criticized—sometimes fairly, sometimes not. A tide of consumer advocacy was welling up around grass-roots activists such as the young and brash Ralph Nader. A growing concern for consumer rights gave

birth to The Consumer Federation of America in 1967, in Washington, D.C. and, in 1973, the Consumer Product Safety Commission.

In retrospect, it was a perfect time for a forward-thinking company to experiment with a new way of finding common ground among its customers and the public. Some might say, half-jokingly, that the Age of Aquarius ushered an alignment of planetary and social forces that revealed the need for a totally different channel of communication. Whatever was at work, this was a moment ripe for a bold idea. It would take shape as an open exchange among people of common purpose who held widely divergent views.

During the 1960s, most of the corporate sales volume at Atlas Van Lines came through relationships with traffic managers. These were the corporate customers, almost exclusively men, responsible for selecting and working with van lines for moving their associates' household goods. The word "relocation" was yet to come into vogue. The industry viewed itself in terms such as "traffic," "moving," and "shipping."

Two decades is an important milestone for any company. In 1967, as Atlas Van Lines approached its twentieth year in business, Vice President of Marketing Jack Thorne and Public Relations Consultant Fred Seidner cooked up an idea for a special commemorative event the

following year. It would be unlike anything the industry had seen. It was so radical, in fact, there was a good chance it could fail. Atlas President O. H. Frisbie even bet Thorne \$25 that fewer than 25 guests would show.

Billed as the first "Traffic Managers' Forum on Moving," the event followed a simple premise. Atlas would bring together the professionals who shared a responsibility for household goods moving. They would have the freedom to speak openly, candidly, critically about the things that concerned them. It was risky. The industry was far from perfect accord on issues of policy, claims, and standards for service delivery.

That first gathering took place in a new theater on the University of

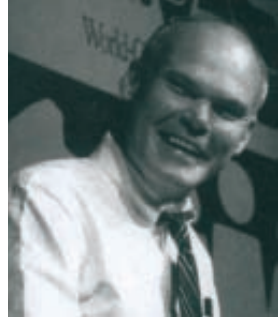


Evansville campus. It was, essentially, a 2-1/2 hour panel discussion—and a widely acknowledged success. The reason it succeeded was precisely the reason some thought it might fail. Those in attendance realized they were free to speak their minds. Disagreement became instructive and, handled professionally, quite constructive. The Forum was, it turned out, an idea whose time had come. Its axiomatic underpinnings—freedom of speech and thoughtful

The first "Traffic Managers Forum on Moving" (200 attendees in Evansville, 1968) followed a simple premise: participants would have the freedom to speak openly, candidly and critically about industry issues.



Mary Matalin
Republican Political Strategist



James Carville
Democratic Political Strategist



Paul Harvey
Radio Broadcaster



Donald Rumsfeld
Two-Time U.S. Secretary of Defense



Frank Reynolds
ABC News Anchor, 1968-1983



Jack Kemp
U.S. Congressman, NFL Athlete



Connie Podesta
Author, Talk-Show Host



By 1970, the Forum had grown in attendance to the point where major facilities were required to host the participants. While Chicago is the most frequent home to the Forum, other locations include Las Vegas, Philadelphia, Baltimore and Dallas (shown above in 2005). Larger audiences required larger methods of communication. Contrast the simple podium used at the 8th Forum in 1975 to the large-screen productions common to the Forum today.



Forum attendees today are predominantly from human resource departments and participate in the Forum to explore the large scope of topics which relate to all of relocation.



honesty – would provide an unshakable foundation on which to build.

An event that started as an experiment is now a leading annual gathering among the community of relocation professionals. The number of people in attendance has grown right along with the increase in scope and sophistication of relocation services. Now, more than 600 corporate administrators and Atlas staff gather every year for two days of sharing ideas, finding efficiencies and exploring new trends. The Forum looks at issues across the entire relocation spectrum (beyond the original focus on traffic management of course), and takes time to drill down to explore the ideas that keep Atlas and its guests at their industry's forefront. But despite its growth and success, the Forum

remains a place where people can freely challenge assumptions... exchange information... float new possibilities and ask, "Why not? What if?"

"As the industry advances, so does the Forum," says Mike Shaffer, Chairman, Atlas World Group. "Whether considering big ideas or examining small details, whether reflecting on what has happened or anticipating what may lie ahead... the Forum remains committed to the industry and the people it serves by building solutions through communication."

A Logical Extension

The Atlas Corporate Relocation Survey Shares the Forum's Milestone.

When Atlas convened its first Forum on Moving 40 years ago, it was only natural to document the ideas that the occasion invited. After all, if

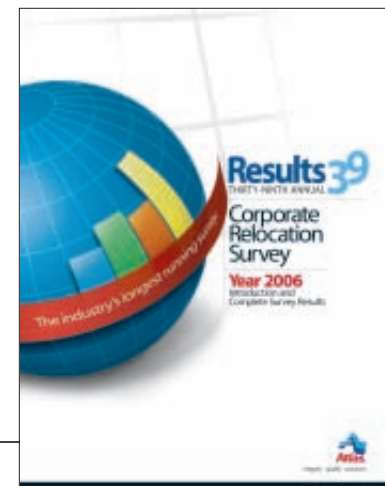
you want to understand the way people act, you must first understand the way they think. So, the annual survey of corporate relocation policies and practices became the hand-maiden of the signature Atlas event.

"You never know what you might learn when you ask people to honestly tell you what they think," says Greg Hoover, Sr. Vice President and Chief Marketing Officer, Atlas World Group. "And that is precisely why we have surveyed corporate relocation professionals for each of the last 40 years."

Big-Picture Bellwether

The survey is considered an important barometer of the nation's economy. By putting a light on company relocation policies, the annual survey provides a unique glimpse of the corporate mindset at work. Not only does the survey uncover what industry leaders are thinking, it offers clues about where business is headed.

"As you would expect, our survey



annually generates a lot of interest among the media and industry analysts," says Greg. "Our findings are covered by major business and news outlets, such as *The Wall Street Journal* and *U.S. Business News*."

The media's interest dates back to the earliest days of the Forum. Moderators and panelists were often drawn from the trade press. Likewise, featured Forum speakers have frequently been top-tier news reporters, such as Walter Cronkite and Howard K. Smith – or newsmakers, such as Ronald Reagan and Gerald Ford.

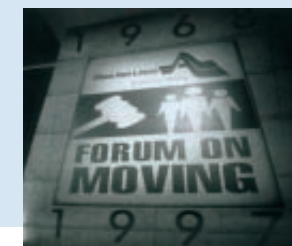
The survey has been far-reaching in its assessment of diverse corporate cultures, a characteristic it shares with the Forum. By engaging people across a wide cross-section of industry, Atlas fosters a dual resource that exposes people to differing viewpoints and wide-ranging ideas.

"Atlas has always tried to make this event relevant on several levels," says Greg. "Of course, we have an interest



Forum 1968: Blast from the Past

More than 200 traffic executives and Atlas agents attended the first Forum in 1968. George A. Gecowets, editor of *Transportation & Distribution Management* magazine, moderated a panel composed of Leo Horner, General Electric Company; E. A. Millner, Ford Motor Company; L. Ben Roberts, Eastern Airlines, Inc.; and Harry F. Washburn, Johns-Manville Corporation. By 1970, the Forum had become so popular that it moved outside Chicago to Pheasant Run, a retreat center with lodging, food service, and meeting facilities. Since then, with few exceptions until 2002, the event has been held at the Hyatt near Chicago's O'Hare Airport.



Regardless of the Forum's look from year to year, the concept of "Forum" as an exchange of ideas remains at the core of the event.

A look at Corporate Relocation Survey Report covers over time is a look at trends and communication styles of the day.



Ralph Nader
Political Activist,
Consumer Advocate



Jim Valvano
1983 NCAA Champion
Basketball Coach



Dick Vitale
ESPN Sports Analyst



Maureen Reagan
Political Activist,
Radio Talk-Show Host



Lou Holtz
NCAA Football Coach—
Notre Dame, Arkansas



Terry Savage
Financial Author, Columnist



Howard K. Smith
ABC News Anchor—1962-1978



Dr. Joyce Brothers
Author, Columnist, TV Host



Frank Borman
Commander, NASA Apollo 8 Mission



in the many facets of relocation that affect our ability to deliver a standard of service. But beyond that, we are keenly interested in how relocation is connected to the 'big picture,' that is,

In 1969...

- 83% of companies surveyed said their traffic department personnel were responsible for contracting the household goods carrier's services.
- The average expenditure per move

- 74% of respondents said the majority of their overseas shipments were forwarded by surface transportation.

In 1984...

- 45% of respondents said their greatest number of moves did not occur during the summer months.
- 64% said volume discounts were the most beneficial program or service since the Household Goods Transportation Act of 1980.
- 1% of respondents offered no reimbursement for moving expenses.

In 1994...

- Nearly 60% of survey respondents were employed in human resources departments. 13.2% were employed in traffic or transportation functions.
- 70% of firms provided full reimbursement of moving expenses.
- Companies spent an average of \$19,515 per relocation on real estate services such as home marketing, home search, pre-move house-hunting, etc.

In 2004...

- 66% of companies indicate they outsourced relocation services.
- The three most important attributes when selecting a carrier for international shipments were service (91%), scheduling (73%), and reputation (66%).
- 29% of companies anticipated an increased relocation budget in the coming year and 18% anticipated a decrease. ■

for direct van line services of packing and transportation was \$985.

In 1974...

- Companies moved an average of 161 employees. On average, four were women.
- Almost two-thirds (63%) of companies experienced no declines. Ten years later, that number had dropped to 27%.
- Only 16% of companies had utilized the services of a relocation service firm to purchase and resell residences of transferred employees. By 1982, 50% of companies had enlisted outside help for this purpose.

how we influence the vitality of the industries we serve, and how all of us are affected by the social, economic, and political currents that shape the business climate."

Aha!

After 40 years of annual investigation, the Corporate Relocation Survey has produced a mountain of data. From one year to the next, changes in the findings are typically subtle. But from a long-range view, the little ticks add up to shifts that offer interesting points of reflection about the vagaries of a mobile society.

Stage settings for the Forum reflect the current state of the industry. In the period of industry change and uncertainty that marked the year 2000, the set invited participants to approach the Forum with a blank canvas and take away new ideas to paint the future of relocation at their companies.



Who Said That?

Over the years, forum audiences have been entertained and challenged by some of the world's most famous and influential people. See if you can identify the following Forum speakers by their words. (Answers appear at right.)

1. "...you are unique in the sense that most people don't get up in the morning like you do and know they can go where they want, vote as they want, pray as they want. That freedom is precious. Each of us has the responsibility to see that it is expanded and there for those who follow after us."



Dr. Henry Kissinger

2. "In my view, the present regulatory framework should be sufficient to assure all the protection the consumer needs at this time. So let me ask you: Is there some way you can do more to regulate yourselves?"
3. "Of the recent vintage bumper stickers, the one I liked best was seen in Sarasota, Florida: 'America, she ain't perfect, but we ain't done yet.' Good day!"
4. "One of the most promising developments in the surface transportation area is the experimental safety vehicle program launched by the Department of Transportation under the Auto Safety Act of 1966."

5. "I will talk to you for a bit about the current state of east/west relations and when I conclude my remarks, I will take some questions. You can ask any question on any subject you want. Of course, I reserve the right to answer on any subject I want."
6. "I bring you greetings from Ross Perot. He's bought this hotel and we all have to be out in twenty-five minutes."

7. "...the individual is dominant in this age, if he would only act. If each of us will begin to act, to vote, to inform ourselves, to make demands of our politicians, you will see things change."

8. "A budget compromise for the good of the country across the board is mandatory. And if it is not reached within a reasonably short period of time, our economy could have a serious tailspin."

9. "Freedom has got to be a growth industry...we are not taught the natural responsibilities that go with freedom. We grow up believing that freedom is synonymous with appetite—it's just there."

10. "Good self-image comes from doing three things: one, do what's right; two, do the best you can; and three, treat other people as you would like to be treated."

11. "The hope of our nation is the character and conscience of our children."

"Who Said That" Key:

1. Donald K. Rumsfeld, Secretary of Defense, 1981.
2. Vance Hartke, U.S. Senator, 1974.
3. Paul Harvey, news personality, 1985.
4. Ralph Nader, consumer advocate, 1973.
5. Dr. Henry A. Kissinger, geopolitician, 1987.
6. Larry King, talk show host, 1993.
7. Howard K. Smith, TV commentator, 1980.
8. Gerald R. Ford, U.S. President, 1982.
9. Walter Cronkite, news correspondent, 1983.
10. Lou Holtz, football coach, 1986.
11. Elizabeth Dole, public servant, 1999.



Since 1968, the Forum stage has been shared by politicians, statesmen, authors, TV personalities, athletes, journalists and presidential hopefuls.



According to event records, only four people have attended every Forum:



John R. Westerberg, Chairman & CEO, Nelson Westerberg of Illinois, Inc.



John W. Steiner, Chairman of Ace World-Wide Moving & Storage Co., Inc.



Tom Shetler Sr., Chairman and CEO, Shetler Moving & Storage



Bob Shetler, President, Shetler Moving & Storage

True Blue Forum Fans Recall Memorable Moments

According to unofficial records, only a select few people – four Atlas agent owners – have been to every Forum. The Amplifier caught up with these “true blue Forum fans” and asked about their recollections.

“No one in the industry had ever done anything like it before,” says **John R. Westerberg**, Chairman & CEO, Nelson Westerberg of Illinois, Inc. (1505). “We invited our select clients to go with us, and we were nervous, hoping they would enjoy it. It was the nervousness and concern you experience when doing something the first time.”

“A lot of people thought it was a screwball idea,” says **John W. Steiner**, Chairman of Ace World-Wide Moving & Storage Co., Inc. (24). “But it turned out to be a great idea. Guests were impressed with how professionally it was run. Our customers had a good time, and it was a learning experience. They learned from each other, and we learned from them.”

“At that first Forum, only two women were in attendance,” recalls **Tom Shetler Sr.**, Chairman and CEO of Shetler Moving & Storage, Inc. (1830). “Back then, household goods fell under rates, tariffs, and trucking, and moves were handled by traffic managers, rather than people in human resources. That’s all changed...today 60 to 70 percent of people attending are women.”

High-powered speakers are a hallmark of the Forum, and an important highlight for these veterans.

“To be in the same room with some of the Forum speakers has been in itself a rewarding experience,” says **Bob Shetler**, President of Shetler Moving & Storage, Inc. (1830). “I especially enjoyed meeting Henry Kissinger and Gerald Ford – I was impressed with them both. And I still have the autographed comment card from Oliver North, in which he complemented Atlas.”

“The keynote speakers, the people who have accomplished a great deal in their lifetimes, make the Forum stand out for me,” says Tom. “I remember when Lee Sherman Dreyfus, former governor of Wisconsin, spoke on the global economy and America as a huge melting pot. It was powerful and inspiring. I also remember President Ford and President Reagan... both were outstanding.”

“Ronald Reagan spoke to us while he was between jobs,”

says John Westerberg (The former governor and future President appeared at Forum 8 in 1975.) “Walter Cronkite and Sam Donaldson gave interesting insight as press people. George Will had laryngitis, and he could barely get through his talk.”

“Lou Holtz was one of the best,” recalls John Steiner. “Very entertaining...he told a story about having a reservation at the O’Hare Hilton Hotel. When he arrived, the front desk advised him that in fact he did have a reservation but there were no rooms left. Lou then asked to see the general manager. The general manager also confirmed that he did have a reservation but there were no rooms left, and even if there were, he controlled the keys – not Lou. Lou made up his mind at that time that whenever he had the opportunity to address a group of people, he would knock the O’Hare Hilton.”

The men also recall off-the-record events that color the historical tapestry... like marathon cocktail parties... an elephant relieving itself on stage... and a famous politician showing an “eye for the ladies” (in particular, an agent’s wife).

And while every Forum has had value, some stand out as especially worthwhile.

“I’ve enjoyed them all, but the first one in Chicago at the Hyatt was probably my favorite,” says John Westerberg.

“That was when the event really came of age. I think we had 800 or 900 people there... It seems that most things like this die out after a few years, but people are as excited about the Forum today as they were about the first one.”

“It seems like every time we take a client to the Forum, we have a close relationship with them for years afterward,” says Bob. “It is by far the very best event of its kind in the moving industry. The Atlas staff is to be commended – every year seems to top the one before, with superb speakers and presenters. I look forward to another forty years of attendance.”

“Over the years it has been a super program for Atlas agents and customers,” says Tom. “There might be something out there that can top it, but I don’t know what it is.”



Agenda – The 40th Annual Forum on Moving

April 19 & 20, Chicago Marriott Downtown, Chicago, Illinois

Thursday, April 19, 2007

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

Call to Order, Welcome & Discussion of New Tariff:

MIKE SHAFFER
Chairman
Atlas World Group, Inc.

Remarks:

GREG HOOVER
Sr. Vice President,
Chief Marketing Officer
Atlas World Group, Inc.

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

WORKSHOP I – “LIFE BEFORE 40”

Many smaller companies – or companies with smaller volumes of relocation – face much different issues than their larger brethren. Hear this panel of your peers, whose companies handle less than 40 moves per year, discuss the issues that they face and how they approach the demands and challenges of lower volume programs.

Moderator:

RYAN McCONNELL
Senior Director,
Sales Development
Atlas

Presenters:

AMANDA RHOADS
Benefits Planning Analyst
Midwest ISO

TOM SIERGEY
Physician Recruiter
The Vancouver Clinic

KAYLA SOLEGLAD
HR Consultant
Tektronix, Inc.

WORKSHOP II – “PERFORMANCE ESSENTIALS IN THE WORKPLACE”

With the current business climate and associated demands, each of us is tasked with higher performance in the workplace. Steve Gilliland offers techniques and methods for inspiring action and improving results including the five essentials necessary to high performance: Attitude, Customer Service, Motivation, Organization, and Teamwork.

Guest Speaker:

STEVE GILLILAND, CSP
Professional Speaker & Author

WORKSHOP III – “THERE IS MORE TO TRUCKING THAN JUST TRUCKS”

A Specialized Transportation group panel discussion of the unique shipping needs of Fine Arts, Store Fixtures, Electronics, and Tradeshows. This panel consists of transportation professionals from each of these industries.

Moderator:

BILL TRAVELSTEAD
Vice President, Operations
Specialized Transportation Group
Atlas

Presenters:

Laurie LULUCKI
Transportation Director
Exhibit Works, Inc.

LISA MONTGOMERY
Manager, Specialized
Transportation & Air Freight
GAP, Inc.

ALAN RAIFF
Senior Materials Manager
Siemens Molecular Imaging

ROBERT SIMON
President, Transport Consultants
International, Inc.

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

Presiding:
JIM STAMM
Vice Chairman and CEO
Atlas World Group, Inc.

Principal Address:
PAT HEAD SUMMITT
Head Coach,
University of Tennessee
Lady Volunteers Basketball Team

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

WORKSHOP IV – “LIFE AFTER 40”

We all know that life changes after 40, and relocation is no different. This session focuses on the high volume relocation programs; ostensibly over 40 moves, but in reality at mega levels. Multi-tiered policies, added expense, and vendor management all change significantly as volumes go up. Hear relocation professionals discuss how they meet these kinds of challenges.

Moderator:

KATHY THOMPSON
Director,
Contract Administration
Atlas

Presenters:

AL BLUMENBERG
Manager, Global Relocations
Anheuser-Busch

LAURI JAMES
Relocation Program Specialist
W.W. Grainger, Inc.

DENISE NICCO
Director, Relocation
PG&E Corporation

WORKSHOP V – “PERFORMANCE ESSENTIALS IN THE WORKPLACE”

(Repeat of STEVE GILLILAND’S Workshop II)

Guest Speaker:

STEVE GILLILAND, CSP
Professional Speaker & Author

3:45 p.m. – 5:00 p.m. WORKSHOP VI

WORKSHOP VI – “U.S. DEPARTMENT OF HOMELAND SECURITY”

The past five years have seen many changes in our paradigms for travel and relocation, based on the demands for high security. This workshop features David C. Dickinson, Protective Security Advisor (PSA) for the Chicago, Illinois District. He will be discussing their organizational goals and strategies, business applications, and suggestions to make enhanced security work to your advantage.

Presenter:

DAVID C. DICKINSON
Protective Security Advisor (PSA)
Chicago, Illinois District
U.S. Department of Homeland Security

6:30 p.m. – 7:30 p.m. RECEPTION

7:30 p.m. – BANQUET & ENTERTAINMENT

Presiding:
GREG HOOVER
Sr. Vice President,
Chief Marketing Officer
Atlas World Group, Inc.

Special Entertainment:
HOWIE MANDEL

Friday, April 20, 2007

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

Presiding:
GLEN DUNKERSON
President and COO
Atlas Van Lines, Inc.

Keynote Address:
JULIET FUNT
Professional Speaker and Author

Forum Adjournment

40th Annual Corporate Relocation Survey OVERVIEW

In 1968, Atlas introduced a groundbreaking poll of industry professionals. What issues affected the relocation of their employees? What guidelines did they use to steer their decision-making? What were their service expectations?

The Corporate Relocation Survey told Atlas much about how relocation professionals perceive and evaluate transportation services. Just as important, it established an ongoing means to assess the pulse of the industry and respond proactively to its needs.

Over the last four decades, findings from the Atlas Survey have helped relocation professionals better understand the forces that shape their industry and how relocation policies are used by companies across all industries to maintain the well being and productivity of employees.

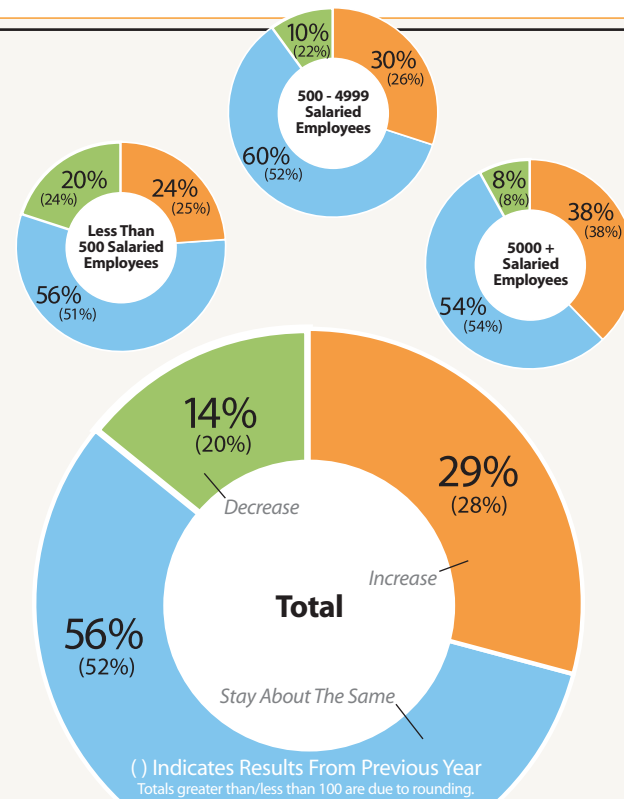
Atlas is pleased to present highlights of findings from the 40th Corporate Relocation Survey. For complete survey results, visit www.atlasworldgroup.com/survey

Who Responded?

To qualify for the survey, a respondent must have relocation responsibility and work for a company that has either relocated employees within the past two years or plans to relocate employees this year.

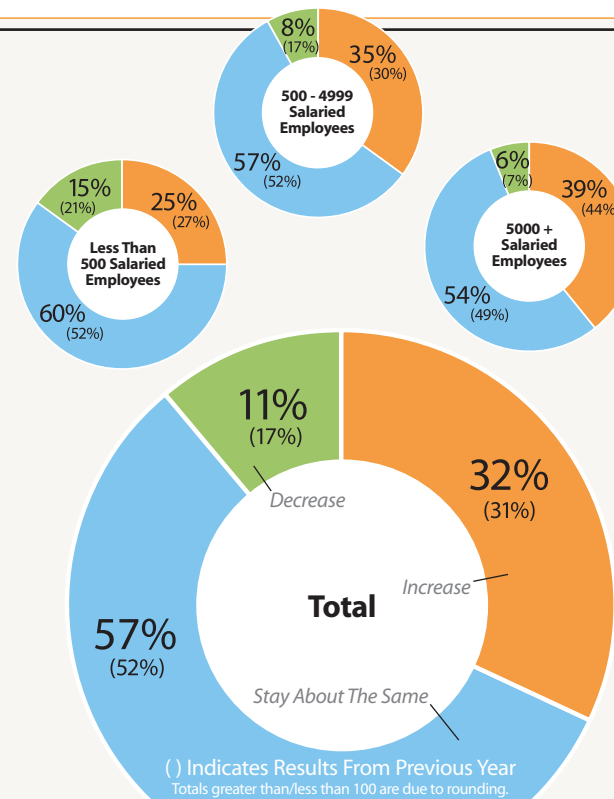
Atlas sent invitations to participate via e-mail, and 390 respondents completed online questionnaires between January 9 and February 28.

- **Most respondents (71%) work in human resources or personnel departments for**
 - service (43%)
 - manufacturing/processing (40%)
 - financial (8%)
 - government and military (3%)
 - and other sectors (7%)
- **Based on the number of employees, responding firms are categorized by size for analysis:**
 - 44% have less than 500 salaried employees (small firms)
 - 27% have 500-4,999 salaried employees (mid-size firms)
 - 29% have 5,000+ salaried employees (large firms)
- **Half (50%) of the companies surveyed this year are international firms.**



Question 12: Relocation Volume

Compared to 2006, do you anticipate that the number of employees your company will relocate during 2007 will...



Question 13: Relocation Budget

Compared to 2006, do you anticipate that your relocation budget in 2007 will...

Results Highlights

Relocation Volume and Budgets – Overall Expectations Nearly Identical to 2006

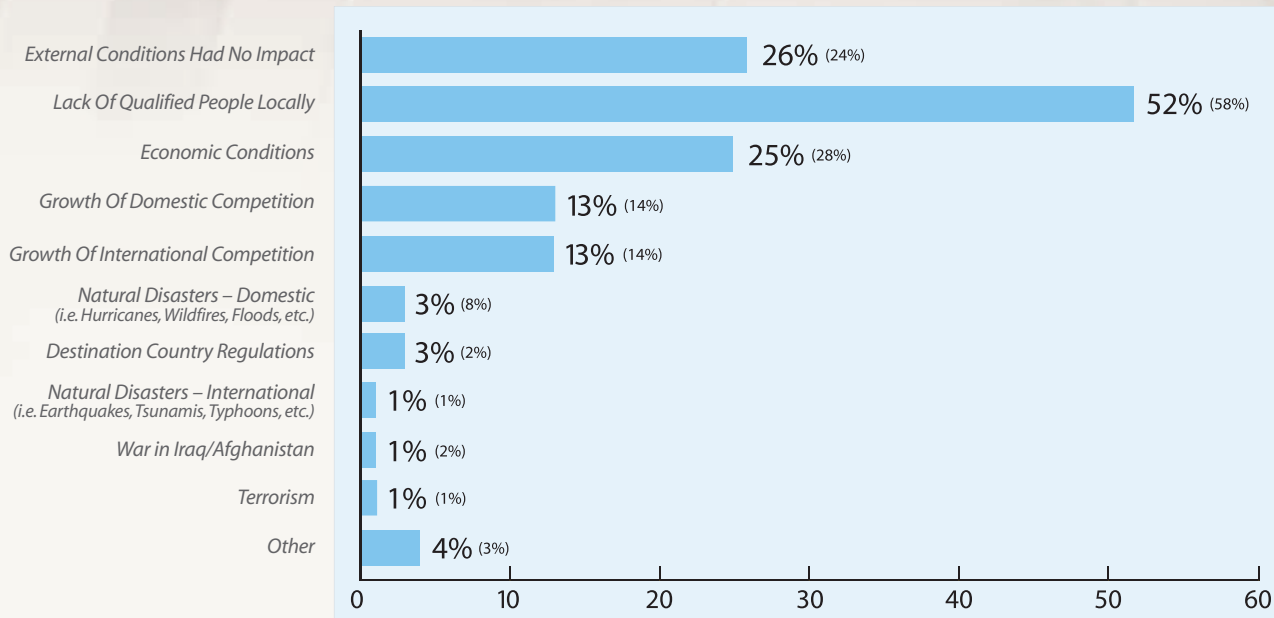
Over a fourth (29%) of responding firms expect their relocation volumes to increase in 2007 and 32% expect their relocation budgets to increase, nearly identical to expectations for 2006 (similar to 2004 – 2005, and significantly above the respective 13% and 15% levels reported in 2003). Around half of all firms, regardless of size, expect relocation volumes and budgets to stay the same, similar to the past three years. As in the previous two years, roughly a fourth or more of all size firms expect increases and more large than mid-size or small firms expect increases.

External Factors – Lack of Qualified People Locally, Economic Conditions

Seventy-four percent of firms indicate at least one external factor affected their number of relocations in 2006, with “lack of qualified people locally” cited the most often, regardless of company size, for the second year in a row. The impact of this factor continued to grow for large firms, with the gap widening between

Question 15: External Factors

What external factors had the most significant impact on the number of your employee relocations in 2006?



() Indicates Results From Previous Year

this factor and “economic conditions” (57% vs. 35% in 2006, 51% vs. 42% in 2005). Interestingly, while still the top factor for both mid-size and large firms, the percentage indicating “lack of qualified people locally” decreased for mid-size and small firms, falling close to levels reported for 2004.

Internal Factors – Company Growth Continues, Decreasing Impact of Corporate Reorganization, Budget Constraint Impact Stays Low

As in the past two years, “growth of company” is cited as the top internal factor affecting relocations in 2006, significantly above levels reported for 2002 and 2003 (59% vs. 40% and 46%). Roughly a third or more of companies indicate “promotions/resignations” and “knowledge/skills transfers” as factors in 2006, but only about one-fifth of companies cite “corporate reorganization,” down significantly from close to a third of companies the past four years. The percentage of firms indicating “budget constraints” in 2006 dropped to only 9%, similar to levels reported for 2005 and over three times lower than 2003 and 2002 (31% and 28%).

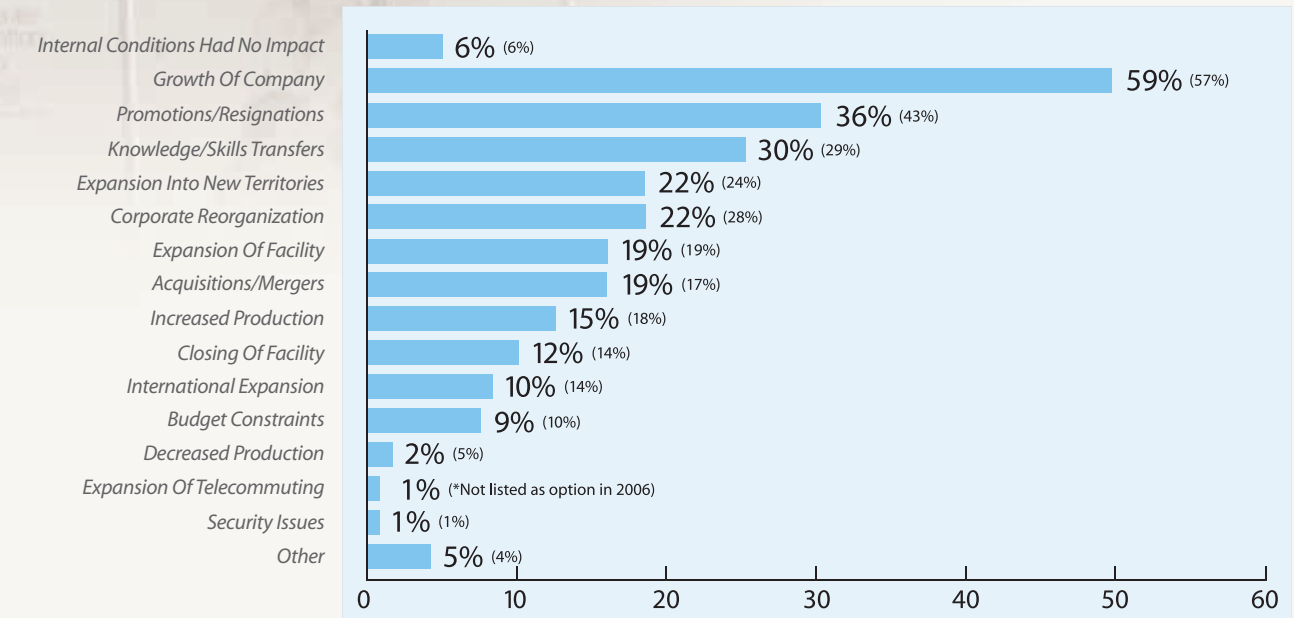
The factors impacting transfers reveal growing companies struggled to find qualified people to fill roles, while corporate structure instability lessened slightly and budget constraints stayed low in 2006. Additionally, the majority of companies (75%) report their company’s overall performance was better than in 2005. Responding firms carry this optimism into 2007, as the majority (74%) predicts the financial performance of their companies will continue to improve over last year.

Outsourcing – Plateaus at 2005 Levels, Differences by Company Size

Fifty-eight percent of companies outsourced relocation services during 2006, similar to levels reported for 2005 (55%) and still down slightly from 2003-2004 (66% and 63%, respectively). The slight up-tick in outsourcing appears to be driven by slightly more small firms outsourcing some aspects of relocation (38% vs. 30%), as slightly fewer mid-size and large firms indicated doing so in 2006 than in the previous year (67% vs. 74% and 81% vs. 88%).

Question 16: Internal Factors

What internal factors had the most significant impact on the number of your employee relocations in 2006?



() Indicates Results From Previous Year

Relocation Reimbursement/Payment – Transferees and New Hires: Reimbursement Plan Changes in Previous Year Remain

The percentages of firms offering full reimbursement of relocation expenses to transferees and new hires remains significantly lower than in 2003-2005 but similar to last year. Percentages of firms offering lump sum payments or partial reimbursement are similar to 2006 and 2003 and greater than 2004-2005. The majority of firms responding still offers full reimbursement of moving expenses as an option for transferees. However, remaining true to the policy shift reported in 2006, slightly more firms indicate they offer partial reimbursement to new hires rather than full reimbursement, and the percentage of firms indicating they offer full reimbursement to new hires is significantly lower than in 2003-2005.

Policy Tiers/Levels – Majority of Firms Differentiate by Job Title or Grade Level

Most firms (76%) have different tiers (or levels) within their relocation policies. However, mid-size and large firms are more likely than small firms to have these

in place. Overall, most tier-level policies are based on position/job title or job/grade level (i.e. staff, management, etc.), and most are based on more than one factor.

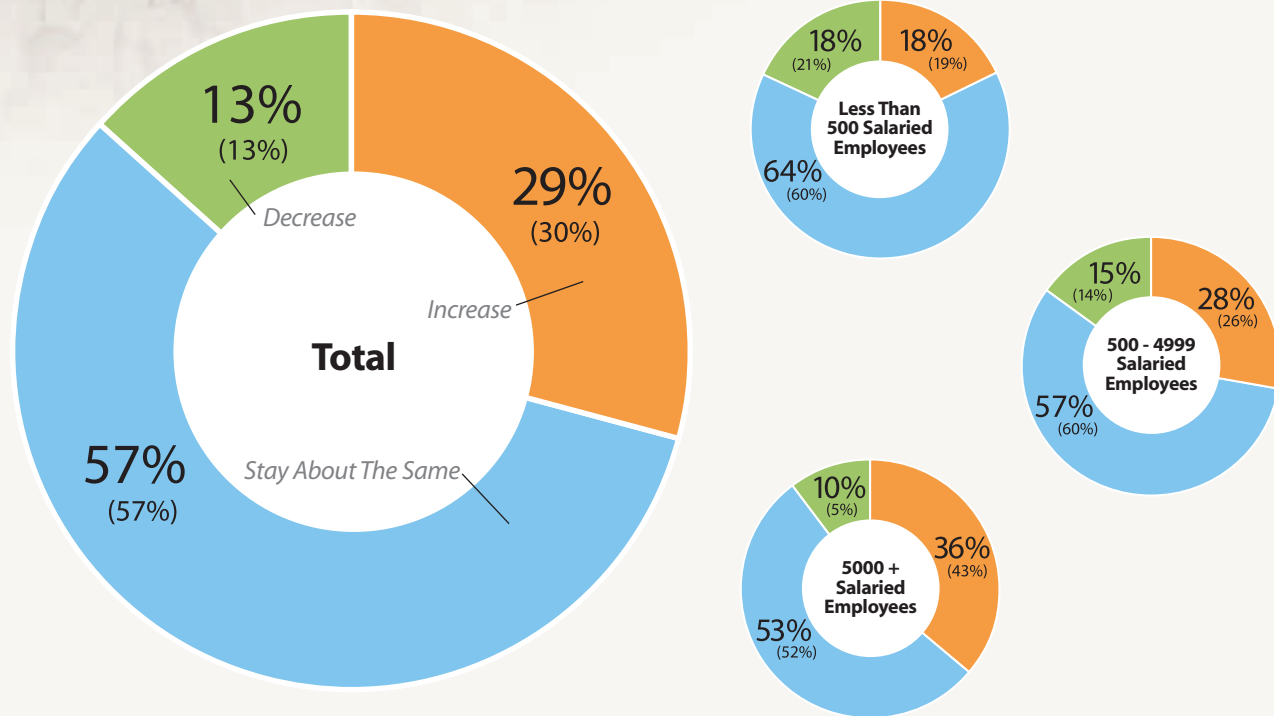
International Relocation Volume – Majority Expect Volumes/Assignment Durations to Remain Unchanged

Forty-two percent of responding companies transfer employees between countries. Twenty-nine percent of firms indicate they expect increases in the number of employees relocating internationally in 2007. However, over half of companies, regardless of size, indicate they expect 2007 relocation volume to remain unchanged from last year.

Over half of responding firms, regardless of company size, indicate the duration of a typical international relocation assignment is greater than 12 months but less than three years. Close to a third indicate these assignments last three years or more. Only 12% of 2006 international assignments were temporary (less than 12 months). Close to two-thirds or more of all firms (regardless of size) expect temporary international assignment volumes to remain unchanged from 2006. ▶

Question 47b: International Relocation Volume

Compared to 2006, do you anticipate that the number of employees your company will relocate internationally during 2007 will...



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

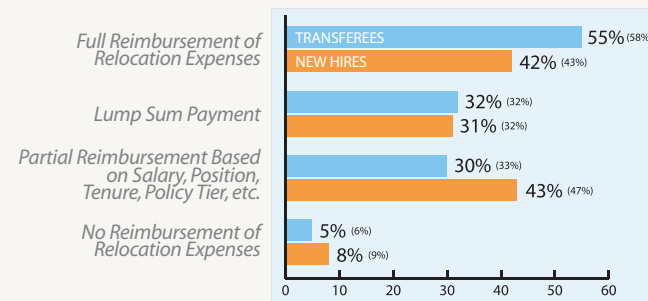
International Outsourcing – An Increasing Trend

In 2006, a similar percentage of firms overall indicate outsourcing international relocation services as in the past two years (66% vs. 62% and 58%), continuing to trend upward from 2004. However, while slightly more small firms indicate outsourcing (similar to the overall trend), slightly fewer mid-size firms indicate outsourcing international services in 2006 than 2005 (64% vs. 75%). Similar to the past two years, 82% of large firms outsourced international relocation services, and roughly half or more outsourced destination services/orientation tours and securing rental property.

Among companies that outsourced relocation services domestically, the percentage that did so internationally remained similar to 2005 (80% vs. 79%) maintaining increases over 2004 (70%). Mid-size and large firms remain much more likely than small firms to outsource international relocation services.

Questions 26a & 27a: Transferee and New Hire Expense Reimbursement

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






() Indicates Results From Previous Year




GOLF, DINE, RELAX...
like a Champion

60th

AT THE ANNUAL


Atlas Convention

Omni Orlando Resort at ChampionsGate

NOVEMBER 7TH THRU THE 10TH, 2007

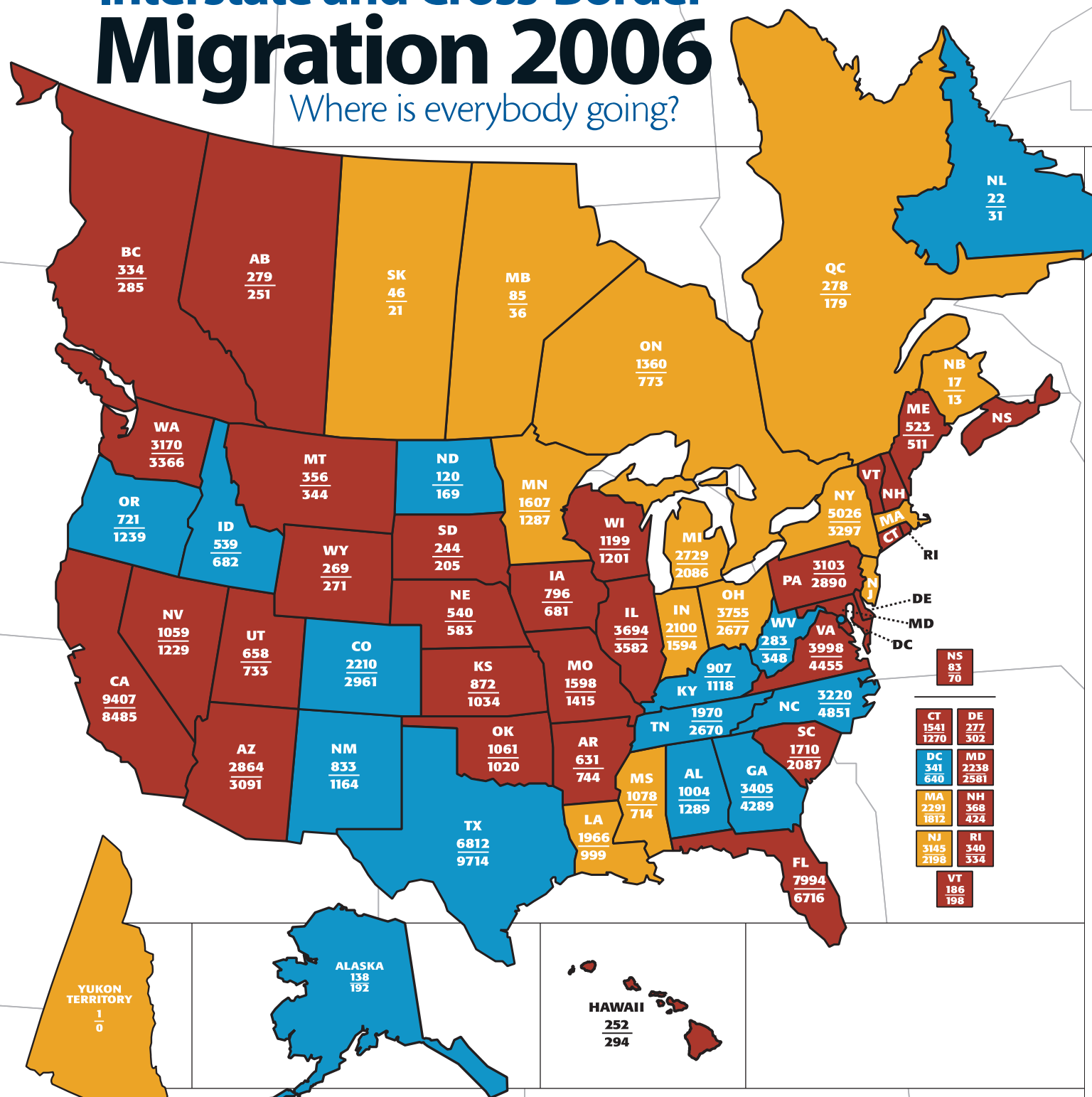


OMNI HOTELS

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

Interstate and Cross-Border Migration 2006

Where is everybody going?



STATE	INBOUND	OUTBOUND	BALANCED
	More than 55% of total shipments moving into the state (subtotal on bottom).	More than 55% of total shipments moving out of the state (subtotal on top).	Inbound and outbound individually represent 55% or less of total shipments.

What determines the paths that people take as they follow their dreams and ambitions? The lure of economic opportunity inspires some to pack their bags. Occasionally, forces of calamity, like those that befell the Gulf Coast in 2005, push people to unexpected places. Sometimes, it seems, people move in step with an uncertain wind that is forever changing direction.

During 2006, Atlas handled nearly 100,000 shipments of household goods across North America. The numbers show few migratory swings and no surprises, with the possible exception that no state moved to outbound status. Louisiana experienced the largest percentage of people moving out. Several others lost momentum – Montana, New Hampshire and Vermont all went from inbound to balanced status. Among areas gaining ground, Washington, D.C. experienced the highest percentage of inbound moves. Alabama, Georgia and Kentucky each moved from balanced to inbound status.

West Virginia, which over the last several years has seen-sawed between outbound and balanced, also moved from balanced to inbound. In the northeast, Maine went from outbound to balanced. The three most active states, based on total inbound and outbound shipments, were California (17,892), Texas (16,526) and Florida (14,710). The states with the three lowest totals were North Dakota (289), Alaska (330) and Vermont (384).

Regional Developments

In terms of regional movement, the survey data suggested the following patterns of interest.

Deep-South Departure

Southern states recorded some of the highest outbound percentages. In Louisiana 66 percent (1,966 moves) were outbound; in Mississippi 60 percent (1,078 moves) departed. Not surprisingly, the surrounding states experienced an influx. Texas received more than 30 percent of Louisiana's outbound traffic and 12 percent

of Mississippi's. Georgia, an inbound state, recorded more than 4,000 relocations for the third straight year and saw its lowest number of outbound shipments since 1996.

Northeastern Exodus

New York continued its 12-year outbound trend with the second-largest percentage of outbound traffic in the nation. Most of these departures headed south and west: California and Florida received 633 and 632 shipments from New York, respectively. Massachusetts, New Jersey and Ontario also saw more people leaving than entering.

Westward Expansion

Oregon remains a magnetic destination, with 63 percent of its traffic inbound – the second-highest percentage in the country. Most shipments came from neighboring states California and Washington. Farther north, Alaska maintained a healthy percentage of inbound moves. New Mexico, Colorado and North Dakota also continued to attract residents.

Commotion in Canada

In Canada, Alberta and Nova Scotia moved from outbound to balanced status while Newfoundland went from balanced to inbound. The most active of the provinces was Ontario, with 2,133 inbound and outbound relocations. British Columbia came in a distant second with 619 total relocations. Least active were the Yukon Territory (1 move out) and New Brunswick (30 total relocations).

Inbound, Outbound, Balanced?

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

Total Shipments x .55 = Threshold Value

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

Acceleration!

Atlas' Premium Delivery Option Takes Off



"We've shown this to about ten clients, and every one of them has seen applications for their business," says Don Hill, President and COO of Alexander's Mobility Services (207). "They see the value of employees being able to select the dates, and they are extremely intrigued by the per diem cost savings."

But Atlas agents aren't the only ones singing praises. "Customers like Accel because it lets them design their own move," says Steve Hermann, Atlas Assistant Vice President, Logistics. "For instance, a customer who relocates frequently just completed a move with Accel and wrote to tell us this is exactly the service he has been looking for. He says he will never move any other way."

A New Idea for the Industry

"Accel represents a new idea for the industry, a different way of thinking," says Atlas Sr. Vice President and Chief Marketing Officer Greg Hoover, who led the Accel development team. "We started out in early 2005 by simply looking at how we might add value and improve service quality for customers with smaller shipments."

The idea for containerized transit evolved and, after securing agreements with prime service partners, Atlas tested Accel in the field. Following an introduction in 16 major metro areas in mid 2006, the planned expansion to 41 markets was achieved by the start of 2007.

Because Accel is new for Atlas, not to mention the industry, product education has been critical to its launch. During December and early January, Atlas trainers traveled the country to orient agents. Fifty-two agencies participated in live training events and many took part in web-based education programs. They became familiar with how to submit an online contract request, use the web-based pricing application to get an instant cost estimate, and how to actually place an order.

"Our goal was to roll the program out on January 1, 2007," says Greg. The effort came close, with the first shipments taking place in mid-January. "We're building momentum," says Greg. "In just a little over three weeks we've booked 40 shipments, with an average size of two vaults per shipment. One account is now registering three or four shipments a day."

Yet Another Claim to Fame

As agents and customers are finding out, Accel saves time that equates to significant expense reductions. But it brings another cost advantage: fewer claims.

"The industry average for claims is about one in four shipments," says Greg. "As our customers know, Atlas Van Lines outperforms the industry, with a ratio of about one in seven. For Accel, the ratio is approximately one in thirteen. That's phenomenal!"

The claims performance in large part reflects the unique design of the Accel container, a tough, lockable polymer SmartVault that includes GPS tracking for added security. "It's unbelievably strong," says Frank, "and it's easy to stack in the warehouse and move around."

"When you put it all together," says Greg, "Accel offers a value proposition with applications for practically anyone."

Don Hill agrees. "The value is so great, it's worth it to pay a little extra and have the truck there within a one-day window. This concept may even someday affect the way big shipments are handled."

"I believe Accel will continue to gain momentum," says Frank. "Especially when clients see the happier faces on their employees and the cost savings. It's a win-win for everyone."



Atlas agents learn how they can put Accel™ expedited delivery to work for their customers. Atlas conducted the training sessions across the country during December and January.

You might call it an idea whose time has come...or, as Frank Webers aptly terms it, "the solution for the small shipment."

Frank, President of Collins Brothers Moving & Storage (547) in Larchmont, New York, is referring to Atlas Accel, a new premium, expedited delivery option. In just a few short weeks of using Accel, he sees the potential for small shipments has suddenly grown much bigger.

"There have always been challenges with shipments under 5,000 pounds," says Frank. "With Accel, I can give customers a much shorter spread for delivery. Although the transportation cost is more, they find the savings in expenses for food and hotels – not to mention lost productivity – is huge."

"If you had something this fast, you'd paint it like this, too." The Accel™ SmartVault is designed for safe, secure and efficient transit and storage.

In 2006 at Atlas World Group,
**INTEGRITY,
 QUALITY,
 SOLUTIONS**
 equaled...
**FRESH,
 INNOVATIVE,
 EFFICIENCY.**

Atlas World Group, Inc. reports the third straight year of record volume with 2006 revenue totaling \$985,636,000.

In a year where the industry offered relatively few growth opportunities, the company optimized its performance by emphasizing efficiency to add value and control costs.

This strategic focus made important contributions to the company's performance in several areas, across all business units.

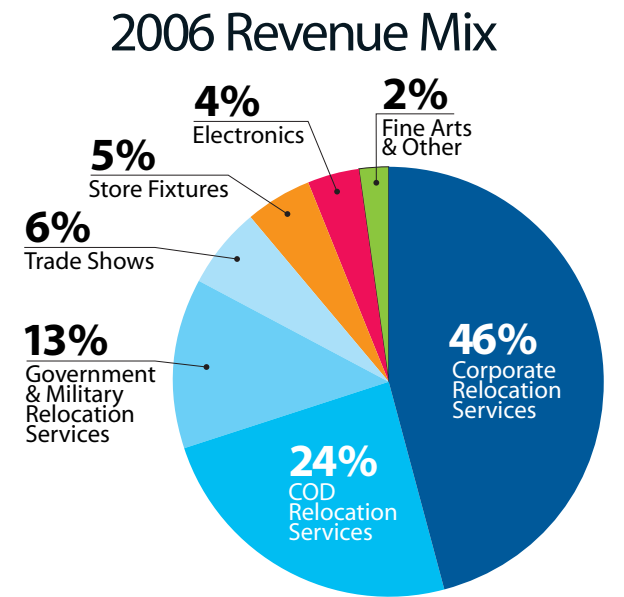
- Atlas' boldest innovation of the year became the biggest idea to hit the industry in a generation. During the fourth quarter, Atlas introduced Accel, a unique premium expedited service for smaller shipments, which received an immediate and overwhelming endorsement by customers.
- Investment in an Executive Information System (EIS) is providing the agency network a more effective means for disseminating information.
- In a testament to Atlas' quality, global mobility giant Cartus named Avail Resource Management a recipient of its first-ever "Delivering More" Award for going above and beyond the call of duty to serve customers.
- In May 2006, Atlas became the first carrier in the industry to request background checks for casual laborers. Atlas was also the first to mandate background checks for

fulltime laborers employed on or after May 1, 2005. Several van lines have followed suit; it appears the industry itself may, too.

- Atlas completed the progressive installation of tracking equipment in over 3000 Atlas trailers, providing a means for customers to monitor their goods in transit as well as a tool for utilizing resources to maximize capacity.
- Atlas' Seattle-based international operations made major strides toward the implementation of a new traffic system that will

interface with a new rate quoting system and make the purchase of transportation services much easier and more efficient.

"In some cases, our ideas represent dramatic departures from the industry status quo," says Chairman Mike Shaffer. "But being satisfied with the way things are, even when things are good, has never been part of our culture. As we have in 2006, we will continue to seek and discover ways to better serve our customers and add value for them, for our agents, and for our stockholders." ■



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Bringing New Luster to Boston Harbor

There's a new jewel on the Boston waterfront, a luxury development with two 22-story towers gemmed in mirrored glass. Besides 130 posh condominiums, it houses the elegant InterContinental Boston Hotel—424 guest rooms and all the upscale amenities you would expect from the flagship brand of hospitality giant InterContinental Hotels Group.

In making the hotel ready for occupancy, InterContinental engaged Titan Global Distribution for a key logistics solution. Drawing on the resources of the Atlas agent network, plus local carpenters and laborers unions, Titan orchestrated a plan to efficiently furnish guest rooms.

Titan installation experts started last April, employing day and night shifts to furnish 398

king and double rooms and 26 suites. Project Manager James Gibson oversaw the work to ensure each room's appointments would be perfectly placed.

"We installed artwork, mirrors, entry consoles, and headboards that incorporated pre-installed artwork," says James. "All told, we placed the contents of 75 trailers and 25 straight trucks."

Personal Movers, located in Billerica, Massachusetts (780), provided the warehousing and transportation services that kept the materials moving in a steady stream to the job.

"We received materials from vendors all over the country and from Canada," says Sharon Pellerin, Customer Service Coordinator with Personal Movers. Storing the more than 650,000

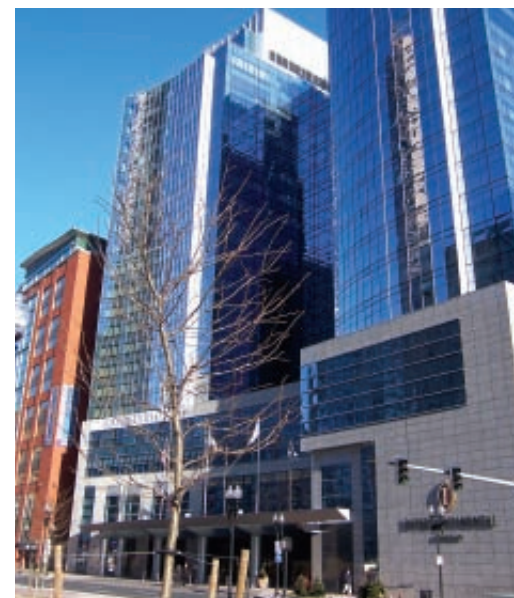
pounds required 30,000 square feet of warehouse space. Due to the high-end quality of furniture, special care was needed while handling and storing the product.

Warehouse Manager Mike Burnett worked with James to ensure shipments were organized for the most efficient off-loading at the job. Shifting deadlines and occasional surprises kept the Personal Movers team on its toes.

"Mike and his team were amazingly flexible," says James. "There were a few unexpected challenges along the way, but they came through every time."

"This was a great experience for us," says Sharon. "It was especially enjoyable to work with Titan...they really know what they're doing."

"We had not worked with Personal Movers before, but their capabilities were a good fit," says Titan Director of Installations Bill Dickerson. "They did an outstanding job." ■



Titan Global Distribution supplied a logistics solution for furnishing guest rooms in the new InterContinental Boston. The hotel sits on what is believed to be the site of the famous Boston Tea Party. Construction, which began in May 2004, represented an engineering feat: building around the vents of Boston's "Big Dig," a major subterranean traffic artery.

Titan Hosts Open House Welcomes Guests to New Offices

Capping a recent transformation to a new identity and relocation to a new facility, Titan Global Distribution welcomed guests to a housewarming at its new offices on Sunday, February 25. Titan's cordial staff greeted customers, vendors, and members of Atlas senior management with hors d'oeuvres, refreshments, and tours of the new facility. The smartly appointed new suite is located at 1100 Corporate Square, in an upscale office park in the West County area of St. Louis.

"Our new workspace, like our new identity, aligns our company's image more closely with Atlas and our sister companies," says Titan President and COO Dan Kelly. "Our location, too, projects the kind of corporate presence consistent with our customers' expectations."

The event also marked an important milestone for the Atlas subsidiary. "We became an Atlas company on February 26, 2004," says Dan. "This was an ideal occasion to celebrate our mutual success over the last three years."

Titan's new facility brings several advantages. The building's updated systems are supported on site to ensure they stay at peak efficiency. Attractive landscaping features areas for employees to lunch outdoors and walk the grounds. Perhaps best of all, the company developed a completely new interior plan. The Reach System, an advanced ergonomic furnishings concept, better serves the way that the Titan staff works.

"This system gives us the space we require and helps everyone stay alert and refreshed throughout the day," says Dan.

Each workstation is equipped with a 19" flat-screen monitor on an adjustable arm to maximize work surface space. Negative-tilt keyboard trays minimize wrist tension and are height-adjustable to offer optimum vertical movement. Factory-adjusted Human Scale chairs provide seating customized to each individual's height and weight. Computer caddies store the tower inconspicuously beneath the work surface but allow easy access for maintenance.

"Our overall layout is not only better for us, it's much more comfortable for guests," says Dan. "We look forward to welcoming our clients, and we invite you to drop in when you are in the St. Louis area."



Employees, clients and friends of Titan Global Distribution celebrate the company's relocation to new offices with an open house.

Above: Atlas President and COO Glen Dunkerson, Titan President and COO Dan Kelly, and Atlas Sr. Vice President and Chief Marketing Officer Greg Hoover enjoy the occasion.



Lights. Camera. Atlas.

Bringing Big Service to the "Greatest Shows on Earth"



As public showcases for the world's biggest durable goods industry, auto shows differ immensely from trade shows. Deadlines are unforgiving. The scale of events requires a total commitment in people and resources. And a do-or-die focus on phenomenal impressions means finely detailed plans must be enacted with flawless precision.

Over the recent years, Atlas STG has charted extraordinary growth in service to auto shows. From 2002 through 2006, the number of annual shipments grew by nearly 16 percent. The average size of shipments grew as well, with line haul increasing by 25 percent during that same period. Why?

Atlas STG and its agents bring a personalized approach to serving customers. But they also possess fundamental advantages that enable them to excel in this highly competitive arena.

Atlas agent J. W. Cole & Sons (1772) has been serving the auto industry exclusively since the 1970s.

According to Michael Escobar, Vice President of Operations and Sales, price competition has created an environment where only the efficient and savvy can survive. That gives J.W. Cole & Sons an advantage. "Our reputation for quality brings us business as long as our bids are competitive," says Michael. "Customers know us for on-time delivery, care in handling, around-the-clock responsiveness and living up to

commitments... We try never to say 'we can't.' At the same time, we are honest about what it will take to get something done."

Dave Bjerck, COO of Imlach Movers, Inc. (1130) says that a dedication to this business requires dedicated people—at the agency and within the van line—who understand the ins and outs and stay on top of everything.

"The show in New York, for instance, requires people on the job who understand the difficult logistics in Manhattan due to the fact that there is no marshalling yard and very limited parking," says Dave. "We provide supervision at all the major shows. Our service commitment is 24-7."

Extensive resources are essential, especially when exhibits encompass 100,000 sq. ft. or more. "Our work at the Detroit show requires 60 trailer loads, in and out," says Dave. "That's just for displays—not to mention the autos."

The Atlas system comprises nearly 4500 pieces of equipment, including a corporate fleet of 426 trailers equipped with tracking systems, an important benefit for auto show solutions. "In some cases, exhibit materials will stay loaded between shows, and the trailer will be parked for an extended period," says Phil Wahl, Director, CTD Operations, Specialized Transportation Group. "Our tracking system lets us know exactly where the trailer is, and helps to make sure it moves only when it is supposed to."

"Atlas' flat-floor trailers are a key strength in this market," says Joe Samperi, Account Executive with Comtrans (644). "These are essential for handling large exhibits with big

components, such as 30-foot crates." Joe says that well-planned placement on the trailers ensures efficiency when unloading. "Clients count on us on-site to oversee the sequence of events, including how the trucks and components come into the show room. It's critical."

Jim Chretien with Specialty Moving Systems (1814) knows that Atlas has the people, capacity, and tailored services needed for success. "Other carriers may have strength in pricing, but not in service," says Jim. "Atlas has both."

Ken Smith, Specialty Moving Systems, knows that service is another word for people. He says experienced van operators help create the trust that builds relationships. "We use many of the same van operators year after year," says Ken. "The exhibit houses get to know them and are comfortable with them."

Although the October-to-April show season is the proving ground, the rest of the year provides an opportunity to find new efficiencies and hone the service edge. "We use the off season to review our performance and forecast what we might need in the coming months," says Phil. "We want to make sure we are ahead of any capacity issues, that every market is covered. With the arrival of Miami's big show in early October, we are ready to roll!" ■

Atlas STG Excels with Gap Inc.

It's been said, "nobody is perfect." But Atlas STG is as close to perfect as you can get in its service to Gap Inc.

Atlas STG earned a Gold Service Excellence Award from Gap in each of 11 months during 2006 for a near-perfect on-time delivery rating of 99 percent and above. A Silver Award during January recognizes a rating of at least 98 percent.

The retailer operates four distinctive store brands—GAP, Old Navy, Banana Republic, and Fourth & Towne—that depend on timely deliveries for store openings and product rollouts.

"This award represents an efficient partnership between Atlas STG and the Atlas agency network," says Phil Wahl, Director, CTD Operations, Specialized Transportation Group. "Our Agency network helps tremendously with hauling, and timely loading and unloading."

Typical truckload shipments require a crew of six to eight people to load and unload, including handling pad wrapping and setting fixtures in the store. However, rollouts may involve 30 to 40 stops for one trailer. "Earning this award takes a united effort," says Phil. "It's a tribute to everyone involved."





TSA Enacts New Requirements for Air Cargo | **What You Need to Know**

Following the attacks on 9/11/2001, the U.S. Transportation Security Administration (TSA) issued emergency security requirements for shipments via air. Since then, the TSA has been working on regulations that are more comprehensive. The new rules went into effect March 12 for all air shipments that originate in the U.S.

"If you ship by air, you need to know your part in the security process," says Mike Jackson, Atlas International Transportation Services Manager. "Security is now much stricter."

Mike explains that the van operator must record the I.D. of the agent's representative when taking possession of freight and present an I.D. when delivering freight to the airline. The I.D. must be government-issued with a photo, such as a driver's license or passport.

If a loaded carton weighs 150 lbs. or more, it must be banded with a heavy-duty metal band or break-resistant plastic banding. "A good rule of thumb is that any freight shipped in an "E" box (42" x 29" x 26") or larger requires banding," says Mike.

Airlines now scrutinize documents much more closely, so it's more important than ever that inventories are clear

and legible. "Without 'clean' documentation, airlines may reject freight or hold it until the documentation is corrected," says Mike.

Because the requirements to become a "known shipper"—one who can ship goods by passenger plane—are now more stringent, Mike says a lot of freight that used to travel on passenger planes will get pushed to freighters. This is already putting shippers in a squeeze. "We are seeing some cargo delays due to a lack of space on air freighters," says Mike. "It is possible these delays could increase with the growing demand for freighter service."

Questions? Contact Mike Jackson by e-mail: mjackson@atlasintl.com ■



**Transportation
Security
Administration**



The Future Looks Bright

When Atlas Canada opened a tiny office (above a restaurant) in 1963 with just three employees, no one could have predicted the fledgling company would grow to become an industry leader.

Today, Atlas Canada is widely recognized as the largest van line in the country, with a client roster that reads like the "Who's Who" of Canadian business. More important, the company enjoys a stellar reputation for high quality service and customer loyalty.

Remaining in business for over 40 years is no easy feat. Many companies who were household names (within and outside the moving industry) have long since vanished. No doubt, there are many reasons one company grows and prospers while another falters. "In my opinion," says President and COO Doug Auld, "success is a combination of keeping your focus and changing when the times demand it."

"I honestly believe that Atlas Canada has been true to a basic business philosophy of honesty, integrity and partnership. Unlike some of our competitors, Atlas Canada views its agents as business partners. That's why we call ourselves, 'the Agent's Van Line.' It's a title that makes us proud."

To this end, Atlas works in close partnership with its agents, eliciting their participation and input into the

development of new programs. The company holds strategic sessions with them approximately every two years. "By engaging our agents as strategic co-thinkers, it gives us a chance to examine what we are doing right and where we need to improve or change," says Doug. "Working together guarantees a level of commitment that wouldn't exist if the van line simply issued an edict."

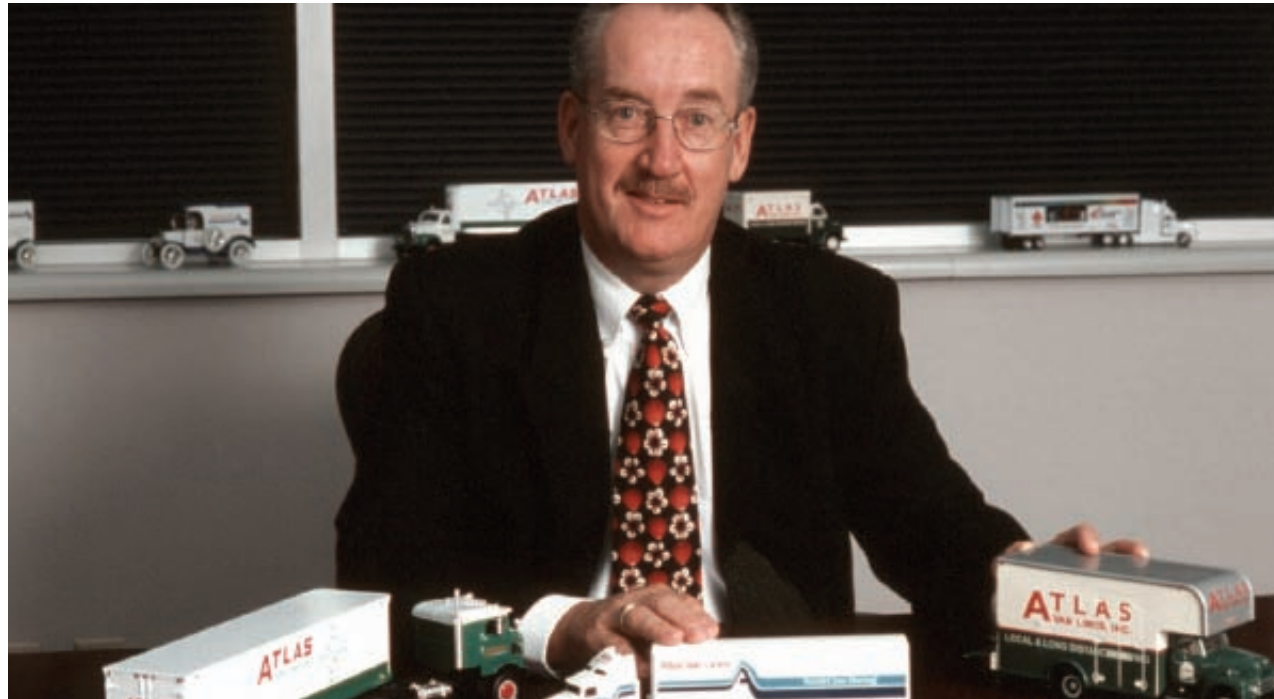
Outcomes from these initiatives and programs, particularly in the area of training, have resulted in higher quality service to customers. At the same time, Atlas focuses on ways to help agents operate more efficiently and profitably, such as incorporating new technology.

Partnering with corporate clients is another Atlas Canada hallmark. "We've made an effort to find out what our customers want and need and then worked with them to create customized solutions," says Doug. "The number of clients who renew contracts with Atlas is evidence that this approach works."

Atlas Canada is also proud that many of its agents have been with the van line from the early days. Second- or third-generation family members now manage some of these companies. "Continuity, loyalty, and a progressive approach to business may be why Atlas Canada is here for the long-term," says Doug. "The future looks bright." ■



President and COO Doug Auld, Atlas Van Lines Canada, is retiring at the end of 2007.



Nice Guys Do Finish First

Doug Auld, President and COO of Atlas Van Lines Canada, will retire in December. After 26 years with the company, Doug has become well known for his open, friendly style and for leading an effort that has made Atlas the largest and most respected carrier in Canada.

But he is quick to point out the credit is not his alone. "What we have accomplished is the result of many people working together," says Doug. "The agents and staff, with the support of the Board, are all very important factors that have helped Atlas Canada get to where we are today."

"Doug has proven to be a very innovative thinker in the industry," says Dr. Peter Richardson, Queens University. Peter says that Doug realized early the importance of getting agents involved. The two developed a process that engaged the agents in strategic planning sessions and they have continued to repeat the exercise every two to three years. The sessions have produced a unified sense of vision, mission, strategies and action plans.

"To me, Doug was always very strategic," says Peter. "He had a clear vision for the van line and was committed to implementation, which is why Atlas went from number 5 to number 1 in Canada in a relatively short time." Doug

was also a guest speaker at the Queen's University Business School for six years. Atlas' strategic undertakings were presented as a case study for over 1,250 participants in the business school program over that period.

Doug believes the strategic meetings were essential for creating agent buy-in and building trust. "We are in a relationship business and trust is critical," says Doug. "Our growth has been – and will continue to be – built on a foundation of strong relationships and mutual trust."

"Two words describe Doug well," says Bruce Bowser, President & CEO of AMJ Campbell Van Lines. "He is honest and fair."

Bruce met Doug 15 years ago when he joined AMJ Campbell Van Lines. "Doug is well respected among the Atlas family in Canada," says Bruce. "When he makes a decision, you know he has thought it through. Doug stays the course and does not fold under pressure if he feels that he is right."

"Doug is a consensus builder," says Doug Kellough, President and General Manager of Salmon's Transfer. "From a business perspective, he's always managed to keep things on an even keel despite the ups and downs over the years.

Even though you may disagree at times, you come away from a meeting or discussion on the same page, ready to move forward."

Kellough also knows Doug's lighter side. "Doug is all business on the surface," says Kellough. "But if you get him out of that mode, he has a pretty darn good sense of humor... He has done a great job. We are going to miss him."

Those who have worked closely with Doug at the Oakville office voice regards for his skillful management. Vice President of Finance and Administration, Shirley Sveda, recalls that Doug hired her as Accounting Manager in the early 1980s.

"In business, and especially in an environment where open communication is encouraged, it is likely that you will never agree all of the time," says Shirley. "No person stands alone; it takes a collaborative effort and this has added to our success under Doug's leadership. The results speak for themselves."

"Doug is a people person and he has been a real asset to Atlas Van Lines," says Paul Leader, Senior Vice President, Operations and Government Liaison. "I have enjoyed working with him."

Paul says that he and Doug share a penchant for punctuality. "We open airports," jokes Paul. "Doug has a good sense of humor as well. I like to remind him that Winnipeg, Manitoba (Doug's home town) is a good place to be from. He takes it well."

People outside of the Atlas family know Doug as a person who has a true sense of community.

"Doug is the real deal," says Ken Mayhew, National Vice President with the MS Society of Canada. "He is a mix of focused business acumen with a real heart and a sincere belief in the importance of community involvement."

Ken says Doug's volunteerism and advocacy, including Atlas Canada's enduring partnership in the nationwide MS Bike Tour, has helped the society raise tens of millions of dollars in the search for a cure for multiple sclerosis.

"He doesn't just 'talk the talk,' he 'walks the walk,'" says Ken. "He's out there flipping burgers, cutting oranges, or handing drinks to thirsty cyclists."

"Working with Doug has been a tremendous learning experience and partnership," says Bruce Ireland, CEO of the YMCA in Oakville. "I have known him since 1997, when I recruited him to our board for a major capital campaign."

Bruce recalls that on one of Doug's first calls he scored a significant financial pledge. "He wasn't fond of soliciting, but Doug 'made the ask' and the Y received a \$25,000 commitment that eventually amounted to \$100,000." Bruce says Doug brought valuable experience to the building committee and more recently as Board Chairman of the YMCA. "Doug has played a major role in bringing the YMCA of Oakville into the 21st century."

"It is very important to me that the transition, in terms of my role at Atlas Van Lines, goes as smoothly as is possible," says Doug.

Doug doesn't retire until the end of the year, but he does know that he plans on spending a lot more time with Donna, with whom he will celebrate 40 years of marriage in 2008.

"Donna has always been there for me, for our family and for our many friends," says Doug. "She has been very supportive of my role at Atlas over the years." Doug goes on to say that they have worked very hard to get to this stage of their life when they can enjoy more time together to travel, volunteer, and play golf.

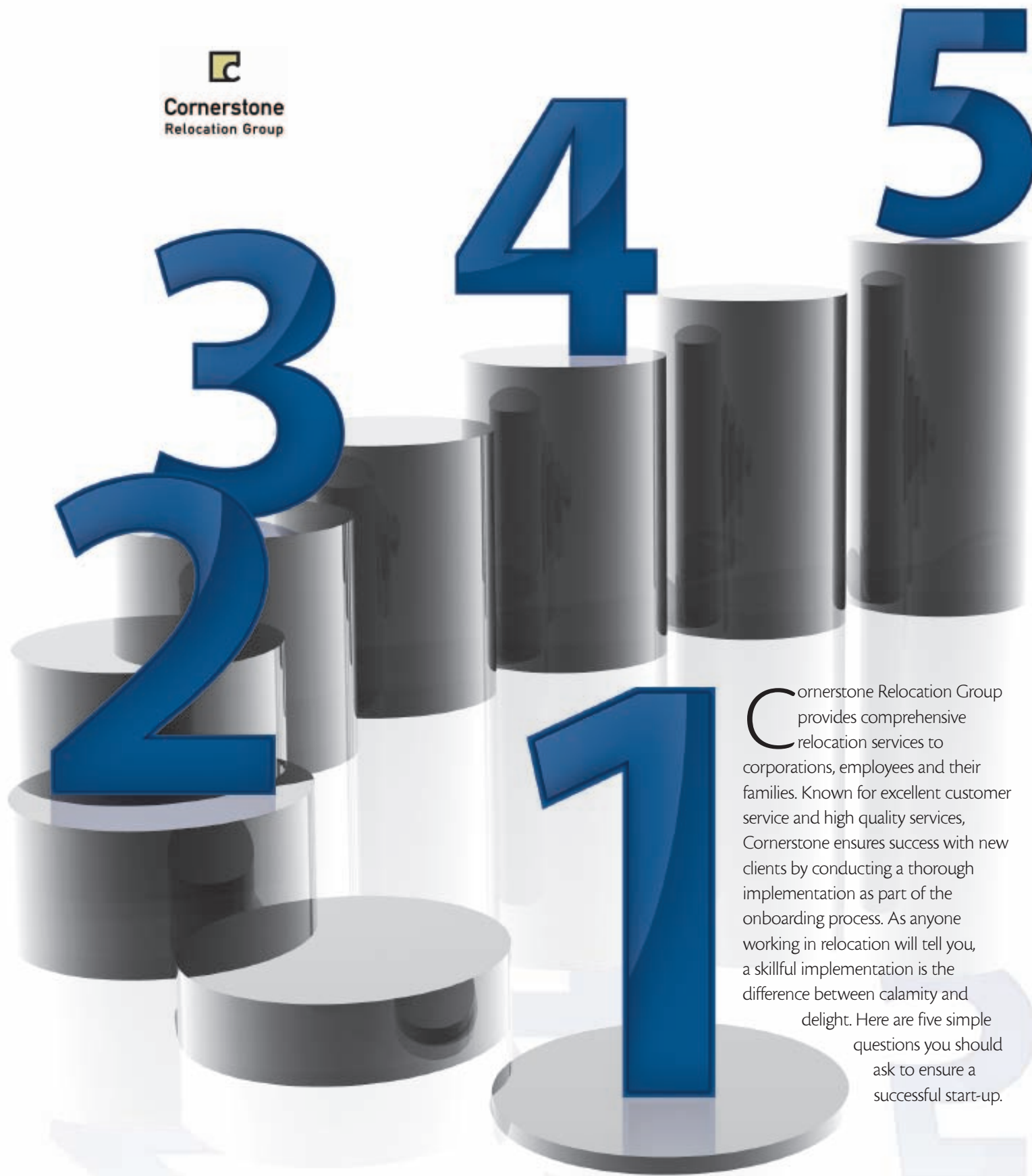
In the same breath, Doug describes the pride that he and Donna have in their son, Fraser, who serves in the Canadian military, and their daughter-in-law, Patricia, a social worker, working with the military as well. "Concerning to us, but necessary work in this day and age," says Doug.

"There have been a lot of people who have provided support and guidance over the years – both personally and professionally," says Doug. "To each of them, I want to say 'thank you' with all sincerity."

"Doug has done a tremendous job and he deserves to go out on top," says Atlas Chairman Mike Shaffer. "On behalf of the entire Atlas family, I wish him all the best." ■



Doug and Donna Auld.



Cornerstone Relocation Group provides comprehensive relocation services to corporations, employees and their families. Known for excellent customer service and high quality services, Cornerstone ensures success with new clients by conducting a thorough implementation as part of the onboarding process. As anyone working in relocation will tell you, a skillful implementation is the difference between calamity and delight. Here are five simple questions you should ask to ensure a successful start-up.

Five Steps to Successful Client Onboarding

1. What are the project scope and objectives? Define these clearly, taking into account the critical customer requirements. Secure agreement from all parties about long- and short-term objectives.

2. Who are the stakeholders? Identify stakeholders and establish their roles. Look for stakeholders who possess the expertise to lead within your team and your client's team, and empower them to make decisions. This will aid efficiency, avoiding time lost seeking buy-in from smaller internal groups. Communicate expectations to all stakeholders to avoid confusion and keep everyone committed to the project's objectives.

3. What is the work plan? Develop a detailed outline of the phases, resources, deliverables and deadlines. Following a detailed work plan ensures that all team members are cognizant of their roles and supportive of the effort to conduct an organized and efficient implementation.

4. How do we communicate? Establish a weekly tactical meeting for the team to review the work plan and the progress toward deliverables. Develop a communication strategy that sets a timetable for advising internal customers, functional teams, employees and vendors of the change in providers and if necessary, policy. Clear and consistent communication ensures that all parties are well informed and will empower team members to proactively manage issues and expectations.

5. What about the transitional employees? Review transitional files/employees to ensure that current relocations are not disrupted. It is important during this phase to assess the current population of employees to

be included, as well as the data that should be transmitted to the new provider. Companies who outsource for the first time often struggle to define their population. However, doing so will help you avoid being caught off guard by "stealth" employees, as well as enable you to leverage vendor discounts and more accurately forecast program costs.

While each client may have individual needs, you can ensure the success of your relocation program and set the stage for seamless service delivery by incorporating these guidelines into your onboarding process.

Questions? Contact Jennifer O'Brien by e-mail: jobrien@crglobal.com.



Story by Jennifer O'Brien, GMS Director, Client Integrations Cornerstone Relocation Group



Jim Zimmitti, Director, Client Services, provides start-up services along with Jennifer O'Brien

“No Problem Bob” Wins Lifetime Achievement Honors



Bob Pound, Owner Operator with Alexander's Mobility Services, has earned the AMSA Super Van Operator of the Year Award in the Lifetime Achievement category.

His customers and associates have known for many years. Now the world knows as well.

Bob Pound is “super.”

The owner-operator with Alexander's Mobility Services is the winner of the 2007 Super Van Operator Award for Lifetime Achievement. The American Moving and Storage Association sponsors the annual SVO Awards to recognize the industry's top household goods transportation professionals.

Nominees in the Lifetime category have at least 20 years of operator experience. A panel of experts judged Bob best based on safety, customer service, business acumen, awards and achievements, community service and personal interests.

Bob says he is honored by the award, but remains humble. “I can think of a hundred others who are more deserving.”

Bob joined Alexander's Mobility Services in 1970 and earned his commercial license in 1972. He worked closely with the late Milt Hill, namesake of the Atlas Milt Hill Quality Award. In 2003, Bob won the Alexander's Spirit Award—an annual honor voted on by the entire company to recognize one individual who best personifies Milt Hill's commitment to customers.

Alexander's President Don Hill knows Bob as a good friend and mentor. He describes Bob as a dedicated family man and ethical to a fault. “Some of our customers refer to him as ‘No Problem Bob,’” says Don. “Alexander's motto is ‘whatever it takes,’ and Bob could have coined the phrase.”

“I enjoy helping people,” says Bob. “It gives me a good feeling to know I have done what I can to make them happy during what can be a stressful time...after all, we're not selling mufflers. We're selling service. And without the customer, none of us has a job.”

The AMSA will present the Super Van Operator Awards at its 2007 Convention & Trade Show in LaQuinta, California, April 23-26.

Atlas Again Wins Family Friendly Award

For the second consecutive year—and the third time in five years—business leaders in the greater Evansville community have recognized Atlas Van Lines for the family-friendliness of its workplace.

“We spend more waking hours at work than anywhere else during the week,” says Nancy Priebe, Vice President Human Resources. “Our employees are important to us and it is important to Atlas that our environment and benefit plans support the employee and their family.”

On October 26, Atlas received the Family Friendly Health and Benefits Award at the 2006 Diversity & Family Friendly Conference and Awards Ceremony. The Evansville-Area Human Resource Association sponsors the annual event in conjunction with the Workforce Investment Board and the Metropolitan Evansville Chamber of Commerce.

With 453 employees, Atlas earned the award among medium-sized companies for the quality of its health and benefit programs.

“We are honored to have been recognized with the Family Friendly award again this year,” says Nancy. “It is validation that our plans are competitive within the Evansville area and are providing value to our employees. Our benefit programs are a large part of the employee's overall compensation package.”



The Family Friendly Workplace Award logo testifies to the excellence of Atlas health and benefit programs.

This is the...kitty?

Recently the Amplifier received an anonymous tip that Sniffer, the Atlas puppy, had become a little “hot under the collar” about cats gaining celebrity with the aid of his corporate sponsor.

Supposedly, fur started to fly last year when a couple of house cats hitched rides in Atlas vans and ended up in the media spotlight. You may recall Oscar, whose amazing odyssey was covered in the Summer 2006 Amplifier. Now, a longhair calico named Neo has created a similar stir.

According to published reports in newspapers from Texas and Colorado, it was curiosity that moved Neo...with the help of Golden Van Lines (991). The inquisitive feline snuck onto a Golden truck while it was parked at a neighbor's house. Five days—and a couple of lives later—he found himself at the Atlas agent's warehouse in Longmont Colorado, 930 miles from his home in Crowley, Texas.

“The episode ended happily, with Neo landing on his feet,” says Golden Vice President Mike McCarthy. As it turns out, the kitty's neighborhood has a well-oiled grapevine and the people at Golden soon located the worried family. After a little pampering to make sure he was well and in good spirits, the Golden staff put Neo on a plane home.

When contacted for comment about Sniffer's alleged irritation by the events, the puppy's publicist said that such

reports are “groundless tabloid nonsense.”

Mike says it all shows that people sometimes make too much of differences. “True, dogs give so much,” says Mike. “You can step

outside to pick up the newspaper

and, when you come back inside, they act like they haven't seen you for months. But cats have feelings, too...they just express them differently. As Sniffer has inferred, all creatures are special.” As this story went

to press, the Amplifier

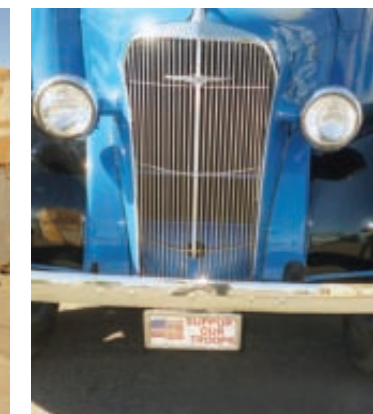
received another tip. We hear Sniffer is keeping watch...should any other felines even think about undermining his celebrity they will face some stiff competition.

Woof!



Still Going Strong

They don't build them like this anymore. This 1937 Chevrolet van has been in the fleet at Macy Movers Inc. (1364) since Jack Macy's father purchased it new for \$1800. There were only six of these manufactured, designed especially for household goods transport. Jack reports that it still runs well and the original maple floor has “hardly a scratch on it.” You can see it for yourself—it will be on exhibit at the AMSA Convention in LaQuinta, California, April 23-26.



Alexander's Mobility Services is a 54-year-old, second-generation woman-owned family business comprising 8 moving and storage companies and a worldwide international forwarder. The company's culture of quality took root under the leadership of the late Milton M. Hill.



"Quality defines our culture."

When the quality movement inundated corporate America during the 1990s, most companies found themselves swept along in an inevitable wave of change. However, a few companies were at the crest, showing the way to their associates, their customers, even their industries. Within the Atlas network, Alexander's Mobility Services was among those who first saw the potential and took it to heart. It was a decision born of the belief that customers deserve the best.

"Quality defines our culture," says Dick May, Corporate Vice President Sales & Marketing. "We believe that if we do what's right for the customer, we improve ourselves and everything we do. The revenue and growth side will definitely follow."

That may be an understatement. The connection between quality and business performance is clearly seen in the company's extraordinary sales success. Alexander's was among the first in the industry to attain ISO certification in the mid 1990s.

"It's no accident," Dick relates with a smile, "that our 11-year run as Atlas' top hauling and revenue-producing multi-agent began the same year we earned our ISO certification. Quality has earned us a reputation for excellence in the marketplace and helped us achieve customer retention of about 97 percent. Stated another

way, quality fuels our growth and results in greater professional opportunities for people in our companies."

"Alexander's was out in front on quality, and they had a great advocate in their president, Milton M. Hill," says Atlas Chairman Mike Shaffer. "He brought his zeal for quality to Atlas when his agency group joined us. Milt was on our first quality committee. I used to tell him my goal, as a 'van line guy,' was to make Alexander's an average agent. The program that Milt helped design, the Atlas World Class Commitment, raised the level of quality at Atlas. And we're still raising the bar."

Mike recalls that when Mr. Hill died unexpectedly in 1996, the Atlas family grieved the loss of a friend and colleague whose devotion to quality would be sorely missed. "We decided the best way to honor Milt would be to use his example to inspire others," says Mike. "So the management team and board members established the Atlas Milton M. Hill Quality Award to recognize excellence among Atlas agents."

"My father was outgoing, charismatic, a true sales professional," says Alexander's President and COO Don Hill. "He would have applauded Atlas for instituting an award such as this. But at the same time, I think he would have been humbled to know it was named after him. He wasn't someone who sought the spotlight... his passion for

quality reflected his commitment to do whatever it takes to please his customers."

"There are some 'givens' at work in our culture," says Quality Control Manager Zeke Oaks. "We expect every Alexander's operation to earn the Milt Hill Award every year. We expect every office to surpass the audit requirements for ISO recertification."

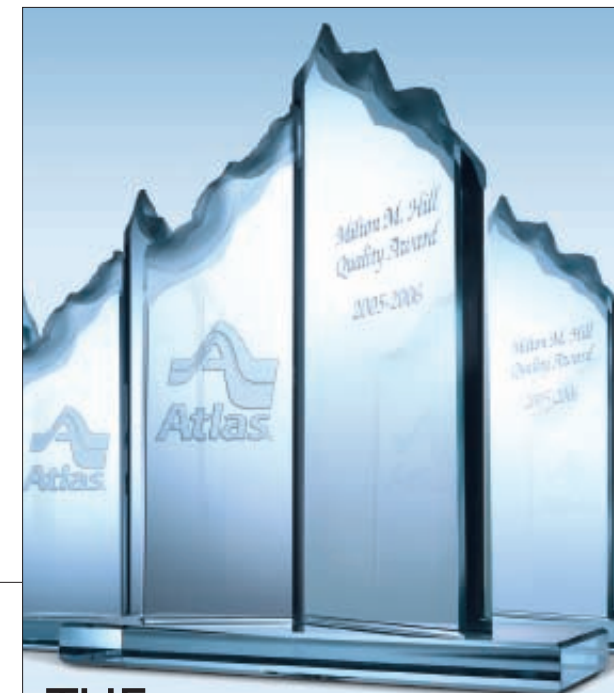
"The more demanding ISO 9001:2000 certification not only requires us to document and execute best practices," Dick adds. "It demands that Alexander's must continually work to improve on those best practices. That means that our people – top to bottom – are always looking for new ways to make our services better."

Marketing Communications Manager Pam Deem-Hergen says a forward-looking perspective is essential.

"We are always looking for ways that can make it easier for customers to get the information they want," says Pam. "This includes making greater use of new tools such as bar coding systems and hand-held scanners. We are taking steps now to integrate this technology into our operations." "We welcome advances in technology to help us elevate service levels for our customers," says Dick. "Quality is never fully achieved... we can never say 'we've done it and now we're finished.' We have to earn the Milt Hill Award every single day."



Alexander's managers receive the 2006 Milton M. Hill Quality Award. Left to Right: Atlas Vice Chairman and CEO Jim Stamm; Alexander's General Manager Bruce Slater; Karl James, Sales; Corporate Vice President of Operations Dave Cook; General Manager Dick Honza; General Manager Mike Mattingly; Corporate Vice President of Human Resources Judy Yee; General Manager Tom Volle; General Manager Mike Shaughnessy; and Atlas Chairman Mike Shaffer.



THE Milton M. Hill QUALITY AWARD

One Atlas agency has earned it every year.

The Milton M. Hill Quality Award honors the legacy of Milton Maxwell Hill (1938–1996), President of Alexander's Mobility Services and Atlas Board Member. The annual award is the ultimate designation of service excellence among Atlas agents. To earn it, an agent must achieve a superior warehouse rating and attain both the Atlas World Class Commitment and the Hauling Excellence Award during the same award year (July through June).

Atlas first presented the Milton M. Hill Quality Award in 1996 to four agents. In the ten years since, 76 Atlas agents have earned the award at least once; more than three-fourths of these have received it multiple times. The eight locations of Alexander's Mobility Services have earned the award a total of 60 times; the firm's Tustin office is the only Atlas agency to have earned the award every year.

Sales People Charge Their Batteries South of the Border

President's Club Meets in Puerto Vallarta

It's billed as "the gateway to all the adventures and pleasures of Mexico." Now, Atlas agents know why.

"Puerto Vallarta is very quaint and historical, and the resort is beautiful," says Richard Clarke, Vice President and General Manager, Ace Relocation Systems (75). "There's quite a diverse selection of things to do."

"I really enjoyed it," Kurt Nelson, Sales with McCormack-Payton (1380). "We saw all parts of Puerto Vallarta, it was nicer than I expected...the whole thing was well done."

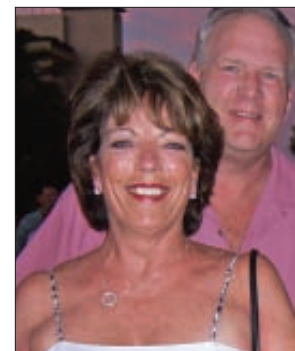
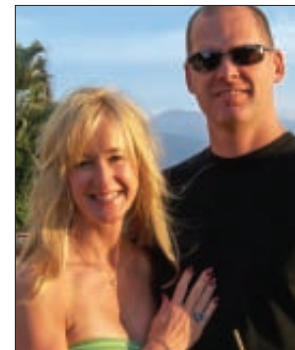
Richard and Kurt were among 23 Atlas agency sales people and their guests who spent March 8-12 at Marriott CasaMagna Resort Hotel & Spa, a luxury destination nestled between the Sierra Madre Mountains and Banderas Bay. They were there to take part in the 2007 Atlas President's Club meeting, an annual conclave of top sales producers in the Atlas agency network. They were joined by Atlas World Group Vice Chairman and CEO Jim Stamm and Sr. Vice President and Chief Marketing Officer Greg Hoover, who served as hosts for the event, assisted by Director of Corporate Meetings Sue Chandler.

The balmy, sunny weather was ideal for beach going, swimming, golf, fishing, and parasailing. The more intrepid took the opportunity to frolic with sea lions in their native habitat...zip through the jungle treetops on cables in a "canopy tour"...or mount an ATV for an excursion on the floor of the rainforest.

"My wife and I enjoyed the Marina Village, just a short walk from the resort," says Rick Meyer, President of DMS (800). It was Rick's first time to take part in the annual gathering. "The trip was a wonderful reward, and it came at a good time of the year to get charged up for the summer season ahead." He says he plans to qualify for next year's meeting, too. "I don't know yet where it will be held. But knowing Atlas, I'm sure they will do it up right."



Atlas' top sales people and their guests experience the pleasures of Mexico during the 2007 meeting of the Atlas President's Club at the luxurious Marriott Casa Magna Hotel Resort & Spa in Puerto Vallarta.



Membership in the Atlas President's Club is bestowed on those who achieve at least \$1 million in bookings during the 12-month period from July 1 to June 30. Members who book at least \$2 million in business are invited, along with a guest, to attend the club's signature event, the annual President's Club Meeting.

2005-2006 President's Club Winners

	Salesperson	Agent
Sales \$2,000,000 or more	1 Ken Imlach	Imlach Movers, Inc.
	2 Gary Louderback	Ace World-Wide Moving & Storage Co.
	3 Thomas Philbin	Nelson Westerberg of Illinois, Inc.
	4 Dennis Sorhagen	Croft & Smith Moving & Storage
	5 Don Hill	Alexander's Mobility Services
	6 Wayne Curtis	Comtrans Ltd.
	7 Denise Della-Dora	Alexander's Mobility Services
	8 John Dulin	Alexander's Mobility Services
	9 James Zachary	Atlantic Relocation Systems
	10 Michael J. Boone	Lytle's Transfer & Storage, Inc.
	11 James W. Cole III	J.W. Cole & Sons, Inc.
	12 Steve Westerberg	Nelson Westerberg of Illinois, Inc.
	13 Richard Meyer	DMS Moving Systems, Inc.
	14 Gene Devaney	Collins Brothers Moving Corporation
	15 Michael Escobar	J.W. Cole & Sons, Inc.
	16 Tim White	Imlach Movers, Inc.
	17 Julie Cibelli	Nelson Westerberg of New Jersey, Inc.
	18 James W. Cole, Jr.	J.W. Cole & Sons, Inc.
	19 Steve Delane	Alexander's Mobility Services
	20 Gail Ann Lynch	Alexander's Mobility Services
	21 Mark Smith	A. Walecka & Son, Inc.
	22 Bob Akers	Nelson Westerberg of Texas, Inc.
	23 Richard Clarke	Ace Relocation Systems, Inc.
	24 Jim Chretien	Specialty Moving Systems, Inc.
	25 Kurt O. Nelson	McCormack-Payton Storage & Moving Company, Inc.
Sales \$1,000,000 to \$1,999,999	26 Larry Lammers	Ace Relocation Systems, Inc.
	27 Wes Wodka	Specialty Moving Systems, Inc.
	28 Ronald Grove, Jr.	Merchants Moving & Storage, Inc.
	29 Chris Lechner	Alexander's Mobility Services
	30 Eric Manfredi	American Transportation Companies, Inc.
	31 Ross Buckley	Alexander's Mobility Services
	32 Jim West	Ace World-Wide Moving & Storage Co., Inc.
	33 Jonathan Cotten	Alexander's Mobility Services
	34 Tina D. Rose	Walker Transfer, Inc.
	35 Gregg Imlach	Imlach Movers, Inc.
	36 Fred Paxton, III	Paxton Van Lines, Inc.
	37 Tim McCormack	Ace World Wide Moving & Storage Co.
	38 Daniel Seiler	Paxton Van Lines, Inc.
	39 Jimmy Gemeinhardt	Bean Moving and Storage, Inc.
	40 Don Samler	A-1 Metro Movers - Omaha
	41 Tucker Espie	Dedicated Transport Service, Inc.
	42 Carrie Corless	Ace Relocation Systems, Inc.
	43 Dave Doebler	Action Moving Services, Inc.
	44 Jeff Longo	Weleski Transfer of Cleveland, Inc.
	45 Dan Rosauer	Alexander's Mobility Services
	46 Michael Quigley	Ace Relocation Systems, Inc.
	47 Bob Cox	Reads Moving Systems, Inc.
	48 Donna F. Gann	Nelson Westerberg of New Jersey, Inc.
	49 David Blair	Ace World Wide Moving & Storage
	50 Roger Sorhagen	Croft & Smith Moving & Storage
51 Ann Burkart	Alexander's Mobility Services	
52 Chris Wing	Powell Relocation Group	
53 Jon Page	Atlantic Relocation Systems	
54 Frank Copeland	Atlantic Relocation Systems	
55 Karl James	Alexander's Mobility Services	
56 David M. Zerda	Alaska Terminals, Inc.	
57 Dorrain Pierce	Ace World-Wide Moving & Storage Co., Inc.	
58 David Hillemann	A-1 Moving & Storage	
59 David C. Wissel	Home Moving & Storage Co., Inc.	
60 Richard May	Alexander's Mobility Services	
61 Billie Jo McCullen	Security Storage Co., Inc.	
62 Patricia Tuck	Gentle Giant Moving Company, Inc.	
63 Gail Holmer	Nelson Westerberg of Illinois, Inc.	
64 Kathy Barclay	Alexander's Mobility Services	
65 Jim Finch	Ace World-Wide Moving & Storage Co., Inc.	
66 Gary L. Weleski	Weleski Transfer, Inc.	
67 Tom Terne	Ocean City Express Co., Inc.	
68 Jeff Linnan	Atlantic Relocation Systems	
69 Jeanne Witcher	Atlantic Relocation Systems	
70 Steven J. Gruszewski	Ace World Wide	

Army Shoots Green Arrows at Atlas Agents

The U.S. Army has recognized four Atlas agents with Green Arrow Awards for superior performance during 2006. To qualify for the award, the agents participated in the NTS (Non-Temporary Storage) Program for the entire year and maintained at least 75,000 pounds in storage as of September 30. The judging also considered customers' evaluations of service outside the NTS Program.

The Army's Southeast Regional Storage Management Office honored Reads Moving Systems of Florida (1724) and Southern Choice Moving Service (1893) for outstanding service. The Atlas agents were among only ten providers named in the eight-state southeast region.

Reads serves transportation managers at the Naval Air Station in Jacksonville. "We are quite honored to be recognized for our quality among approximately 300 other eligible companies in our area," says Greg Taylor, Operations. "Our military customers are significant to our business, and their feedback is important. This shows we are doing things right."

"We're a relatively new agency with Atlas, and this award indicates we're on the right track," says Brooks Wilkins, Operations Manager with Southern Choice. The Augusta, Georgia-based business serves customers in nearby Fort Gordon. "Our goal is to make sure all our customers get the best possible service available in the industry."

The Army's Western Regional Storage Management Office in Oakland, California presented Green Arrow Awards to Atlas agents Ridgecrest Moving and Storage Co., Inc. (1729) in Ridgecrest, California, and Campstone Transfer, Inc. (625) in Huachuca City, Arizona. The agents were among ten providers recognized in nine western states.

Ridgecrest serves the Naval Air Weapons Station at China Lake, California. "The award came as a surprise to us," says President Ken Armstrong. "But it's a very good surprise." Ridgecrest has served the military since 1958, when Ken's parents started the business. The company has been an Atlas agent since 2002.

Campstone Transfer Sales Marketing & Quality Control Manager Wes Smith says the Atlas agency has been serving Fort Hauchuca for several years. They had not anticipated the award, which made getting it even more gratifying. "It makes us happy to be recognized," says Wes, "especially for the continuous hard work of our staff."



Atlanta RSMO Director James Whitmire presents the Green Arrow Award Certificate to Warehouseman Terrance Scott, Southern Choice Moving Service, as Henry Hicks looks on.



Principal and CEO Robin Sturm, Sr. and Greg Taylor, operations, are pleased to represent Green Arrow Award Winner Reads Moving Systems.

Ace Relocation Systems Honored as Outstanding Family Business

At Ace Relocation Systems, family has a very special meaning. Yes, it describes the company's ownership structure. But it also refers to a way of doing business that embraces employees, customers and suppliers as if they were family.

On December 14, 2006, The San Diego Business Journal, in partnership with the University of San Diego's Family Business Forum, celebrated six of the region's outstanding family-owned businesses. The ceremony was held at the San Diego Marriott Hotel and Marina. Approximately 350 community leaders and business people attended. The judges assessed community involvement, success at linking family and extended family to the organization, and number of years in business. Their decision: among large companies (250 employees or more), Ace Relocation Systems deserved honors as the "2006 Family-Owned Business of the Year."

Nearly 40 Years of Service to Customers

Ace Relocation Systems in San Diego began doing business in 1968. Reg Lammers purchased the company in 1985. Today, in addition to the Southern California headquarters, the company maintains office and warehouse operations in Long Beach and San Jose, California; Seattle, Washington; Austin, Texas; Chicago, Illinois; Orlando, Florida; and Baltimore, Maryland. Reg serves as Chairman. He also serves as a member of the Atlas World Group Board of Directors. Son Larry is President & CEO, and younger son Dan serves as Vice President of Operations.

"Being in the relocation business for well over 40 years, first as a van operator then in operations and sales, I have been blessed to have good people around me from the beginning," says Reg. "They are like family. Many have been here 10, 20, or 30 years and longer."

"In a family business, there's an obligation to every employee that goes beyond work," says Larry. "Ultimately, the employees, contractors, and customers are our extended family."

Perhaps the best part of working in a family business is simply being with the people you care about most.

"I think 'how lucky am I' to work with my father, my brother, and lots of friends," says Larry. It's a sentiment shared by his father. "To be lucky enough to have my sons work alongside me since high school and college has been an extra blessing," says Reg. "My daughter worked her way through school here before going on to other things. Many cousins have worked their way through college here, and some are still here in various capacities."

It's no surprise that Ace Relocation Systems has distinguished itself as one of the top-performing agencies of Atlas Van Lines. The company is the fifth largest agent in the Atlas system and has earned a sterling reputation for quality. In 2006, six of the company's eight locations earned the coveted Atlas Milt Hill Quality Award.

"Quality is an expectation shared by every member of our organization," says Larry. "We want to be good at what we do. We want to be among the best at delivering on what we promise."

An ever-sharpening quality focus and commitment to family ideals give Reg confidence that the company's future is destined to remain bright.

"It has been extremely gratifying to watch the many people who have matured and become successful here, as it has been to work with wonderful clients—some for over 30 years. Now, to see the next generation take the company to higher levels of service, expectations and controlled, solid growth is extremely rewarding."



Accepting the award is Larry Lammers, President & CEO of Ace Relocation Systems. Also attending from Ace Relocation Systems were: Debbie Dunn, Vice President, Sales & Marketing; Mike Emming, Operations Manager; Sandy Allen, Marketing; Pete Heldreth, Residential Sales; Dana Kehler, Quality Control; Angela Hedges, Customer Service, International.



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
Doug Auld	Fraser Auld	Son	President and COO, Atlas Van Lines (Canada) Ltd.
Roger Babbitt	Kevin Lacy	Brother-in-law	President, NMS Moving Systems, Inc. (1533)
Steve Bailey	William B. Bailey	Son	National Account Sales Manager, Nelson Westerberg of Georgia, Inc. (1517)
Ed Bean	Will Bean	Son	Van Operator, Ace Transfer & Storage (1406)
Sue Chandler-Beck	Christopher Beck	Stepson	Director, Corporate Meetings, Headquarters
Rick Brimley	Don Allred	Son-in-law	Vice President & General Manager, Mountain States Moving & Storage (1451)
Jennifer Britt	John Fox	Brother-in-law	Lead Coordinator & Roster Editor, Headquarters
Dawn Brittingham	Jeffrey A. Brittingham	Stepson	Corporate Account Sales, Ace Relocation Systems, Inc. (8)
Frank Budd	Steve Budd	Nephew	President, Myers Transfer & Storage Systems, Inc. (1450)
Ross Buisch	Andrew Buisch	Brother	Atlas Van Operator, Crofutt & Smith Moving & Storage (646)
	Brenda Buisch	Sister-in-law	
Wesley L. Buisch	Andrew Buisch	Son	Atlas Van Operator, Crofutt & Smith Moving & Storage (646)
	Brenda Buisch	Daughter-in-law	
Willie Borden, Jr.	Actively serving		Atlas Van Operator, Ace Relocation Systems, Inc. (15)
Ron Bowman	Ronny Bowman	Nephew	General Manager, Lee Moving & Storage (1317)
	Rich Bowman	Nephew	
Doris Cash	Charles West	Son	Administrative Assistant, Bluff City Transfer & Storage Co. (440)
Mary Chapman	Larry Houston	Brother	Team 2 Billing/Entry Clerk, Headquarters
Joel Cohen	Aaron Pierce	Nephew	Atlas Van Operator, Thomas Transfer & Storage Co., Inc. (2006)
JoAnn Curl	Steven James	Nephew	Van Operator Qualification Coordinator, Headquarters
	Joseph Curl	Nephew	
Buddy Dawson	Joe Dawson	Son	Vice President & Sales Manager, Coastal Van Lines, Inc. (614)
Adam Dinot	Adam Dinot, Jr.	Son	Atlas Van Operator, Lee Moving & Storage, Inc. (1317)
Richard Elerick, Sr.	Richard Elerick, Jr.	Son	Atlas Van Operator, Ace Relocation Systems, Inc. (25)
Frances Farthing	Charles Farthing	Husband	O/A & Dispatch, Reads Moving Systems of Norfolk (1725)
Zane Green	Russell Green	Son	Operations Manager, Ace Relocation Systems, Inc. (8)
Susan Gurganus	Bryce Gurganus	Son	On Site Coordinator at Americorp Relocation, Ace Relocation Systems, Inc. (66)
Hazel Powell Hill	J. Keith Powell	Grandson	Sales Representative, Ace Transfer & Storage Co. (1406)
Thomas W. Hoffa	Keith W. Hoffa	Son	Warehouseman, Collins Brothers Moving Corp. (547)
Elizabeth Iddings	Thomas Iddings	Son	President, Capital Moving & Storage (562)

Atlas Associate	Service Member	Relationship	Atlas Associate Position
Mary Johannes	Kirk Linder	Nephew	Sales, Reads Moving Systems of Florida, Inc. (1724)
	James Hobby III	Stepson	
Brad Keller	Bradford Keller	Son	Residential Sales, Ace Relocation Systems, Inc. (75)
Cecil "Buzz" Kelley	David Michael Kelley	Son	Atlas Van Operator, Poplar Bluff Transfer Co., Inc. (1624)
Sossity Laleman	Justice Stevens	Brother	Senior Internal Auditor, Headquarters
Theresa Lillico	Bob Lillico	Husband	Sales Coordinator, Ace Relocation Systems, Inc. (43)
Greg Martens	Michael Martens	Son	Relocation Coordinator, Ace Relocation Systems, Inc. (64)
Christa McCraw	Tom E. Evans	Fiancé	Credit and Collections, Headquarters
Jack Mier	Jack A. Mier	Son	Van Operator, Imlach Movers, Inc. (1130)
Robert (Bob) Moffett	Keith Moffett	Son	Dispatcher, Commercial Storage & Distribution Company, Inc. (572)
	Kevin Moffett	Son	
	Robert Moffett	Son	
	Rodney Moffett	Son	
Larry Neidlinger	Alex Neidlinger	Son	Director, Planning & Projects, Relocation Services Group, Headquarters
Mike Quigley	Robert Lee Warren	Cousin	Ace Relocation Systems, Inc. (75)
Beverly Rockhold	Jared Mount	Son	Corporate Counselor, Home Moving & Storage (1111)
	Joshua Mount	Son	
Theresa Russell	Justin Mayer	Step-brother	Bookkeeper, Roush Moving & Storage, Inc. (1773)
	Steven Washechek	Brother	
Bonnie Sabo	Michael Hannah	Nephew	Web Programmer, Headquarters
	Jay Hill	Nephew	
	Rick Hill	Nephew	
Joe Singleton	Don Gallo	Brother-in-law	President, Able Moving & Storage, Inc. (285)
Ronnette Synovec	Richard Synovec	Husband	Supervisor of Accounts Receivable, Ace Relocation Systems, Inc. (99)
Mike Townsend	Actively Serving		Mechanic, Atlas Terminal
Cassandra Twist	Vigil Leonard	Cousin	Revenue Accounting, Ace Relocation Systems, Inc. (75)
Mike Wathen	Scott Wathen	Son	IT, Mainframe Development, Headquarters
Christie A. Willet	Joseph E. Willet	Son	Maintenance, Headquarters
Debbie Wright	Lacie Barela	Daughter	Sales Coordinator, Atlantic Relocation Systems (1427)
Robert Wright	Lacie Barela	Daughter	Sales, Atlantic Relocation Systems (1427)

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

In highly visible and public support of citizens who serve—or have served—in the military, Atlas dedicates two billboards to honor these brave men and women for their sacrifice. The billboards are located on U.S. Highway 41 outside the Atlas corporate headquarters in Evansville, Indiana.





Everyone knows the military has a language all its own. Undaunted by acronyms and abbreviations, Atlas agents learned to “talk the talk” at special training events held during February and March in Evansville, Indiana.

“Our agents told us they want opportunities to become more proficient in their service to the military, and we answered,” says Rick Phillips, Atlas Assistant Vice President of Government Business. “We plan to provide more learning opportunities like this in the future to help Atlas agents increase military business and to prepare them for Families First.”

military terms and now feel confident to go to the bases and get the business.”

“Very informative,” says Rob Shetler, Shetler Moving & Storage of Ohio, Inc. (1831). “Every military approved agent should go through this training.”

According to Laurie Fellwock, Director of Government Business, the training is part of an ongoing effort to help agents improve customer service and enhance their business potential in the military sector.

“We are committed to providing the help our agents need to succeed in the military arena,” says Laurie. “We

JPPSO...CPPSO...PPSO...PPO...TMO? Workshop Translates Military Lingo

Atlas hosted the Certified Military Mover (CMM) course at the Holiday Inn Conference Center on February 20-22 and March 20-22. Attendees learned much more than terminology. They gained perspective on how the military operates, including up-to-date information on the new Families First program...rules and regulations governing traffic management...an overview of the Tender of Service.

The events featured an added benefit: they were led by Ron Conardy, President of Transportation Management Training.

“Ron has a long history with the military and working with relocating personnel,” says Rick. “He was able to provide great insights from the military’s point of view.”

Agents found their participation to be a good investment. “I gained a lot of confidence,” says Mike Johnson, Spirit Movers, Inc. (1818). “I’ve heard all the

published the Atlas Military Handbook last year and now we are providing this training opportunity...we will look for more opportunities in the future.”

Ron Conardy is recognized as an expert in the transportation of personal property for the military. His 22 years of experience in the Marine Corps include positions of Traffic Management Officer and Master Training Specialist. In 1993, he earned the distinction of “Instructor of the Year.” Ron participated in personal property reengineering efforts in 1995, while working in the Office of the Assistant Secretary of Defense, Transportation Policy. In 1996, he left the military and started Transportation Management Training to serve clients in both the public and private sectors. He is a member of the National Defense Transportation Association.



Atlas agents take part in training to gain proficiency in serving military customers. The training sessions took place during February and March in Evansville, Indiana.



Atlas Honored for “Delivering More” avail resource management | Earns Prestigious Inaugural Award

The people at Atlas subsidiary **Avail Resource Management** and Atlas Agent **Alexander’s Mobility Services** work hard to give customers more. Now, one high-profile client has expressed appreciation in a very public way.

Cartus (formerly Cendant Mobility) presented Atlas and Alexander’s with its first-ever Global Network “Delivering More” Award at the company’s 2006 Global Network Conference, October 8 and 9 in Dallas, Texas. The award recognized service “above and beyond the call of duty.” The conference brought together service providers from approximately 170 companies and 38 different countries.

“We rely heavily on the support of our Global Network providers to help minimize the tension that our clients and their employees deal with when faced with such an important life decision as relocating,” says Traci Morris, Cartus Senior Vice President of Supply Chain Management. “Atlas has truly demonstrated their willingness to ‘deliver more’ for Cartus clients and customers.”

“Taking into account the program’s tough selection criteria and performance standards, being a part of Cartus’ global network is an honor in and of itself,” says Greg Hoover, Senior Vice President and Chief Marketing Officer of Atlas World Group, parent company of Atlas Van Lines. “We embody the company’s dedication to providing high-quality service and are grateful to have received this prestigious designation as it only further enhances our commitment to world-class service.”

Gold and Silver

Five Atlas agents won Gold Awards for consistently attaining high-level performance results by exceeding established metrics and performance standards.

Earning Gold Awards:

- Ace Relocation Systems**
- AMJ Campbell Van Lines**
- Imlach and Collins Brothers**
- Imlach Movers, Inc.**
- King’s Transfer Van Lines**

Earning Silver Awards:

- Nelson Westerberg**
- Ocean City Express Co.**

All told, Atlas and its affiliate companies took home eight awards—more than any other transportation services provider. Atlas was the only van line to receive an award directly in addition to its agents.



Cartus created the Delivering More Award in 2006 to recognize vendor partners who provide service “above and beyond the call of duty.” Atlas Subsidiary Avail Resource Management and Atlas Agent Alexander’s Mobility Services received the inaugural award at the Global Network Conference in Dallas, Texas on October 8 and 9.

In testament to the service quality of Avail’s staff amid rapid growth, the company earned the Cartus Global Network “Delivering More” Award in October.



Komen Awards Pink Ribbon to Advance Relocation Systems



Advance Relocation Systems (59) in Baltimore is working hard to help the victims of breast cancer. As a Presenting Sponsor for Susan G. Komen for the Cure Maryland, the Atlas agent provides underwriting and services to ensure the success of fund-raising programs.

Now, the Maryland affiliate has recognized Advance with a Pink Ribbon Award, one of two given to sponsors who "display extraordinary commitment to the organization's mission, either through significant contributions during the current year or consistent support for a number of years."

Currently, Advance is in the third of five years as an exclusive provider of logistics solutions. This includes warehousing and transportation services for apparel and related goods that are annually distributed to the more than 30,000 people who participate in the race and related events.

"They were like a gift dropped down from heaven to us," says Race Manager Elaine Foard. "No matter what we ask, they never fail to come through. They're terrific to work with—it's our great pleasure to recognize them with this award."

"We feel it's important for us to take part in the fight against this disease," says Nick Travelstead, Vice President of Sales & Marketing. "So we're bringing the quality of Atlas and our resources to help our community and those who are afflicted."

By its sponsorship, Advance furthers the Komen organization's efforts to eradicate breast cancer through research, education, screening and treatment. Last year, the Maryland race raised over two million dollars. Of funds raised, 75 percent goes to help people in Maryland and 25 percent goes to selected national research. The next race is scheduled for Sunday, October 14.

Nick says the exposure Advance and Atlas gain through a sponsorship is nice, but the focus is really about helping people. "Breast cancer is a killer, and it affects everyone in some way, sooner or later," says Nick. "We want to do our part to stop it. I encourage other agents and associates throughout the Atlas family to get involved in this worthy cause."

The Komen Foundation estimates that 178,480 new cases of invasive breast cancer will occur among women in the United States during 2007, and an estimated 40,460 women will die from breast cancer. Women are not the only ones at risk. It is expected that 2,030 men will be diagnosed and 450 men will die of breast cancer this year. To find out more and learn how you can help, visit: komen.org



Advance Relocation Systems receives a Pink Ribbon Award from Susan G. Komen for the Cure Maryland. Approximately 250 people attended the awards reception on March 22 at the Tremont Grand in Baltimore.

From Left to Right: Robin Prothro, Executive Director of Komen Maryland, Nick Travelstead, VP of Sales and Marketing for Advance Relocation Systems, Elaine Foard, Race Manager for Komen Maryland, Charlene Conklin, Senior VP for Advance Relocation Systems

Happy Birthday, Paxton Van Lines Atlas Agent Marks Milestone

It's a special year for The Paxton Companies. Sixty years ago, Albert Lee Paxton started Paxton Van Lines in Washington, D.C. To commemorate that beginning, the people at Paxton are celebrating their history and success with customers and friends throughout 2007. The festivities culminate with an open house in October.

In a "blast from the past," the company has painted trucks in a retro scheme featuring Albert Lee Paxton's handwritten signature. A special 60th anniversary logo graces correspondence and promotional items, such as a mini crated paper cube. One special souvenir recalls the company's first and most visible public presence.

"We've commissioned an anniversary casting of a Paxton miniature truck," says Chief Marketing Officer Fred "Freddy" Paxton III. "We will be sharing these replicas with our customers and friends in appreciation for their essential part in our history."

Paxton Van Lines became an Atlas agent in 1953. In 2002, the company changed its name to The Paxton Companies to reflect the diversified nature of its business in international forwarding, records management and office relocation. The company maintains operations in Virginia (Springfield, Richmond, Alexandria, and Manassas) and Charlotte, North Carolina. It operates foreign offices in London, England; Kabul, Afghanistan; and Baghdad, Iraq.

The company's quality credentials are rock solid; it is certified in ISO 9001 (Management System) and 14001 (Environmental System) international quality standards. As you might expect, its outstanding customer service has earned top awards from Atlas, the industry, and the State of Virginia.

Chairman and CEO Fred Paxton II heads the management team. Sons Bill, COO and Freddy,

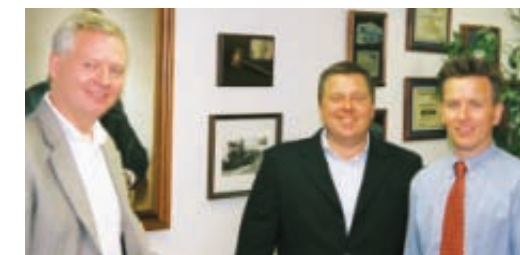
CMO represent the third generation of family leadership.

As a family-owned and operated enterprise, Paxton has made it a priority to invest in people. Not surprisingly, many employees stay and build their careers. "We have entire family generations working here," says Freddy.

The company's family warmth extends to its community relationships. Recently, it provided packing services and transportation to deliver 600 school backpacks to the Salvation Army for school children displaced by Hurricane Katrina. In a local outreach, the company donated materials so Girl Scouts could make decorations for their father-daughter dance.

These may seem like little things, but as a recent feature in *Mobility magazine* pointed out, it's a focus on little things that have made the company successful.

"In a family business, it's the entire staff family that makes customers happy so they come back time and time again," says Freddy. "We always make sure the little things are done correctly, because you live and prosper only by listening to your customers' needs. We look forward to continuing to grow as a company for another 60 years."



John Connolly, Vice President of Paxton International (left). Bill, COO (right) and Freddy, CMO (center) represent the third generation of family leadership.



Celebrating sixty years of success, Paxton Van Lines has painted trucks in a retro style to commemorate a history of excellent service to customers.

Personnel Changes at Atlas

Atlas Van Lines is pleased to announce the promotions of Monica Weiss and Mark Spiehler. The appointments are



Monica Weiss

part of a restructuring of the financial department in line with a long-range plan to continue gains in administrative efficiency.

In her new role as Vice President of Finance, Monica is responsible for the company's accounting and financial matters. She has been with Atlas for

17 years, serving most recently as Vice President of Financial Services. A native of Haubstadt, Indiana, Monica earned a bachelor's degree in accounting from Indiana State University and a master's degree in business administration from University of Southern Indiana. She holds a CPA and a CMA. Monica is a member of the American Institute of Certified Public Accountants (AICPA), the Indiana CPA Society and the Institute of Management Accountants.



Mark Spiehler

As the company's new Vice President of Financial Services, Mark brings more than 25 years of experience in the relocation industry with expertise in management and reorganization. In his new position, he will play a key part in enhancing administrative efficiencies within

the financial department. An Evansville native, Mark has been with Atlas for more than 15 years, most recently serving as Vice President of Customer Service.



Ryan McConnell

Ryan McConnell has been promoted to Senior Director of Sales Development at Atlas Van Lines. In this position Ryan will seek improvements in efficiency, including the integration of new technologies, to support the sales development efforts of Atlas Van Lines and its sister companies. Ryan, an Evansville native, holds a bachelor's degree in sociology from Western Kentucky University. He participates in the Trade Show Exhibitors Association (TSEA), the Exhibit Designers and Producers Association (EDPA) and the American Association of Museums (AAM). He also is a member of the Employee Relocation Council (ERC).



Kyle Puckett

Kyle Puckett has been named Director of Administration for Avail Resource Management. In his new position, Kyle will be responsible for improving processes and expanding services to better serve existing clients and attract new clients. He brings an extensive background in the moving industry including tenure

as General Manager at the agency level and operations experience both at Atlas and at competing van lines. Prior to his new role, Kyle served Atlas as Director of Agency Recruitment since March 2004. He is a graduate of Central Michigan University with bachelor degrees in journalism and political science.



Nancy Priebe

Atlas World Group has named Nancy Priebe to Vice President of Human Resources, with responsibilities for all Atlas World Group companies. She brings 25 years of experience in human resources to her new position. Prior to joining Atlas Van Lines as Human Resources Director in 2005, Nancy worked for six years

with American General Financial Services. Nancy holds a degree in business administration from Indiana Wesleyan and has earned credentials as a Certified Compensation Professional and a Senior Professional in Human Resources. She serves on the board of Tri-State Business Group on Health and maintains memberships in the Society of Human Resource Managers (SHRM) and Evansville Human Resource Association.

Atlas Management Team Hits the Road Travels Country to Meet with Agents



Less than a week after Punxsutawney Phil made his annual appearance and declared the imminence of an early spring, Atlas managers packed their bags for a cross-country tour. In six daylong meetings with agents over a span of eight days, the headquarters team presented information to keep the wheels of productivity well oiled throughout the Atlas network.

Each of three two-day events included a general "regional" meeting on one day and an IT conference on the other. The tour started in Las Vegas, Nevada on February 8 and 9; convened in Dallas, Texas on the 12 and 13; and finished in Newark, New Jersey on the 14 and 15.

"We communicate with agents in a variety of ways," says Atlas President and COO Glen Dunkerson. "But these meetings afford us the chance to talk directly with agents about the issues we believe will have the greatest impact in the coming months, especially during the peak season. This approach is invaluable in giving agents practical information they can use to operate more effectively."

Atlas presenters brought a depth of practical expertise. In addition to Glen, the team included: Vice Chairman and CEO Jim Stamm; Sr. Vice President and Chief Marketing Officer Greg Hoover; Vice President of Information Technology and Chief Technology Officer Dick Arneson; Senior Vice President of Transportation Dennie Lynn; Senior Vice President of Agency Development Mike Scavuzzo; Vice President of Customer Service John Taylor; Assistant Vice President of Government Business

Rick Phillips; Director of Special Assignments Alan Jobe; Trainer Amanda Hoesli; and Director of Corporate Meetings Sue Chandler. Also joining the team was Joe Bippen from Asset Controls, Inc., an asset management solutions company.

The agenda covered topics ranging from a review of 2006; operations and quality standards; tariff and labor certification; government and military sales, including the new Families First program; Accel, Atlas' new premium expedited service; and a new system and standards for claims.

"We encourage open dialogue throughout," says Glen. "We also dedicate a good portion of time at the end of each meeting to revisit topics in greater depth, or address other areas of interest to the agents."

The meetings were well attended, with people from Atlas agencies all over the country taking part. In an ironic twist, Mother Nature blew a torrent of snow and ice across the country as if to reassert her authority over the groundhog's much-hyped prediction. It walloped the east coast on the last day of the meetings and delayed a few members of the presentation team on their return home. But the weather could not dampen the tour's success.

"We're pleased with the participation and the warm reception we received in every city," says Glen. "It was a good investment of time for everyone involved...and we can use what we heard to make the meetings even more meaningful for our agents in the future."



John Taylor

Atlas Van Lines is pleased to announce the promotion of John Taylor to Vice President of Customer Service. Formerly Vice President with the company's Relocation Services Group, John has worked at Atlas since 1979. He brings extensive experience in operations and a broad-based knowledge of the company and its customers to his new management role. John attended Indiana State University at Evansville (now the University of Southern Indiana) and Indiana University.

Atlas Convenes Meetings for Van Operators and Operations Management

The Atlas Van Operator and Operations Management Meetings provide attendees with the latest information for their success in the year ahead.



Much is happening at Atlas and in the industry that will affect business in the months ahead. Which is why experts from Atlas headquarters are holding a series of special meetings around the country during March and April.

"We take the success of our van operators and operations people seriously," says Dennie Lynn, Senior Vice President of Operations, Atlas Relocation Services Group. "We want them be the best equipped personnel in the industry."

Nearly 100 attended the first meeting, held March 10 at the offices of Alexander's Mobility Services in Tustin, California. "We had good discussion and lots of questions, including on the hand-held inventory device," says Dennie. "It was rather new to many so the meeting provided an opportunity to get them thinking."

It was also an opportunity to learn about an important policy change under consideration.

"We're planning to take compliance with casual labor certification to the next level," says Dennie. "We explained the proposed revisions and what it means to their operations." Dennie says the change would stiffen the penalty for non-compliance and it is intended to take effect before the summer season, pending approval by the Atlas board in April.

An Opportunity for Improvement

The agenda also covered issues related to the fuel surcharge, Tariff 600, cross-border hauling, military traffic, insurance requirements, safety and claims prevention. Attendance by Atlas executive management underscores the importance of the information.

"The folks who attend are interested in their business and in Atlas," says Chairman Mike Shaffer. "They invest their most important asset, their personal time, to get the latest information from Atlas and about the industry. As I always do, I came away very impressed by our professional van operators. They are the hardest working people in our business."

"All the information is of value," says Safety Director Rick Kirby. "My goal is for the van operators to realize that Atlas Safety is here to help them with any regulatory issues or problems they may have. I want them to come away with practical information that can help them every day."

The meetings also point to a unique Atlas strength: the willingness of agents to volunteer their resources. "I can't say enough about the Atlas agency hosts who offered their resources to make these meetings a success," says Mike. "We couldn't do it without their support."

A special thanks to our host agents: Alexander's-207 (Tustin, CA); Guardian Relocation, Inc. - 1032 (Indianapolis, IN); Ace Relocation Systems, Inc. - 15 (Jessup, MD); Nelson Westerberg of Georgia - 1517 (Mableton, GA).

2007: Another Subway Series?

New York baseball fans remember 2000 fondly as the year of the last Subway Series. That was when the Mets and Yankees vied for the world championship, and fans could travel by subway to Shea Stadium in Queens and Yankee Stadium in The Bronx. Now, two Atlas agents are doing what they can to make 2007 another "Subway Series" year.

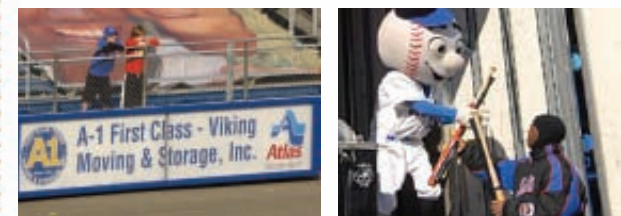
"We'd love to see the **Mets** with another winning season," says Darin Laby, Interstate Operations Director with A-1 First Class-Viking Moving & Storage, Inc. (2123) "Moving them during the playoffs is always fun."

A-1 First Class has provided relocation services for the Mets since 1986 when President Michael Laby wooed and won the account.

For each of the last 21 years, Van Operator Thomas Bankhead has hauled the team's gear to and from Florida for annual spring training. During the regular season, Jesus Feliciano makes sure the team's goods get from Shea Stadium to the airport for away games...and that the truck is ready and waiting when the team's plane returns.

The relationship extends to serving club members for personal relocations. As an added perk, the A-1 First Class crew sometimes gets to park its truck in the bullpen in right field, where all the fans can see it.

"We're Mets fans here at A-1 First Class," says Darin. "They are the home team as far as we're concerned."



The team at A-1 First Class makes sure the Mets get all the advantages of friendly and efficient relocation service when the team travels.

The folks at County Van Lines (1689) are also big fans of New York baseball. But their hometown team is the **Yankees**.

"At one time we worked for both the Yankees and the Mets clubs," says Denis DiDonato, Long Distance Operations Manager. "But since 1987, we've worked exclusively with the Yankees."

Most recently, County transported the storied franchise from Yankee Stadium to Tampa for spring training and back in time for the home opener on April 2. The team's gear was in the capable hands of Van Operator Alston Glenn.

"Alston is the first operator who transported the Yankees for us," says Denis. Operator Richard Hicks is another mainstay at County, bringing never-fail service to the Yankees over the last ten years.

The people at County pride themselves on giving excellent service. With a little luck, they believe it just might help the Bronx Bombers make it to the post season.

"We like the Yankees, that's for sure," says County CEO Mia Mercado. "We're extremely proud to be moving the world's greatest baseball team."



Go Yankees! The moving experts at County Van Lines are doing their best to help their favorite team make it to the post season.

Tracks

Atlas Service is Appreciated

RE: A-1 Moving and Storage (87) Jupiter, Florida

I just wanted to drop a note and tell you how amazing we thought A-1 Moving and Storage in Jupiter, Florida was. We moved from Florida to South Carolina. They packed and moved about 13,000 pounds into

a storage unit. We were extremely surprised when several weeks after the move we received a refund check for the weight difference. We are now ready to move our belongings

into a house and called the agent in South Carolina who had been our destination agent. With one phone call to Florida, we were able to get the weight of the original shipment and have had nothing but courteous people and prompt responses from A-1. They made the move very painless and continue to show good service. We will definitely spread the word.

Sincerely,
Jennifer Courville

RE: Marshall McBride, Daniel Wigley, Terri Stuart and Vicki Pratt, ABC Moving and Storage Company (20) Chesterfield, Missouri

I just wanted you to know how pleased we were with the move to our new home. In particular, we

These men were gracious, sociable, affable, accommodating, polite and attentive to detail...

want to commend Mr. Marshall K. McBride and Mr. Daniel N. Wigley who moved our treasured possessions with the greatest care.

These men were gracious, sociable, affable, accommodating, polite and attentive to detail and all with a good sense of humor. They moved with swiftness, eagerness and enthusiasm for the job which was very refreshing to witness.

I also want to commend Ms. Terri L. Stuart and Vicki Pratt for their very pleasant attitude and help in handling paper work and our telephone inquiries to facilitate a successful move.

Sincerely,
Michael A. Carroll

RE: Kasimu (Kosmo) Itep Bisson Moving & Storage Co. (271) West Bath, Maine

In February Kasimu "Kosmo" Itep delivered my household goods from Maine. Kosmo called me the day before he was to arrive and gave me an early afternoon time for arrival. He was at our doorstep promptly and had two local Houston helpers with him to unload. All items were checked off from a master list made six years ago when I put my goods in storage!

This letter is to tell you that Kosmo is a terrific young man. He was very organized, efficient, warm and friendly. All my goods were handled with care by Kosmo and his helpers.

I would be happy to recommend Kosmo to anyone moving their household goods. He was driving the biggest moving van I have ever

seen, and he did an effortless job.

I have begun unpacking my goods and have found, to date, everything to be in excellent order. This move is a final step for me leaving Maine permanently. It has been an emotional experience for me, made so much easier by Kosmo's presence.

It has been a pleasure doing business with Kosmo and Bisson!

Sincerely yours,
Jean F. (Bass) Johnson

RE: John Dulin, Jr., Alexander's Mobility Services (207) Tustin, California and Marcy Dante, Apex & Robert E. Lee Moving & Storage (278), Antioch, Tennessee

I wanted to send you a short note to thank you for the outstanding service I have received. Between John Dulin, Jr. and Marcy Dante and their staff I am well served. The van operators and their crews consistently deliver truly First Class Service. The families we move are almost always full of praise for the way their goods were handled.

With many thanks for everything Atlas does for me and our families I thank you.

Sincerely,
Marvin Robinson

All my goods were handled with care by Kosmo and his helpers.

...truly First Class Service...

RE: Kenny Costa and Nancy Gobee Crofutt and Smith Moving & Storage (646) Landing, New Jersey

I am writing this letter in reference to our recent relocation for my husband's employment. We had such a positive experience that we did not want to miss this opportunity to commend your employees on an excellent job.

Kenny Costa and his crew members were exceptional. They were friendly, polite and extremely hard working. They were great around our children and patient as well. We have relocated several

times and this was by far our most positive experience. Nancy Gobee was also a big help during this process.

We could not be happier with our move. The service provided was excellent. Our hats off to your team for a job well done!

Our sincere thanks to Nancy, Kenny and this crew!
Sincerely,
Jackie Spinner and Paul Tebbey

Kenny Costa and his crew members were exceptional. They were friendly, polite and extremely hard working.

RE: Patricia Tuck Gentle Giant Moving Company, Inc. (961) Hawthorne, California

Well, I would again like to congratulate you on a job well-done. Patricia, with Gentle Giant, was on medical leave, but she still got to work on this project. On each move, we have had courteous workers and they have handled our son's possessions with great care. I guess if we moved from here to Florida,

we would still call Gentle Giant in California to set the move up for us.

I appreciate Mark and his easy going manner when he was one of several company representatives we had. Adrian helped when Patricia was busy. Even Charlie did a super job of packing and crating our delicate belongings. But, most of all, I have to say Patricia Tuck treated us like we were her only customers. While there, we observed her talking to another customer with the same care. If you ever have an Employee of the Year, I recommend Patricia.

Because of Patricia and Gentle Giant, we will always use Atlas as our movers. All the van operators were kind, polite and business-like.

Sincerely,
Jody Tinkle

Because of Patricia and Gentle Giant, we will always use Atlas as our movers.

RE: Frank Gray, Bonnie Burley and Larry Iclveen Wood Brothers Moving & Storage (2201) Portsmouth, New Hampshire

Recently my husband Ronald Gehrman and I moved from New Hampshire to New York. We wanted to write and tell you how pleasant and professional your crew was to work with. The four who loaded and the two who unloaded us were prompt, courteous and made our move so much easier.

Thank you so much for your attention to detail and please let the crew know how much we appreciated their help and tireless work on our behalf.

In my haze, I have forgotten some of the crew member's names, but the ones I remember are Frank, Bonnie and Larry. They all did a great job!

Thanks again,
Elizabeth James
Ronald Gehrman

RE: Mother Lode Van & Storage, Inc. (1462) Rancho Cordova, California

This note is a thank you for all you have done. I am unpacked and settling in nicely. Everything arrived whole and in great condition. You should give Willie, your wonderful mascot, a raise!

Thanks to you, I am now near my family where they can "snoopervise" me and keep me safe!

My sincere thanks,
Joan Munn

Thank you so much for your attention to detail...

...thank you for all you have done...



**RE: Mark Bowser
Imlach Movers, Inc. (1130)
Trenton, Michigan**

Even though it has been some time since Imlach moved us into our new home, we would be remiss if we did not make you aware of

the excellent job Mark Bowser and his team did handling this move.

This is the second time Mark and his crew have

moved our family; and once again, they have not just met our expectations, but have greatly exceeded them. Sometimes moving your entire household can be related to a similar experience of a trip to your local dentist. Not with Mark and "the Boys." They not only took the fear out of the move, but actually had the talent to make it an enjoyable experience.

As usual, Mark's mentoring of his crew was most evident from the minute they greeted us each morning to their goodbye handshake each evening. They were all polite, hard working and enjoyable to be around. They treated our home as if it were their own and protected not only our household goods, but the flooring and interior of our new home as well.

I would highly recommend Mark Bowser and Imlach Movers to anyone who needs excellent, conscientious service. One thing we strive for at Pulte Homes is a level of customer service that buries our competitors and creates a "Homeowner for Life."

They treated our home as if it were their own...

Congratulations to Mark and his team for he has accomplished this in the moving business, rendering us a delighted "Customer for Life." Imlach Movers will be the only company our family will use for any future moves.

**Sincerely,
Bob and Anne Benninger**

RE: Gonzalo Marquez, Pedro Medina, Pat Leatherman and Linda Schrader, McCormak-Payton Storage & Moving Co. (1370) Wichita, Kansas

Recently, we moved from Kansas to Texas and wanted to commend four employees for their outstanding service.

Gonzalo Marquez often ran between the house and the truck to keep us on track, and his helper, Pedro Medina, was excellent as well. They were a great help and kept us going when necessary.

Pat Leatherman was a pleasure to work with. She had very good solutions to all our problems and

...very professional in every aspect. was very professional in every aspect.

If Pat was unavailable, Linda Schrader was always there to help us. She was always pleasant and very courteous.

Thank you and your exceptional employees for making our move much easier.

**Sincerely,
Tom and Ann Boles**

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

Thank you so very much for giving our family the Paxton pride of service. My parents at 85 years of age and 60 years in one home had decided to leave Oklahoma and move to Virginia. The move was emotional for them but your crew and associates made the actual moving painless. You cared for their treasures and they are so pleased that everything arrived as we told them it would. They are confident that this move will give them the chance to live longer and healthier with family

to care for them. Our family thanks you and everyone

else involved with the process. You are the best!

**Many Thanks,
Nita Sue Hoernig & Family**

RE: Nelson Westerberg of Illinois, Inc. (1505) Elk Grove Village, Illinois

I hope things are going well for you as you gear up for another great year at Nelson Westerberg. I wanted to let you know that we have just completed our annual review for the Domestic side of Zurich's business and things are great! Tom Philbin and his team did a stellar job again, meeting both the customers' needs and Zurich's needs. With Nelson

Thank you so very much for giving our family the Paxton pride of service.

Westerberg, we never have to worry if it will be done – we know it will be done and done

...we know it will be done and done right! right! Thanks again for the great service

and the relationship. Your company and employees never cease to amaze and impress me. They always deliver!

**Take care,
Susan Kubiesa, Vice President,
HR Operations,
Zurich North American**

RE: Tom Valentine, Travis (Latravis) Artis and Sam Wade Kilpatrick Moving & Storage (1250) Northvale, New Jersey

Thank you for your recent note wishing us luck in our new home. To me, it typified the outstanding service and attention to detail you and your company provided during our recent move from New Jersey to Florida.

Our experience with your company began with Tom coming to our home to provide an estimate.

Not only was he amazingly accurate, but it was the most fun estimate I have ever experienced.

Next, the packers arrived on time, were incredibly helpful, and did a terrific job. And, although we have a lot of glassware, not a single

That was the nicest thing anybody could have said to me. I just relaxed and let the professionals do their jobs!

piece was broken, including my china and crystal.

By the time we met Travis, our van operator, and the loading crew, we knew we were in the hands of real professionals! As you are well aware, moving can be very stressful. At one point I was getting a little nervous as an item had not been packed (at no fault to the packers) but Sam, one of the packers, overheard me and said, "Don't worry. We'll take care of everything. That's what we do." That was the nicest thing anybody could have said to me. I just relaxed and let the professionals do their jobs! I cannot say enough nice things about Travis, our van operator. He manages to be calm, professional and very much in control of the situation. At the same time, his concern for our well-being came across constantly. He's a treasure!

I know our move came at the busiest and possibly the hottest time of the year, but everyone connected with your company, including office staff, was unfailingly polite, on time and gave that extra effort to provide exceptional service.

Over the years, I have experienced 14 corporate moves, so I know the difference between movers who just do their jobs and those who really care. Many thanks to all of you at Kilpatrick for really caring. I would recommend your company to anyone!

**Sincerely,
Sondra S. Gibbons**

RE: Sherman Anderson, Susan Lorch and Jennifer Heflebower Richmond, Virginia Heflebower Transfer & Storage Co., Inc. (1085)

We wanted to bring your personal attention to the superb service we received on a recent move that your company handled for us. My wife and I have moved 13 times previously, either on transfers by her

He was attentive to every need or request we had...

employer or mine. So, we have more experience than most by which to judge the performance of a moving company. But this move was very special for us, since it was our retirement move and the first one we personally paid for.

Our van operator was Sherman Anderson. He and his crew handled our belongings with the utmost of care, including a full pack, transport, and full unpack. He was attentive to every need or request we had, took obvious pride in his work, and he executed flawlessly. Not one item was lost or damaged. And, when Sherman left our new home, we were further along in getting things sorted out and in place than on any prior move we have made. In short, he is the best van operator we have ever had, and we've been lucky enough to have had a few really good ones so that is saying a lot. It may interest you to learn that Sherman also speaks very highly of Atlas and Heflebower. He is proud of his long association with your company. You could not buy better advertising than his testimony. And, should we move again,

we will absolutely be seeking Sherman's services.

We would also like to recognize Susan, our move coordinator. She was responsive to all of our inquiries.

Finally, we experienced a touch from your firm that was truly remarkable and could be a model for many family-owned businesses. Each day during our pack and load, we received a call asking if we were happy with how the move was developing. That call came from Jennifer Heflebower. It really gave us a feeling of confidence to have a member of the owner's family call us. It was a nice touch and most appreciated.

As you must know, moving is one of the most stressful times in life. The company and people handling the move can either make it even more stressful, or they can help reduce the stress. Your firm and your people made this move nearly stress-free.

Thanks for the great move. We really hope that you can find some appropriate way to recognize those who worked so hard in our behalf. They are a credit to Atlas, to Heflebower, and to you personally.

Sincerely,
Ted and Barbara Durvin

**RE: Chris Woodson and William Mullins
American of Virginia, Inc. (103)
Waynesboro, Virginia**

I just wanted to share with you the wonderful experience I had with your company during our move from Virginia to North Carolina.

Chris Woodson and his crew were truly incredible! I can not tell you how much I appreciate the care they took with our new home – not a scratch or dent despite a formidable staircase and wood floors! Moreover, I have now unpacked all my boxes and am delighted to report not one item was damaged or broken. Now

Now that's one heck of a move!

that's one heck of a move!
The entire process starting with William, our booking agent and ending with Chris and his crew was so favorable, I would not hesitate to recommend your company to anyone planning on moving – no wonder you have zero complaints with the Better Business Bureau!

In this time of mediocre customer service, I hope you realize how fortunate you are to have such "stars" on your team – they make all the difference.

Sincerely,
Deborah Schechter

**RE: Dave Gunter and Bridget Johnson
A-1 Metro Movers (251)
Omaha, Nebraska**

Our van operator, Dave, was one of the most courteous, resourceful individuals whom I've had the pleasure to meet.

He is an EXPERT at his trade...

He is an EXPERT at his trade – packing everything quickly and safely with NOTHING broken upon

arrival. His skilled service would lead me to use and recommend Atlas in the future. Additionally, Bridget Johnson, our office contact, was very helpful and went to great lengths to make our relocation organized and economical.

Sincerely,
Sean Kennedy

**RE: Mike Orlin and Cynthia Benson
Nelson Westerberg of Georgia (1517)
Mableton, Georgia**

My family had the pleasant experience to work with your company. Our journey began when we met Mike Orlin – we chose Nelson Westerberg based on Mr. Orlin's professionalism and efficiency. Our crew was wonderful as well.

We were extremely happy with our move.

Our favorite part was getting to know Cynthia Benson. She continuously followed up with us, checking to ensure we were on schedule, or if there was anything Nelson Westerberg could do to help.

We were extremely happy with our move. We would recommend your company to anyone.

Sincerely,
Cherie Pedowitz

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While some are content to stay on the porch, your Atlas team is chasing down new ideas to bring you industry-leading initiatives:

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May 2007

- 13-17 AAM Museum Expo – McCormick Place Lakeside Center, Chicago, IL
- 15-17 ERC's National Relocation Conference – Caesars Palace, Las Vegas, NV
- 15-17 GSA Expo – Orange County Convention Center, Orlando, FL
- 17-19 NY State Movers & Warehousemen's Association Convention –
The Ostega, Cooperstown, NJ

June 2007

- 9-12 HCEA Annual Meeting – Philadelphia Marriot Downtown – Pennsylvania Convention Center,
Philadelphia, PA
- 24-27 59th Annual SHRM Conference & Exposition – Las Vegas Convention Center, Las Vegas, NV

July 2007

- 18-19 AWG Board of Directors Meeting
- 30-Aug. 2 TSEA's TS² The Trade Show about Trade Shows – Washington Convention Center, Washington D.C.

August 2007

- 31 Federal Heavy Vehicle Tax Due

September 2007

- 18 Atlas ROAD Day 20
- 18 AWG Board of Directors Meeting
- 19 AWG Annual Stockholders Meeting – Headquarters, Evansville, IN
- 25-27 Agent Sales Training – Headquarters, Evansville, IN

October 2007

- 9-11 Agent Leadership Conference – Headquarters, Evansville, IN
- 13-14 PAIMA Convention & General Assembly – New York, NY
- 14-17 HHGFAA 45th Annual Meeting – New York, NY
- 15 Vehicle Inspections Due
- 23-24 Agent Customer Service & Coordinator Training – Headquarters, Evansville, IN
- 24-25 Agent AtlasNet Training – Headquarters, Evansville, IN
- 24-26 ERC's Global Workforce Symposium – Denver Convention Center, Hyatt Regency Denver &
Grand Hyatt Denver, Denver, CO

November 2007

- 6 AWG Board of Directors Meeting
- 7-10 Atlas 60th Annual Convention – Omni Orlando Resort at ChampionsGate, Orlando, FL

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