

Resourcefulness

2009 Survey Results

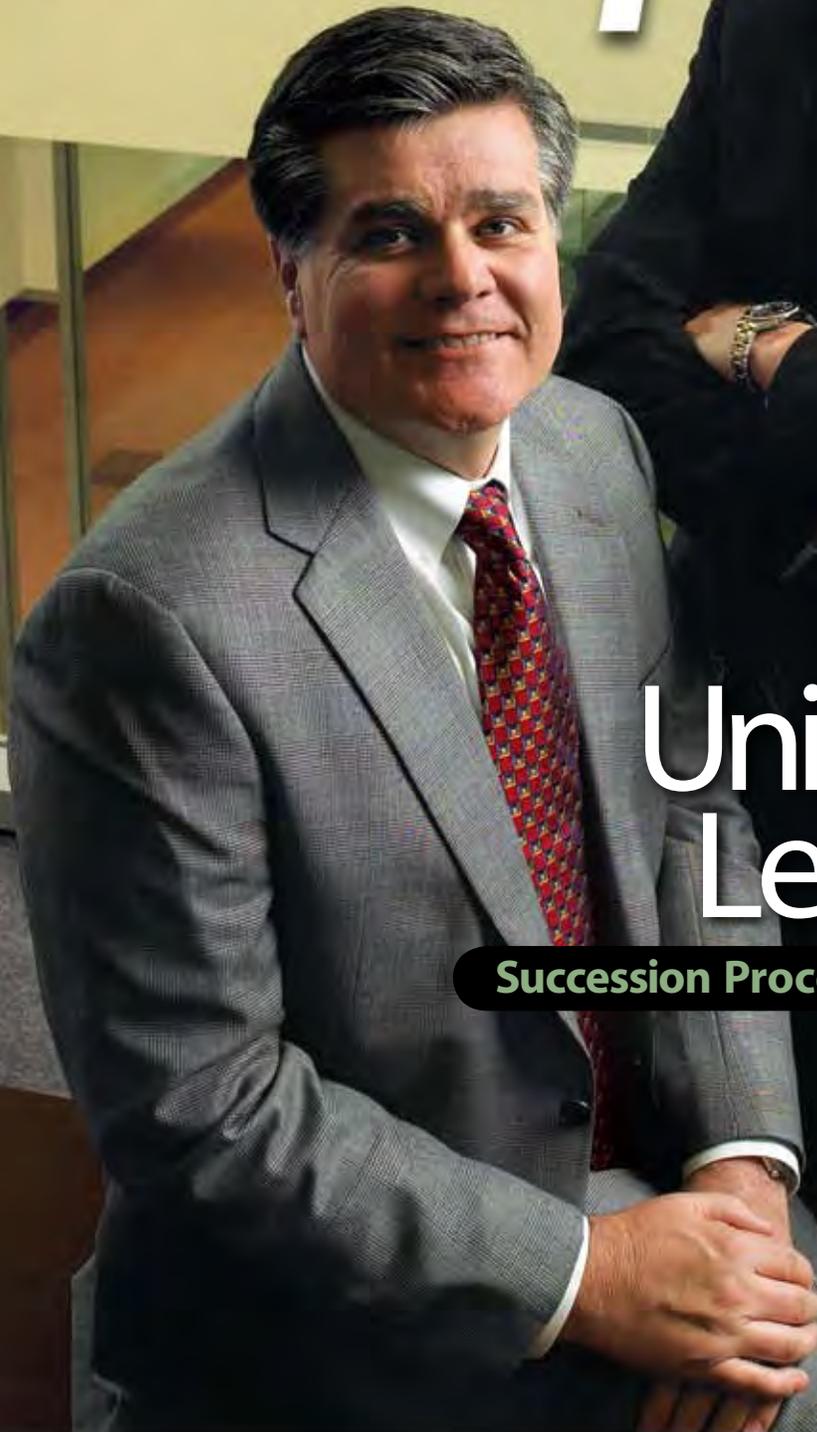
Reorganization Brings More...



The Magazine of Atlas World Group

www.atlasworldgroup.com

Amplifier



Uninterrupted Leadership

Succession Process Delivers Confidence, Vision

Volume 57 Summer 2009

Chairman's Message

As I write this first message as Chairman, I'm appreciative of the faith and confidence that Atlas has placed in our new senior management team. And, I'm honored to be a part of the entire Atlas organization, a group that provides what is arguably the best service in the relocation and transportation industries.

No doubt, this writing comes at a time when we are all humbled by a challenging economic climate. And no doubt, Atlas is relatively well positioned to weather the challenges that we face now, as well as what we anticipate for the future.

Why is this the case? Because Atlas has never lost sight of the fundamentals of what it takes to provide outstanding service to our customers. The prudence we follow now as we plan our near-term future is the same Atlas characteristic we have always applied to the creation of new service methods and technologies that we add to our product. Atlas has grown rapidly to become North America's second largest mover of household goods. Yet, our growth is derived from developing stable service offerings to smart, value-conscious customers for the long term, rather than from unduly risky ventures or unsustainable pricing models to capture fast, temporary growth. In fact, while our whole industry is experiencing a retraction in 2009, Atlas continues to

gain share. Segments of our business continue to grow as we go to press with this *Amplifier*.

We consider the use of new green technologies and policies with similar deliberation. Because being the most responsible corporate citizen we can be involves a never-ending pursuit of efficiency, "green" is not a trend for Atlas. You might say, "we were green before we knew we were green." And, in 2008, we were proud that Atlas Van Lines, Inc. was recognized with the John Biasini Environmental Excellence Award for our programs that reduce energy usage.

We now realize that, frequently, the greenest methods are also the most competitive ways to participate in the long-term market. If there is a trend we have followed, it's to always strive toward greater efficiencies. Today, the Atlas use of solar power, hybrid trucks, dramatic reductions in paper waste, and decreasing energy use wherever possible are green and efficient procedures (page 8, this issue of the *Amplifier*). Tomorrow, for instance, the possible use of electronic fleets in metropolitan areas will be evaluated from a green perspective. Regardless of the realization of our present and future green objectives, each new Atlas procedure is designed for greatest efficiency, including the least use of resources. This, ultimately, is the benefit to the customer.

Thank you for your continued partnership.

Wishing you the best business climate in 2009,



Glen Dunkerson
Chairman and CEO

The Magazine of Atlas World Group
www.atlasworldgroup.com

the Atlas Amplifier

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One Atlas Brand— Many Shades of Green

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Uninterrupted Leadership

Succession Process Delivers Confidence, Vision

In March, Atlas World Group marked the completion of a succession plan that ensures uninterrupted leadership for the firm and its subsidiaries. Following the retirement of Jim Stamm, CEO Glen Dunkerson assumed the mantle of Chairman. Glen and President and COO Greg Hoover now command the company's top two leadership roles. The **Amplifier** sat down to talk with them about the leadership transition, the challenges facing the company in the current economic environment, and what they see for the future.



Glen

Amplifier: Congratulations on your recent rise to the top leadership posts. Readers of the Amplifier have been following the events of this succession since 2005, when Chairman and CEO Mike Shaffer announced his intent to retire in 2007. Glen, why did the succession take this long?

Glen: The officers and directors wanted complete confidence in the succession and felt that the company's interests would be best served by a very deliberate process. Perhaps it took longer than it could have, but the consensus was it is better to be cautious.

Greg: If anything, this experience has reinforced the importance of succession planning. It's never too soon to start thinking about your own replacement. Every leader should be aware of those around him or her who have the potential, and take steps to see those people receive training and mentoring for greater responsibility.

Glen: Atlas World Group has opened the door for future

successions a little wider. While there is still a preference for promoting within Atlas Van Lines, the company will consider candidates from any Atlas subsidiary. Nor is there a taboo on going outside the organization, provided such a choice is best for the ongoing success of the business.

Amplifier: It seems the timing of this transition has come with a special challenge: leading in a time of economic decline. How is Atlas weathering the storm?

Glen: Like everyone, we're feeling an impact in the market, with fewer hauling opportunities and fewer shipments. This is not surprising, given the business climate. However, I think we're positioned well and are handling the downturn better than most.

Greg: Our revenue was down about 10.5 percent last year, while others saw declines as steep as 20 to 30

percent. The COD segment has been hit the hardest, with corporate relocations less affected. In spite of that, we've managed to grow our COD market share. Some of that we can attribute to our investment in iSales (an Internet-based system for attracting, qualifying, and providing COD leads to Atlas agents – see *Amplifier* Winter 2008 issue).

Glen: There are other bright spots, too. We are the largest carrier in Canada, with an agent network that is second to none and strong



Greg

corporate leadership. We currently serve 47 percent of the household goods market in Canada, and we're growing share. We're positioned to do well there over the next several years.

Also, we've solidified Atlas International. The new leadership and staff have performed admirably in restructuring. They are operating much more efficiently and are better positioned to serve commercial customers as well as our agency network. So, we're optimistic about our prospects in the overseas arena.

"The officers and directors felt that the company's interests would be best served by a very deliberate process."

– Glen

"Every leader should take steps to see that those around him or her receive training for greater responsibility. It's never too soon."

– Greg

“There’s no doubt our agency network is our greatest strategic strength.”
– Glen

Amplifier: To what do you attribute the ability to outperform peers during a recession?

Glen: There’s no doubt our agency network is our greatest strategic strength. Our focus has always been, and will continue to be, helping agents find and exploit opportunities. That’s why in recent years we’ve taken steps to help them diversify their service offerings. Household goods remains the largest segment for Atlas World Group, accounting for about 80 percent of our total volume. But we also bring capabilities for office and industrial moves, records management, and specialized transportation. During the current

to new business areas. We know we have to perform at ever-higher levels. This is essential not only for keeping customers, but for gaining new business. If we stay true to the fundamentals, we can use this time to our strategic advantage. Staying true to our fundamentals does not mean Atlas is opposed to growth. This company has seen tremendous growth – among the highest percentage growth in our industry – but it has not come from irrational expansion that has characterized the business models in some industries. Our growth has been deliberate and coherent with our core business, and we are unlikely to deviate from that approach.

from a customer standpoint? What are their business standards and principles? At the end of the day, they have to fit and contribute. We’ve always been true to both our business model and our agents in this regard, and I don’t see that changing. We consider our existing agents as much as we do the potential gains. That consideration is at the core of our company and its “family” values.

Amplifier: How is Atlas addressing the challenge of meeting the demand for qualified professional van operators?

Glen: Fortunately for Atlas, we are blessed with a large group of professional van operators.

Amplifier: What role has technology played in Atlas’ success, and what will be the technology focus going forward?

Greg: I don’t know if you can place a high enough value on it – from the standpoint of process efficiencies, improved management and availability of data it’s been critical. But we need to continue to develop; iSales is a perfect example. Today’s customers – people in general from a generational standpoint – are increasingly geared toward more technology and less interaction. If we don’t accommodate them, we’re out of the loop with our current culture and how people do business. That’s at the heart of success in

Amplifier: Where might Atlas find new efficiencies for its business model?

Glen: We have to look beyond our industry for efficiencies; as a service industry, we must be willing to learn from other service industries. Communication is also key to our success. Keeping up with advancements in the communications arena promises to be enormously beneficial for our company.

Greg: The key is to ask what other sources of business can you drive from current core activities. For instance: might we find partnership opportunities as a claim center for another market segment? A lot of

Amplifier: Where are the chances for growth likely to come from?

Glen: Some of the best opportunities will likely come through the selective addition of agencies. But a great benefit of our structure is that opportunity can take different avenues. It might come from an agent or board member, or from a company looking for a suitor. If we were so inclined, we could probably buy a transportation company every week of the year. But any opportunity we would consider has to enhance revenues for our agents. Their well-being ultimately determines the health of our business.

Greg: We will also look for ways



economic downturn, we see this diversification as more important than ever.

Greg: There’s something to be said for the fundamentals, the everyday “blocking and tackling,” so to speak. For us, it’s a focus on our core values – **integrity, quality, and solutions**. Customers expect the fundamentals from every vendor. What differentiates Atlas is our ability to bring those values throughout our organization – our agents, our van operators, and our corporate team members – and find ways to apply these fundamentals

Amplifier: What are the primary considerations when recruiting new Atlas agents?

Glen: Quality, quality, quality. If you can’t provide quality service to your customers in today’s market, you are not someone Atlas is interested in recruiting. We tell our customers we’re the best and we have metrics to illustrate our quality. If you can’t measure up... stay where you are!

Greg: First and foremost, quality. But with that as a given, how do they fit with us? What market do they serve from a location standpoint? What market do they bring to us

However, especially during these tumultuous times, we are always in search of qualified PVOs who will contribute to our quality and bring professionalism to our customers.

Greg: The challenge will only become more difficult. On the surface, it demands better margins and the kind of pay that attracts professionals; the reality is that we may need to look at alternative methods – develop new ways of delivering the product to compensate for the lack of qualified, quality PVOs.

business: engaging your society and culture. The most successful companies find ways to connect at their (the customer’s) point of engagement. We need to be there and make it work.

Glen: The “smart” use of technology has allowed us to perform more tasks with less manpower. This has enabled us to hire, promote and retrain our people to utilize this technology. Said simply, we are much more efficient now than we were a decade ago, primarily because of the advancement of our technology.

things we do have potential to drive new revenue to the company, create opportunities for our agents and, in so doing, make us more efficient in our current business. This should be central to our growth strategy.

Amplifier: What do you see as essential qualities of leadership?

Glen: Right now, leadership requires caution to avoid potential pitfalls. It also includes a vision for where the business is going. In many ways, this is a perfect time for Atlas to grow. We are financially and fiscally stable, and the industry knows we are solidly managed.

to enhance the performance of Atlas brands and services, such as Accel, Avail, and iSales. Sometimes, opportunities can be gained by scaling up a proven model. Or, by taking what’s been learned in the development of one idea and applying it in another area. The challenge is to bring a fresh vision, to look at things in a new way. As Glen pointed out, the touchstone for evaluating any idea is its potential to create income for our agents.

Getting back to your question on leadership – it sometimes takes a willingness to do the necessary thing, even when that thing is

“The touchstone for evaluating any idea for new business or revenue is its potential to create income for our agents.”
– Greg

unpopular. In December, we had to make a difficult decision to trim pay by five percent for everyone at headquarters. That's the kind of call that comes with sleepless nights. To the credit of our employees, they've been supportive. The subsidiary companies have also had to make difficult decisions; employees have reacted positively to these actions and realize these are unusual times.

"Conservatism does not necessarily preclude a willingness to take well-calculated risks."
— Glen

Amplifier: Do you anticipate further cuts?

Greg: Time and the economy will tell; but, I think too many businesses today operate with a "fast food mentality." They have a short-term view of investment and react in a knee-jerk fashion when they don't get quick results. Atlas takes a longer view, perhaps because we've learned some things the hard way. When we returned to agent ownership in the late 1980s, we had to overcome the debt of a highly leveraged buyout. In some ways, it's a miracle we survived. But it's also a testament to the determination and foresight of our agents. More important, the experience made us a more disciplined company. It reinforced the importance of operating responsibly with a long-term view.

Amplifier: It seems that the company's agent-owned history, including a comeback from the brink of dissolution, has had a profound impact on the corporate culture. How does it affect the way Atlas allocates resources?

Glen: The Atlas culture is a double-edged sword. We are fiscally

conservative and financially sound, highly regarded by our competitors. And we are somewhat risk-averse, so we tend to bet only on what we perceive as sure things. During these times, there's nothing wrong with that. But we have taken chances in the past. Conservatism does not necessarily preclude a willingness to take well-calculated risks.

Amplifier: What do you think is important for the Atlas family to keep in mind as it works through these tough economic times?

Greg: I think it's important to remember that people are still moving. Companies are still relocating employees and the military is still relocating service men and women. So, even in a down economy, there is business out there. Job one is to respond as we always have, focused on excellent service for every customer.

Glen: I encourage customers, agents and colleagues to not become discouraged; these times will pass. Let's use them as an opportunity to learn and grow. After the events of 2001, it was a very interesting time for our business. We saw how customers reacted, and we tried to learn from the experience. This recession will probably surpass previous ones, and no doubt it will shake up the industry. Some smaller players will disappear, some larger ones will cut back, and some will consolidate. Regardless, it will make us all better business people.

Amplifier: The consumer price index fell in 2008 for the first time since 1955. How is Atlas dealing with the pricing challenges in the market?

Greg: Downward price pressure is to be expected with softer demand. For our part, we'll stay positioned as a good value provider. Atlas Accel is a good example of how we approach the market in general. There are lower-priced alternatives out there. But Accel comes with Atlas packing and customer service. It delivers the value our customers want, and they tell us it is worth the price. With Accel, and every product in our mix, our task is to continually assess how we might improve the value proposition to strengthen our position and win share. We recognize there may be customers we cannot come to terms with. In other words, we can't deliver the quality inherent in the Atlas brand for less than it costs.

Glen: Our core business remains our primary focus. We have streamlined our business model the best we can, and we'll continue to revisit it over the next several years. I think there will always be a demand for the full service move, which is our hallmark. But we also see an evolution on the horizon, brought on by price pressures and a growing scarcity of professional van operators who are willing to adopt the over-the-road lifestyle. Eventually, I think we will see a greater demand for containerization, with different service providers at origin and destination and a separate crew for transit.

Amplifier: I notice the ceiling lights aren't all lit...although it seems there is plenty of light in here. Would you comment on why Atlas is "going light on lights"?

Greg: You're not saying we're dim bulbs, are you? (laughs) Last year we took a look at how our consumption habits impact the cost of our operations. We found we could lower usage and realize

immediate savings, not just in electricity, but also in a number of ways. So, we implemented several ideas to conserve resources and lower costs, with no compromise in our efficiencies or service delivery. As a result, we earned kudos for environmental stewardship from the Chamber of Commerce of Southwest Indiana. That is gratifying. But the bigger issue is that we feel a

responsibility to our customers, to one another, and to our community. Regardless of whether we earn recognition, we want to do the right thing in every area of our business.

Amplifier: I know readers of the Amplifier will appreciate the chance to see things from your perspectives. Thank you for taking the time to share your thoughts. ■

Who are they?

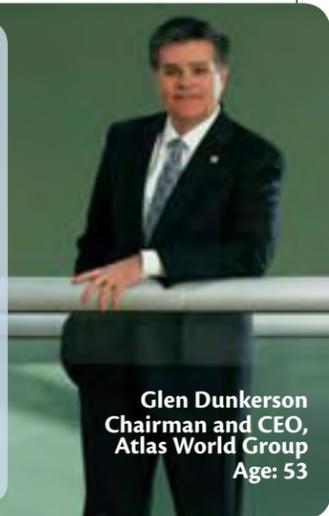
Education Law Enforcement, Eastern Kentucky University, University of Michigan Quality Training Program Graduate

Joined Atlas 1978

Previous Positions Assistant Vice President, Atlas Relocation Services Group; Vice President, Claims Administration; Senior Vice President & General Manager of Operations, Atlas STG; President and COO, Atlas Van Lines; Vice Chairman and COO, Atlas World Group; ex officio member Atlas World Group Board of Directors

Notable Champion of Atlas quality initiatives: World Class Commitment to Quality; Milton M. Hill Quality Award; and Atlas Van Lines ISO 9001:2000 certification.

Other Past President, Claims Procedures and Prevention Council; Secretary, AMSA (2009)



Glen Dunkerson
Chairman and CEO,
Atlas World Group
Age: 53



Greg Hoover
President and COO,
Atlas World Group
Age: 48

Education BA, Huntington University

Joined Atlas 1999

Previous Positions Vice President, Sales, Relocation Services Group; Senior Vice President, Sales Development; President, Avail Resource Management; Chief Marketing Officer, Atlas World Group; President and COO, Atlas Van Lines, Inc.

Notable Product Development Key Man: Avail Resource Management and Accel Premium Expedited Delivery; Led Atlas Broad Branding Initiative and Development of Brand Mascot (Puppy Campaign)

Other President and Chief Operating Officer, ABC Moving & Storage; Participant, AMSA and ERC; Atlas World Group Board of Directors Advisory Group

At the INTERSECTION of RESOURCES and RESOURCEFULNESS

One Atlas Brand—Many Shades of Green

Doing business in today's world carries a big responsibility. As the *Harvard Business Review* wrote in 2006: Virtually every activity in a company's value chain touches on the communities in which the firm operates, creating either positive or negative social consequences.

The *Amplifier* has reported extensively over the years on many facets of social responsibility demonstrated by Atlas employees, agents and associates. From the outpouring of humanitarian care for victims of Hurricane Katrina...to volunteerism in support of myriad community causes all across the land. Time and again, Atlas people act with the characteristic social consciousness that pervades the Atlas network.

In this article, we feature a few examples of how responsible environmental practices by Atlas people are creating positive social consequences. At the corporate level, Atlas World Group is bringing sustainability into a sharper focus to reinforce its commitment to **integrity, quality and solutions**. Within Atlas agencies, each a cooperative entity, managers are exercising their entrepreneurial freedom to establish objectives and policies for environmental stewardship. We all share the Atlas brand with pride. But, as you will see, there are many shades of green.

Atlas Van Lines has been a leader in the moving industry since its founding over 60 years ago. In the past, that's meant early adoption of technologies and continuous service improvements for customers. Today, it also means "living green."

In 2007, Atlas World Group headquarters in Evansville embarked on an important initiative to protect the environment. The first goal: to significantly reduce the quantity of documents printed.

"After we identified our print habits, we found specific steps we could take to bring our numbers down immediately," says Atlas' Director of Marketing Communications Barbara Cox. Those steps included print only when necessary, avoid color printing, and avoid printing e-mails. "We educated everyone about the costs of printing, that black-and-white is cheaper than color, and that photocopies are cheaper than laser prints," says Barbara.

The initiative brought results. In the first year alone (2007) Atlas printed 1.1 million fewer pages. In 2008, the printed pages decreased by another 778,000 pages. Over the first two-year period, the initiative saved approximately 223 trees.* In related policies, the company is now printing all sales literature on recycled paper, and has added a formal aluminum and plastic container recycling program at the headquarters building.

The company also set its sights on energy reduction, powering down personal computers in common areas each evening at an annual savings of \$15 each. "It doesn't sound like much – until you multiply it by the 550 computers in the building," says Barbara. Employees embraced the idea and lobbied to expand it. Now, PCs stop sipping electricity company-wide from 9 p.m. to 5 a.m.

At the same time, Atlas introduced new policies for data retention to reduce disk space requirements, introduced virtualization to reduce the load on servers, and began gradually replacing CRT monitors with more energy-efficient flat panel models. "Flat panel monitors cost \$75 more than CRT monitors, but the payback is only four years," says Barbara.

More recently, Atlas conducted a heating and cooling energy audit and adjusted its thermostats, as well as installing sensors that switch lights on automatically in seldom-used rooms when someone enters.

"Operating in a more environmentally aware way is good for the community at large," says Barbara. "And, showing people how to operate more responsibly at work helps them understand how they can apply the same thinking at home. Best of all, these kinds of things cost very little to implement beyond the time it takes to analyze the situation and communicate the changes."

Atlas Earns Award for Environmental Excellence

On October 10, the Chamber of Commerce of Southwest Indiana (CCSI) recognized Atlas Van Lines with the 2008 John Biasini Environmental Excellence Award. Atlas earned the recognition in the energy/renewable resources category for programs that prevent pollution by reducing energy usage or by producing energy using low-emissions technology.



October 10, 2008. Director of Marketing Communications Barbara Cox accepted the John Biasini Environmental Excellence Award on behalf of Atlas Van Lines. The Chamber of Commerce of Southwest Indiana presented the honor in recognition of Atlas' programs that prevent pollution by reducing energy usage.

"Reducing our carbon footprint is tantamount to our company's ultimate goal: conducting business with integrity," says Atlas World Group President and COO Greg Hoover. "A responsible company doesn't just look for ways to be fiscally responsible, but environmentally friendly as well. Over the past several years, Atlas has worked hard to reduce the resources that our company and its fleets consume."

The Chamber administers the Biasini awards program to encourage environmental stewardship and to recognize those companies that make extra effort to improve the region's environment. Atlas is setting an example for other companies to follow. Says Chamber Vice President of Public Policy Steve Schaefer, "These awards are an effort to recognize that work and encourage action by other companies."



*www.conservatree.com

Environmental responses are taking shape in various ways at other Atlas companies.

At **Titan Global Distribution** headquarters in St. Louis, employees recycle about 900 pounds of office paper each month. **Cornerstone Relocation Group (CRG)** in Basking Ridge, New Jersey, reports that Vice President of Consulting Services Janet Olkowski is serving on a green initiatives task force for the Employee Relocation Council (ERC). The group is developing ways Council members can put "green" policies to work in risk management, home marketing and property evaluation processes.

At **Atlas International**, Information Systems Manager Ken Nunn recently attended a community "green seminar." Now, Ken and the management team are bringing new ideas to bolster the old. Not only do employees feed recycle bins for paper and aluminum, they have added a reminder (as does CRG) to every outgoing e-mail: Please consider the environment before printing. The company is in the process of adopting a "print both sides" policy for desktop printers and copiers, and paper handouts at meetings are taboo – employees use laptops and electronic presentation tools instead.

"One of the biggest savings we've seen is a result of document imaging," says Human Resources Manager Terri Micka. "Since we implemented the system in July, starting with our accounts payable invoices, we've reduced the duplication of paper in our customer files by about 20 percent. As we continue to phase in document imaging throughout the organization, it will continue to offer us the ability to reduce paper and become more efficient and reliant on our system tools, versus working from the customer file."

Change is in the Air

You can find outstanding performers in every endeavor. When it comes to environmental responsibility in the moving and storage industry, no one would argue that one company in Walpole, Massachusetts, is setting the bar extremely high. To understand how it has evolved as a paragon of green virtue requires a little history.

Bill Duggan admits to an obsession with trucks for as long as he can remember. At age 10, he began working part-time for a local mover. A few years later, when his family relocated to Boston, he became enamored of the Atlas professionals who handled the move. He decided he, too, would one day run an Atlas agency.

Dreams do come true. Today, Bill is President of **Wm. Duggan Co., Inc.** (2189), a top-quality performer with a slew of Atlas awards on the wall. Along the way to building a successful business, he experienced an environmental epiphany. It took place on a visit to South America.

"South America has incredible natural resources, but some urban areas are spoiled by air pollution," says Bill. "During all of my visits, I have had difficulty breathing, largely due to auto, bus and truck pollution caused by older models."

The experience prompted Bill's decision to sell all of the company's trucks and buy new ones. "In 2003 and 2004, we replaced all of our straight trucks with new 2004 emissions models. In 2007, we replaced all of our tractors with 2007 emissions models." Bill says the expenditure totaled several million dollars.

"I thought the increased fuel efficiency and lack of mechanical failures and breakdowns would allow us to justify the expense," says Bill. "I wasn't expecting the enormous payoff that resulted."

The payoff includes fewer equipment failures, greater confidence and productivity among employees, a long waiting list of qualified operator candidates seeking employment – and more interest among potential new customers.



An Industry First

Now Bill is upping the ante with the purchase of a hybrid straight truck – the first hybrid truck in the relocation industry by it's 3 top truck manufacturers. It combines diesel and battery power to enhance fuel economy by up to 30 percent and also reduces emissions.

"This truck is ideal for a stop-and-go application, which is how we will use it, primarily for deliveries between Boston and New York City."

Bill purchased the Kenworth truck from Atlas Terminal Company, which sourced it from Evansville Truck Center (Palmer Trucks) and Kentucky Trailer.

"It was especially exciting to be involved in this sale," says Lloyd Hill, Sales Consultant with Evansville Truck Center. "We all understand the importance of fuel efficiency and the environment. I expect we'll see more and more of these trucks on the road."

"We were fortunate and pleased to introduce a new truck body product to the industry for this hybrid," says Kentucky Trailer President & CEO Gary Smith, Sr. He explains that KT decided last year to re-enter the truck body market, and this project presented an ideal opportunity. "It fits well with our own innovative initiatives for green business," says Gary.

The truck's state-of-the-art technology includes a PACCAR engine and Eaton diesel-electric hybrid power system. When the operator applies the brakes, the transmission converts the energy to electricity and sends it to the batteries. Advanced powertrain controls monitor driving conditions and automatically select the ideal power mode, smoothly switching among electric-only, combined diesel and electric, and diesel-only power modes.

Bill sees this truck as another way of moving responsibly toward the future, and he encourages others to think about similar investments for their businesses. "If enough people buy them, these trucks will become more affordable for us all. That would be a good thing."



Wm. Duggan Co., Inc. (2189) in Walpole, Massachusetts, has added the 2010 Kenworth T-370 truck with 26' Kentucky Trailer pallet body to its fleet. The truck supplements diesel with battery power to reduce emissions. President Bill Duggan's goal was to bring the first hybrid truck into service for the moving industry. He purchased the unit from Atlas Terminal Company.

Besides taking its environmental leadership on the road, Wm. Duggan Co. demonstrates responsibility in its own back yard.

- Working with the local Conservation Commission, the company created a green buffer zone on its property, planting eco-friendly vegetation that allows the company to coexist peacefully with the habitat's indigenous wildlife. At the rearmost edge of the paved truck parking area, an "environmental sock" traps and absorbs rainwater runoff. Onsite truck washing uses specialized equipment to trap and recover all wastewater.
- In 2001, the company hired an electrical contractor to remove every electrical wire and fixture and replace it with the most energy-efficient products available.
- The company purchases packing materials made only from recycled fibers. It also recycles religiously – every possible piece of paper, corrugated cardboard, stretch wrap, plastic, steel, aluminum, iron and wood (a recycler pays for pallets). "We have covertly followed the recycling trucks to ensure the materials are recycled rather than buried in a landfill," says Bill.

Bright Idea Leads to Sunny Disposition

While most workplaces get their energy from the local utility, one Atlas agency has found there's a good resource 93 million miles away. In December, partners Pat Robbie and Dan Doran flipped the switch on a new solar power system to supply electricity for a 68,000 square-foot office and warehouse at **All Season Movers** (198) in Kearny, New Jersey.

"We were looking for something that would allow us to give back to the environment," says Dan. "It just

happened that our accounting firm was aware of incentives for commercial solar applications in New Jersey. We looked into it, and we saw it was a good fit."

Trinity Solar Power in Freehold, New Jersey provided

engineering expertise as well as insight on the business case. All Season's accounting firm helped to locate a bank with a sweet financing package.

"Our lender gave us a 10-year lease, after which time we can purchase the solar panels for one dollar," says Pat. "Our only collateral is the equipment itself."

The photovoltaic (PV) system employs 965 solar panels mounted on the roof. These transform the sun's rays to direct current (DC). Seven inverters convert the electricity to alternating current, the standard for household wiring and power lines to homes. The system generates more than enough electricity to handle the lighting and cooling needs of the building. All Season sells the excess back to the local utility company.

"Besides saving about \$36,000 in electrical expense this year, we expect to earn over \$100,000 this year for providing electricity to the power grid," says Pat.

But it gets even better. "We're getting a 40 percent tax credit which can be used over the next 15 years," says Pat. "And to top it all off, we're finding new opportunities

with prospective clients who take green practices into consideration when they choose a vendor."

All of which has brought extremely sunny dispositions to Pat and Dan – and an enthusiastic endorsement for others who may be interested.

"This is an ideal application for a moving and storage company," says Pat. "After we write off the equipment, we'll get back 70 percent of our investment. If you can find a bank to work with you, there's no way you can't make money."



As every moving professional knows, used packing materials accumulate over time. **Action Moving Services** (238) in Burnsville, Minnesota also knows how to put such materials to good use.

"We have our own baler to bundle the cardboard and newsprint we end up with," says President and CEO Bill Everson. "When we have a semi load, we take it to RockTenn (a recycling center of the RockTenn Company) and they recycle it and send us a check. It's not a profit center, but the main thing is we keep it out of landfills and avoid paying to have it hauled away."

When items must go into the waste stream, Action provides an efficient service, separating recyclables from other waste. "We've negotiated favorable rates with the landfill and with recyclers of PCB-containing office equipment," says Bill. "We can dispose of clean items for our customers at a savings... this service is especially helpful for customers with office moves."

Environmental responsibility extends to other areas as well. Used oils and hydraulic fluids accumulated in the truck repair facility become fuel for high-efficiency, clean-burning furnaces. This heats the shop entirely and supplements the heating for the warehouse.

"We recycle all metals from our shop and our customers," says Bill. "We have agreements with recyclers

and favorable pricing for materials such as drums and electronics from copiers. We also recycle all toner cartridges separately for refilling."

The company's recycling efforts have earned it a Green ARROW (Award for Reduction and Recycling Of Waste) from the Dakota County Recycling Program. What's more, their conservation provides cost savings in other areas. For example, timers cycle engine block heaters for trucks (a necessity in the Minnesota winter) and more efficient fluorescent lighting consumes less electricity.

"It has become routine for everyone here to do their part, because it helps us all," says Bill. "Even some of the ink cartridges that we recycle help an employee's church, which gets income by selling them to the refilling companies. We are always looking for ways to conserve... not only is it cost-effective, we believe it is the right thing to do."



"Shred with ease at DeVries"

DeVries Moving-Packing-Storage (1217) in Spokane, Washington, partners with United Data Security to make shredding easy and affordable not only in its offices, but for customers. For a modest \$20 fee, customers get a 64-gallon bin a couple of weeks before the move. They can feed the bin for as long as they need. When they are ready, a truck comes and shreds the contents on the spot, takes the shredded paper to its processing facility for baling, and recycles it to make – what else? Boxes!



Turning Idle Time into a Smaller Footprint

Like many green-minded businesses, **Golden Van Lines** (991) takes several approaches to shrink its carbon footprint. It recycles most everything it can, controls electricity consumption like a miser, and even uses biodegradable soap for washing trucks. Last summer, the Atlas agency added a new, high-tech conservation tool to its operations. Using a GPS enhancement, the company now monitors the idling time for every truck in its fleet.

"One gallon of diesel fuel, when burned, releases about

Recycling on the Road

Atlas Professional Van Operator Deborah Paskman writes there are practical ways operators can "reduce, reuse and recycle" to become more environmentally responsible in everyday life. Among her suggestions:

- Keep a recycling bin in your truck (a reusable plastic garbage bag can work) and use it to collect glass, aluminum, plastic, and magazines/newspapers for recycling. Some places also accept tin. Deborah points out you can find bins at Wal-Mart stores in Wyoming, Idaho, Washington, Oregon and Montana, as well as at rest areas in Illinois and Indiana.
- When you shop, carry reusable grocery bags (available at most stores for about 99 cents). If you use the free plastic bags at checkout, take them back the next time you go to the store. Most locations have bins for recycling.
- Drink coffee or cold beverages from a reusable mug or tumbler. It is often cheaper to get a refill than to buy a bottle of soft drink, water, tea or juice.
- Install an APU (Auxiliary Power Unit) on your truck. It promotes a healthier environment by burning about 1/10 of the fuel normally burned when idling. Another benefit: a better night's sleep, which is healthier for the long days on the road.
- If you are responsible for a truck facility or parking lot, consider the placement of bins to promote recycling.

20 pounds of carbon dioxide into the air," says Quality Assurance Director Rodney Box. "We've been able to reduce our emissions significantly – and save money."

When the company measured total idling time during June and July, it averaged slightly less than 28 hours a month. During August, with GPS tracking operator behaviors, the total dropped to about 13 hours. Subsequent months have shown similar reductions.

"We monitor each truck, and we talk to the individual operators to remind them when it becomes obvious they need to conserve," says Rodney. "Our rule of thumb is, anytime you're out of the truck for ten seconds, turn off the engine. There are exceptions, of course, such as when an operator is hooking up a trailer."

To put the savings in perspective, Rodney points out



Rooftop solar panels convert sunlight directly into electricity for a 68,000 sq. ft. warehouse and office building at All Season Movers. The system operates on the same principle used in solar wristwatches and landscape lighting. It produces enough power to satisfy the building's lighting and cooling needs and generate a surplus.

that the fuel consumed in two hours of idling equates to about an hour of driving. "The higher the cost of fuel, the greater the economic benefit."

"Our dedication to excellent service includes a commitment to operate responsibly in every area of our business," says Golden Van Lines President Todd Winter. "Our care for the environment reflects how we want to be viewed as a company by our employees and our customers."



A Culture of Quality with Deep Roots

When it comes to "working green," **Paxton Van Lines, Inc.** (1610) inspires by example. From an early embrace of the ISO 14001 Standard for Environmental Management (the first household goods carrier in the U.S. so registered) to recent activism for local water quality, a commitment to sustainability is intrinsic to this Atlas agency's culture.

"We believe social responsibility is essential to quality management," says Chief Marketing Officer and Senior Vice President Freddy

Paxton. "We make it a priority for all Paxton Companies to maintain ISO registration for both environmental management and quality. Each standard is indispensable to how we do business."

Paxton Companies employ a variety of conservation efforts. They recycle virtually everything, from packing materials to toner cartridges, to tires and batteries. And they monitor energy consumption carefully. Even used motor oil gets a second life, powering heaters in the vehicle maintenance shop.

For their success at pollution control, Paxton locations in Virginia have earned the state's "Exemplary Environmental Enterprise" (E3) designation from the Department of Environmental Quality. The title recognizes a "fully implemented environmental management system and pollution prevention program, as well as demonstrated performance."

Realizing that transportation presents its own challenges associated with fuel systems, Paxton is taking extra steps to ensure the quality of storm water runoff at its properties. In 2007, the company's E3 locations joined a statewide

effort by businesses to protect and preserve the water quality in Chesapeake Bay.

"As a volunteer in Businesses for the Bay, we do several things to prevent pollution," says Paxton Safety Director Kevin Callahan. "For one, we use double-hulled in-ground fuel tanks, monitored continuously and tested monthly."

In addition, says Kevin, a dike system at the company's Springfield location prevents potentially contaminated runoff from reaching the storm sewers that run to the bay. A retention pond at the Sandston facility collects storm water for testing before it is released into the bay. For truck washes, a self-contained system captures and reuses water. When water leaves Paxton properties for the storied Potomac River and on to the Chesapeake Bay, it is verifiably free of harmful pollutants.

"Our focus has always been to minimize our environmental impact," says Freddy. "It's part of our philosophy. We're doing our part and learning every day, just as any business must if it intends to stay around."



Proof Is in the Numbers: 14001

Alexander's Mobility Services (353) will soon enter an elite group of companies. The Atlas agent is taking on the heavy lifting to complete requirements for the ISO 14001 Standard for Environmental Management. Targeted completion for registration is January 2010.

"We are already registered according to the ISO 9001 standard," says Corporate Quality Control Manager Zeke Oaks, who oversees the effort for the company's eight locations from Minneapolis, Minnesota (215). "We have a



Alexander's recycles an estimated 93% of all post-move paper and cardboard debris. Balers and compactors prepare paper wrap and boxes for pickup and transport to recycling facilities.



Corporate Quality Control Manager Zeke Oaks, Alexander's Mobility Services. Zeke is overseeing efforts to attain ISO 14001 certification for the company's eight locations. "The credential is a universally recognized sign of social responsibility," says Zeke.

lot of things already in place that will make it efficient for us to attain this certification as well." Zeke points out that Alexander's has a history of environmental responsibility and a multitude of programs to reduce, reuse and recycle. The ISO "green" credential validates that commitment, and more. "ISO 14001 certification provides a map for environmental stewardship. It ensures that we set specific



Keeping California Beautiful

Located in the world-famous San Francisco Bay Area, **Thomas Transfer & Storage Co., Inc.** (2006) is doing its part to keep California beautiful.

A comprehensive recycling program keeps reusable materials out of the waste stream. In addition to containers for paper materials, plastic, glass and metals placed strategically throughout the premises, each waste basket in the office features a small, attached bin for the few items that are not recyclable. A commercial baler compresses packing paper into dense blocks for use in other products. The company purchases paper made from recycled content whenever it can. Employees recycle all office equipment, printer cartridges, and most shop materials including oil, antifreeze, batteries and metals. They are even using an old bobtail box (straight truck enclosure) for shop storage after recently replacing the truck to comply with impending changes in California's emissions law.

"We've been committed to recycling for years," says President Candice Thomas Cambra. "We're always looking for ways to expand our efforts." Recently, the company began participating in a voluntary program through the local energy utility. A small amount added to the monthly

goals and maintain those levels each and every day," says Zeke. "It encourages us to continue to improve and will make us an even better company."

Marketing Director Frank Grunder recognizes the ISO credential carries potential competitive advantages. But he is quick to point out a much higher purpose for the company.

"This is a logical next step for us," says Frank. "We believe in accountability, integrity and responsibility. Achieving the ISO 14001 standard will demonstrate our efforts to minimize any potential environmental impact and make positive contributions in achieving our corporate goals. We know it is the right thing to do for our global clients, our employees and our communities." Frank adds that Alexander's is known for its commitment to continuous improvement. "This is another example of our efforts to remain a leader in our industry."

bill helps fund environmental projects to absorb or reduce greenhouse gases.

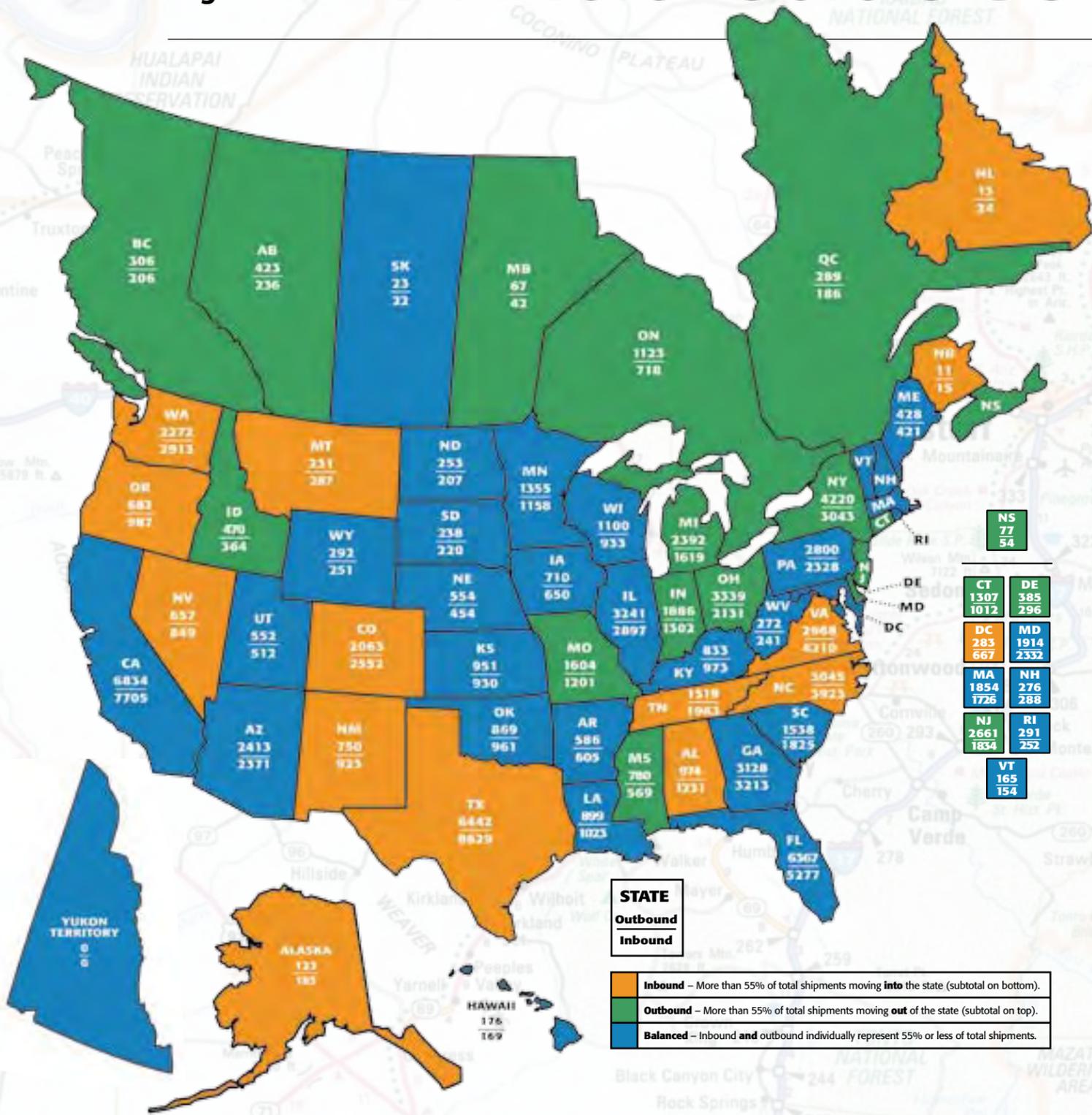
"California is a highly regulated state," says Customer Service Director Jim Hanrahan, who, along with Mechanic Joel Cohen, oversees the company's environmental management programs. "We have good relationships with our local public safety agencies, fire department and water department. We work together to serve the interests of our community and environment – cooperation is good for everyone."

One important facet of this cooperation is a program to prevent pollution in storm runoff and ensure water quality in the San Francisco Bay. The Atlas agency monitors the integrity of its underground diesel and biodiesel tanks and uses a clarifier to separate oil and other contaminants from surface runoff. By keeping its wastewater free of harmful pollutants, the company carries certification from the Mountain View Public Safety Department as a "California Clean Bay Business."

"George Thomas, our founder, was a great businessman, highly respected," says Jim. "He said, 'If you do the right thing, things will always work out for the best.' We believe in those words. And we live by them." ■

2008 Migration Data

What causes people to move?



To gain a fresh perspective on this year's migration data, the *Amplifier* spoke with Drew Klacik, Senior Policy Analyst with the Center for Urban Policy and the Environment, IU Public Policy Institute. He and his associates conduct research to develop strategies for strengthening Indiana's economy and quality of life.

Drew says there are primarily two ways of looking at migration data. In the traditional view, the push and pull of economic forces spur relocation. In other words, economic opportunity pulls people; a lack of opportunity pushes them. This perspective can help explain the outbound status of states in the Midwest and Northeast.

"It seems likely that economic reasons are pushing people from these areas," says Drew, "just as they are pulling people to coastal, mountain and southeast states where opportunities to work are more plentiful."

Another notion holds that people want to be around others who are like them. This evolving idea of "human capital clusters" recognizes that communities each possess certain natural, social, cultural, and recreational amenities that are more or less attractive to different people. For example, young families tend to aggregate in areas that are conducive to their needs and interests, just as elderly people tend to seek milder climates and communities that fit their lifestyles. Knowing a community's characteristics can inform policies to influence why people come or go, as well as how to attract certain clusters of people.

"We know from research that Indianapolis is relatively not as attractive to Solo Acts (singles who prefer city life and tend to be well-educated, working professionals), as cities like Dallas, Chicago, Seattle, and Austin," says Drew. "It is more attractive to families with children who are trying to balance career and family interests, perhaps because of short commuting times, affordable housing, and quality schools."

For those who, like Drew, are concerned with economic development, the two views are akin to the age-old chicken-or-egg conundrum. Should development efforts

target businesses, which in turn will attract people? Or should the emphasis be on bringing specific clusters of people who provide the human capital essential to businesses? The answer: a mix of both.

More Questions than Answers

The human capital view leads to interesting questions. What makes a particular part of the country appealing to certain clusters? What weaknesses make areas less attractive?

"The migration data for Atlas begs such questions," says Drew. "For instance, why is Idaho an outbound state when it is surrounded primarily by inbound states? And, in general, how are people coming into a state like those who are leaving it? How are they different?"

Another question that comes to mind: what is the mix between people who stay within a region (e.g., within the Midwest or within the Southeast) versus those who move between regions (e.g., from New England to Texas or from Kentucky to California)?

"Many states tend to draw only within their own regions," says Drew. "But a few—California, Texas, and Florida—tend to draw from all over the nation."

Because Atlas is a dominant player in household goods relocation, its data is a significant subset of the total migration picture. However, Drew cautions that it may be somewhat skewed.

"We would expect buyers with a bias for quality and service amenities to be more affluent than, for example, those who rent a truck and move themselves."

So, what do the migration patterns tell us? Forces influencing the relocation of households are complex; numbers in and of themselves for any one carrier make it difficult to draw concrete conclusions. But traditional and contemporary thinking offer two perspectives to help explain where, why, and who is relocating.

For more analysis on the push-and-pull behind the numbers: www.atlasworldgroup.com/migration



The 2009 Corporate Relocation Survey

Where Are We Headed?

Who Responded?

To qualify for survey participation, a respondent must have relocation responsibility and work for a company that has either relocated employees within the past two years or plans to relocate employees this year. Atlas sent invitations to participate via e-mail, and 320 respondents completed online questionnaires between January 12 and February 28.

- **Most respondents (65%) work in human resources or personnel departments for firms engaged in:**
 - service (36%)
 - manufacturing/processing (33%)
 - wholesale/retail (13%)
 - financial (10%)
 - government and military (3%)
 - other (5%)
- **For analysis, responding firms are categorized by size as follows:**
 - 39% have less than 500 salaried employees (small)
 - 35% have 500-4,999 salaried employees (mid-size)
 - 26% have 5,000+ salaried employees (large)
- **Over half (53%) of the companies surveyed this year are international firms.**

In late 2008, after appearing robust for so long, U.S. economic activity turned woefully anemic. The sudden decline became the defining issue in the 2008 general election, and it continues to dominate headlines. With optimism in short supply, the 2009 Corporate Relocation Survey offers a supplementary dose of realism. Like passengers in an agonizingly slow car ride, we ask: "When will it end?" So, rather than start with the corroborating evidence in this year's data, our discussion begins with the near-term future seen through the eyes of corporate relocation professionals. Like foot soldiers on the front lines, they offer a close-up view of our industry's struggle – and a glimmer of what we might expect in the months ahead.

Question 15: Market Performance

Compared to 2008, please indicate what you anticipate in 2009...



Volume Expectations

The big picture looks bleak and it is likely to remain so for a while. More than half (52%) of companies we surveyed are counting on relocation volumes to fall this year. This is the largest percentage ever seen, surpassing the previous high of 38% in 1975.

If there is a silver lining, it may be in the international arena, where only 39% of companies expect overseas volumes to drop. This is a small consolation, however; last year's survey found only 15% shared this perspective.

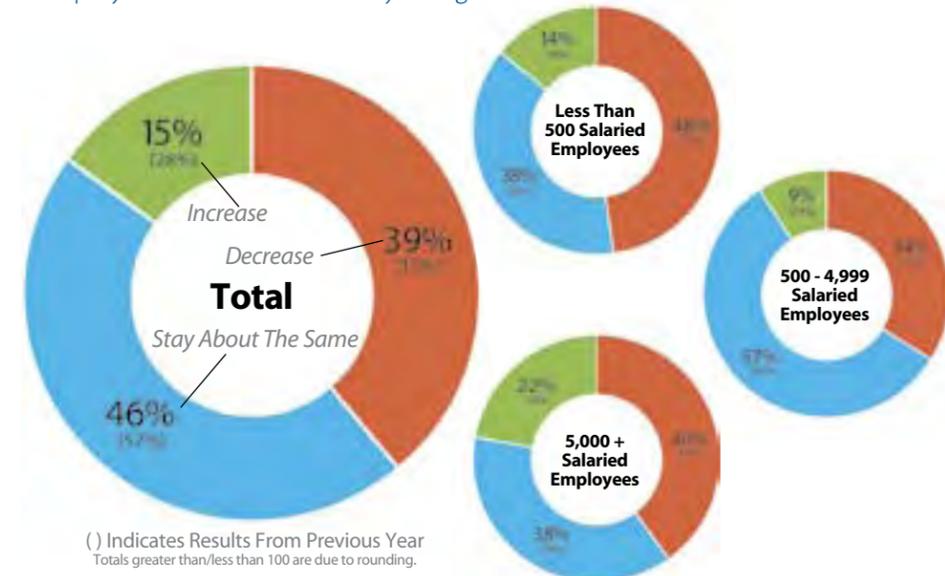
Reading the Economic Tea Leaves

If the financial sector is the fuel that drives the economic engine, you might interpret the next statistics as harbingers of knocks and pings. Forty percent of firms anticipate their financial performance will worsen during 2009, and 65% believe the U.S. economy will suffer further overall.

The views are equally rosy for real estate, with most (59%) of our survey-takers expecting further deterioration. On a positive note, this is down from 78% last year. And, if roughly one-fourth of firms are correct in their assessments, we can expect the U.S. economy and the real estate market to stabilize during 2009.

Question 44b: International Relocation Volume

Compared to 2008, do you anticipate that the number of employees your company will relocate internationally during 2009 will...



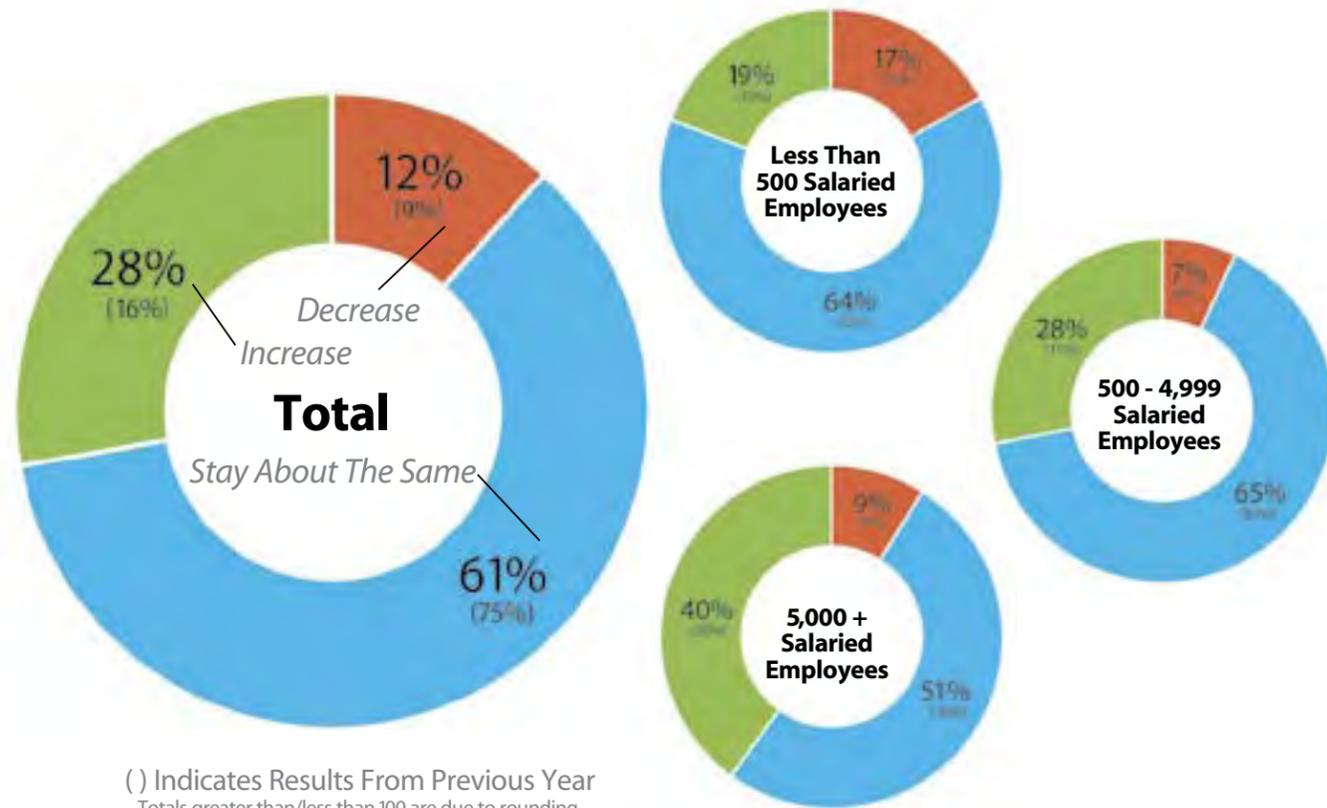
Dealing with Economic Reality

As they invariably must, companies find ways to bridge the gap between the "rock" of economic reality and the "hard place" of human resource needs. One way they do this is by more carefully selecting who relocates. In broad terms, many companies chose to reduce the number of relocations for entry-level employees, new hires and middle managers (40% and 43%). Senior managers and executives were less affected (30%).

Employee reluctance appears to be on the rise. Roughly, two-thirds of firms tell us employees turned down the chance to move last year. What's more, slightly over a fourth say the number who declined was up from the prior year; mid-size and large firms experienced the largest increases.

Question 10: Declining Relocation

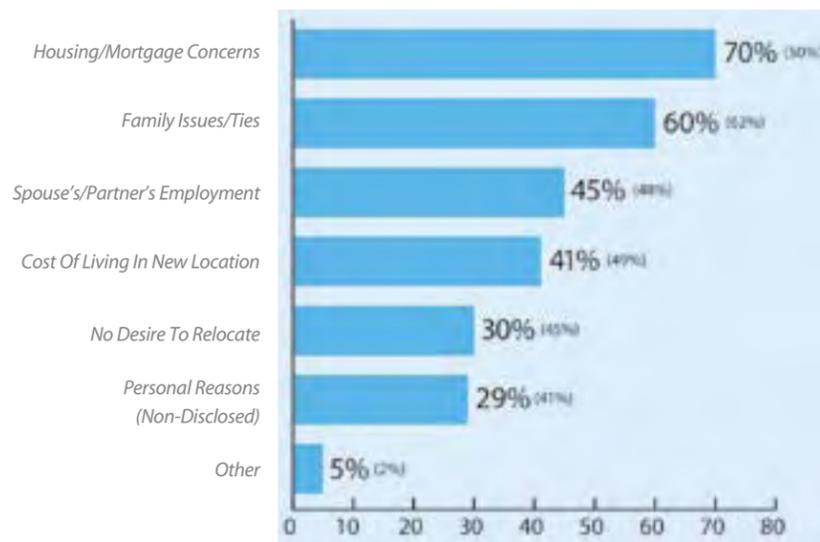
Did the number of employees declining relocation in 2008*..



() Indicates Results From Previous Year
 Totals greater than/less than 100 are due to rounding.
 *Excludes those who don't know.

Question 10a: Reasons for Declining Relocation

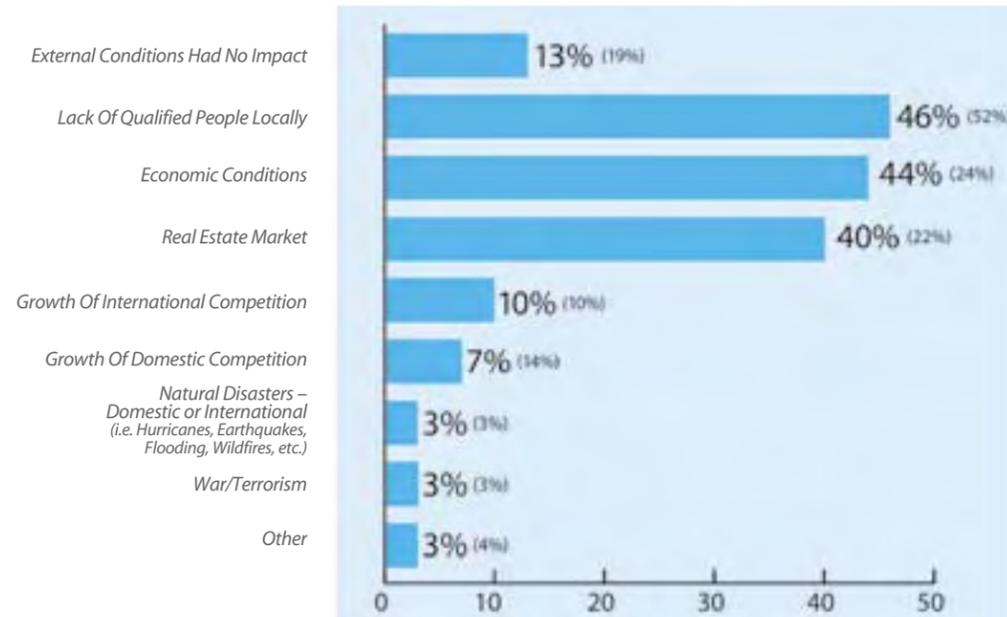
What reasons did employees give for declining relocation?



() Indicates Results From Previous Year

Question 12: External Factors

What external factors had the most significant impact on the number of your employee relocations in 2008?



() Indicates Results From Previous Year

As you might expect, housing and mortgage concerns are the main reasons employees declined relocation, surpassing family issues/ties for the first time. Interestingly, the American Recovery and Reinvestment Act of 2009, signed into law in February, provides an \$8,000 tax credit to first-time homebuyers between January 1 and December 1. Real estate professionals have lauded this incentive; it remains to be seen how it will affect relocation volumes.

Dangling the Carrot

Most firms used incentives last year to encourage employee acceptance of relocation offers. About two-thirds offered cost-of-living-adjustments (COLAs) in salary, and more than half offered relocation bonuses. The vast majority says that their additional incentives were “almost always” or “frequently” successful.

When it comes to external factors that affect relocation, company size had a pronounced bearing. For small firms, a lack of local talent was the biggest challenge (51%). But for large companies, economic conditions and the real estate market weighed most heavily (55% and 52%). Mid-size firms endured the worst of both worlds, feeling

the impact of all three factors nearly equally (46%, 44% and 50% respectively).

A Couple of Additional Bright Spots

Even amid shrinking relocation volumes, overall we don't see major reductions in reimbursement benefits for transferees and new hires, in assistance for homeowners and renters, or in international policy considerations. What's more, 50% of companies offer some sort of employment assistance to spouses and partners – the highest ever.

The Bottom Line

Similar to economic recovery predictions, a stronger relocation industry may be more likely to occur in 2010, with 2009 a challenging year to navigate. However, the business necessity for talented employees at key locations still weighs heavily on firms determining relocation volumes, benefits, and policy considerations. Additionally, the full impact of economic stimulus and housing/mortgage assistance efforts have yet to unfold.

For the full report of this year's survey, visit:

www.atlasworldgroup.com/survey



Reorganization Brings *More* to Atlas Agents

More Efficiency, More Hauling Opportunities, More Satisfied Customers

The reorganization of Atlas Van Lines' operations last year, which brought together the personnel and resources of the RSG (Household Goods) and STG (Specialized Transportation) divisions, answered two key objectives. **One**—create more hauling opportunities for Atlas agents while reducing reliance on third-party carriers. **Two**—enable greater efficiency for better service to customers.

Based on a recent performance at one of the world's biggest and most spectacular trade shows, it is now clear that both objectives are being realized in a dramatic fashion.

The Chicago International Auto Show is billed as North America's largest and longest-running auto show. By its own estimate, it requires the placement of 10,340,000 pounds of freight throughout 1.3 million square feet in the sprawling McCormick Place. The enormous scale makes for a big challenge, especially

for getting the many dozens of truckloads of exhibit materials in and out of the hall.

Fourteen Atlas Agents in Sync

For two full days before and after the show's ten-day run (February 13 through 22), Atlas Transportation Services' staff, in concert with staff from J. W. Cole & Sons, Inc. (1772) and Specialty Moving Systems, Inc. (1811), directed the movement of traffic in and out as if conducting a symphony.

"The Atlas reorganization definitely helped us to bring in more agents," says James Cole III, J.W. Cole & Sons. "It made everybody's life easier to work with Atlas professional van operators...and it proved Atlas has the ability to transport the exhibits and displays we book."

Operations Manager Ken Smith, Specialty Moving Systems, says it was the most Atlas-attended auto show he's ever seen. "The combined operations department

really helped to bring in the Atlas resources...I didn't see one third-party carrier's truck. And it was probably the smoothest auto show I've ever been part of. I say, let's do it again in New York."

What's more, Atlas Transportation Services supplied and coordinated equipment and professional van operators to handle 158 shipments in and out of the hall on 115 vans sourced from Atlas Specialized Transportation Group and the Atlas agency family. Fourteen different Atlas agencies participated on the move in, and 12 agencies were involved with the move out.

"Clearly, the reorganization has positioned us to get more Atlas traffic on Atlas equipment and better serve our customers," stated Dennie Lynn, Atlas Van Lines Sr. Vice President, Transportation Services. "It was impressive to be at the Chicago Auto Show and see the number of Atlas units on site, particularly those that had not traditionally handled auto show loads in the past."

In the first year of the reorganization, agent-handled auto show loads increased by more than 500.

No noise is good noise.

The Atlas team made the difficult process look easy. But preparation for success begins almost a year in advance.

"Planning takes place virtually year round," says Atlas Auto Show Planner Richard Bland. "Since the reorganization of STG and



No clanging excuses. No static about issues – the new STG ad tells how easy it is to work with Atlas.



Three of the 115 Atlas moving vans sourced for the Chicago International auto show are seen here waiting to enter McCormick place.

RSG divisions last year, we have greater resources in terms of equipment and people, including a greater availability of professional van operators (PVOs). This enhanced capacity facilitates efficiency and helps us keep the noise down."

No noise, or "service static," as Richard explains, distinguishes the work of the Atlas team and is a big reason why Atlas is the primary carrier for this and other big auto shows throughout the year, all across the country.

"The array of our equipment in the marshalling yard was a powerful statement of how big a role Atlas plays in this show," says Director of Transportation Services Kyle Puckett. "Greater Atlas agent participation this year meant less reliance on outside vendors, and this translated to greater control and less worry about performance... in other words, less noise."

Atlas Professionalism Stands Out

"We strive for the utmost in professionalism, especially in today's business climate," says Richard. "Customers are looking at every aspect of value, and Atlas van operators truly stand out." For example, Richard points to Antonio Beltran with Comtrans LTD (644) and Atlas Professional Van Operator Jim Smith, whose manner of professionalism "made Atlas shine."

"We know our clients are watching our professional van operators on the docks and take note of how they work,"

says Kyle. "Our PVOs and their professionalism are a major reason why Atlas outshines its competition."

On-date, on-time constraints are another aspect of Atlas' expertise. "You can imagine the cost of 50 carpenters, at 40 dollars an hour, waiting on a late shipment," says Richard. "Atlas has an outstanding record of being on time. Customers know there's an economic benefit to working with us."

Dennie and Mike Lovell, Director Logistics Services, assisted with supervising the move in; Kyle and Richard, along with John Scott, Director RSG Region I, handled move out, working with staff members from J. W. Cole and Specialty Moving Systems. The days were long for the Atlas team, with boots on the ground in the marshalling yard and the hall from 5:30 a.m. to 10 p.m. or later. Were they to choose an MVP for their team, Kyle says it would be Richard Bland.

"Atlas is extremely fortunate to have Richard involved in planning and coordinating this event," says Kyle. "He brings tremendous experience to this particular business, and that is a major advantage for our customers."

Richard insists that Atlas' success reflected the performance of everyone on the Atlas team. ■



Agenda – The 42nd Annual Forum on Moving

April 23 & 24, Caesars Palace, Las Vegas, Nevada

Thursday, April 23, 2009

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

<i>Call to Order & Welcome:</i> GLEN DUNKERSON Chairman & CEO Atlas World Group, Inc.	<i>Remarks:</i> GREG HOOVER President & COO Atlas World Group, Inc.
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10:45 a.m. – 12:00 p.m. WORKSHOPS I* and II

WORKSHOP I* – "MAKING THE RIGHT DECISION"

Housing market deterioration and economic uncertainty are often turning relocation policy administration into a needs-based decision. What policy options do you have? Join a panel of your colleagues to review relocation policy objectives, enhancements and efficiencies to insure you make the right decisions in policy enhancement and evolution.

WORKSHOP II – "HOW TO STAY POSITIVE AND FOCUSED IN UNCERTAIN TIMES"

A high energy, interactive presentation that provides real life solutions and inspires positive action. Find out how to stay motivated at work, 7 steps for thriving in the face of change and 5 ways to rekindle passion for your career.

Guest Speaker:
SARITA MAYBIN
Professional Speaker

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

<i>Presiding:</i> MARIAN WEILERT SAUVEY Sr. Vice President, General Counsel & Corporate Secretary Atlas World Group, Inc.	<i>Principal Address:</i> FRANK ABAGNALE World's Foremost Authority On Fraud & Identity Theft, and Best-Selling Author
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2:15 p.m. – 3:30 p.m. WORKSHOPS III* and IV

WORKSHOP III* – "THE PROPOSAL IS DUE AND..."

How do we prepare a well-executed executive summary? Is all of this insurance information that important? Are there really 75 questions – WHY? Join us for an innovative look into the processes of awarding business through proposals initiated by shared services groups, procurement teams and purchasing departments.

WORKSHOP IV – "HOW TO STAY POSITIVE AND FOCUSED IN UNCERTAIN TIMES"

(Repeat of SARITA MAYBIN'S Workshop II)

Guest Speaker:
SARITA MAYBIN
Professional Speaker

3:45 p.m. – 5:00 p.m. WORKSHOP V*

WORKSHOP V* – "WORKING, AND LIVING, ABROAD"

Living abroad was a term once used to describe modern day adventurers. Today, living and working abroad is a common statement shared by people choosing global employment ventures. This panel of your peers will explain the successes of their global relocation policies and touch on current trends for international relocation.

6:30 p.m. – 7:30 p.m. RECEPTION

7:30 p.m. – BANQUET & ENTERTAINMENT

<i>Presiding:</i> GREG HOOVER President & COO Atlas World Group, Inc.	<i>Special Entertainment:</i> RONN LUCAS
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Friday, April 24, 2009

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

<i>Presiding:</i> GLEN DUNKERSON Chairman & CEO Atlas World Group, Inc.	<i>Keynote Address:</i> ROBERT STEVENSON Professional Speaker and Author of <i>How to Soar Like an Eagle in a World Full of Turkeys</i>
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Forum Adjournment

*World Wide ERC (S)CRP Recertification Credit





62nd Annual Convention

➤ October 21st – 24th, 2009 ➤

ROSEN Shingle Creek Resort
Orlando, Florida



Golf, Dine and Relax in Sunny Florida.

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



Lowering the Cost for a European Move

Atlas International Introduces Consolidation Program

Thanks to a new initiative by Atlas International, Atlas agents now have a new, lower-cost service option for COD customers relocating from the U.S. to Europe.

Called the ECS (European Consolidation Service), it combines multiple shipments within the same overseas container to reduce the cost of individual shipments.

“By leveraging our volume, we are able to reduce the overall cost,” says Matthew Hagenah, Eastern Regional Sales Director with Atlas International. “In turn, we pass the savings along to the customer.”

Matthew explains that the ideal prospect for the service is someone with relatively few belongings – such as a recent graduate embarking on a career – and shipment weight ranging from 500 to 2000 lbs. For such customers, the savings can be as much as 25 percent.

“We cater to these customers with the same high quality service that Atlas agents have come to expect for their corporate accounts,” says Matthew. “We make sure each gets the assistance he or she needs for the proper preparation of customs forms and insurance documents.”

Making it Easy for Atlas Agents

“We developed this option to make it easy for Atlas agents to serve overseas COD customers,” says Jim Gaw, Vice President of Business Development, Atlas International. “Agents provide the packing and loading expertise, and we provide the transportation for the lift vans from origin to destination in Europe.”

Most customers’ household goods will fit into one or two lift vans. A lift van measures 7 ft. x 4 ft. x 7 ft. (approximately 200 cu. ft.) and typically holds an average of 1000 pounds. One overseas container holds up to ten lift vans.

When an Atlas agent needs service, he simply contacts Atlas International, which arranges to have the lift van picked up at the agent’s dock and taken to the nearest consolidation point (Philadelphia, Atlanta or Houston). Depending on the destination country, shipments travel to one of three European ports (London, Rotterdam or Bremerhaven) for separation and delivery to destination.

“We load in the overseas containers for transit every other week, consolidating multiple customer shipments for economy,” says Jim. Agents and their customers can follow the progress of the shipments via Atlas International’s web-based tracking system or by contacting their International Move Coordinator.

The service complements the company’s Direct LCL Service, which offers shorter transit times via weekly shipments direct to destination countries.

“Atlas agents can find out more about this new service option on AtlasNet or by calling our office,” says Matthew. “In addition, Jim and I will visit agents personally in the coming weeks. We think there is good potential to enhance our Atlas family’s overall service offering and now our agents have another tool to secure more business in the international COD moving market.” ■



On January 26, Atlas International introduced a Consolidated European Shipment option for Atlas agents. The new service provides a lower-cost alternative for smaller COD shipments (500 to 2000 pounds). Atlas also offers a Direct Service option for more rapid transit times on Less-than-Container-Load (LCL) shipments.



Finding Opportunity in Crisis

Atlas Canada Acts for a Business Advantage



In spite of the economic downturn, Atlas Canada continues to be the industry leader in terms of market share in all sectors (national accounts, COD and government). However, this Atlas World Group subsidiary is taking nothing for granted.

"We understand that we are involved in a worldwide economic recession," says President Bob Clark, "and we know that business as usual is not a viable option. The Chinese term 'wei gee' expresses the dual nature of

a crisis. One aspect is danger; the other is opportunity. We have chosen to view the current situation as an opportunity. While others are cutting back on service, we are determined to offer premium value to our customers instead of trying to compete on price alone. Collectively, we decided that enhancing the quality of service we deliver to our customers would give us a competitive advantage, especially when it comes to referrals and repeat business."

"We have overhauled our Quality in Motion program," says Vice President Corporate Services and Quality Enhancement Fred Haladay, who spearheaded the initiative. "This undertaking included major input from three company directors (Tom Finlay, AMJ Campbell Van Lines; Magnus Olsen, Premiere Van Lines; and Bill O'Donnell, King's Transfer Van Lines) who are hands-on owners and managers of their own moving companies, along with several members of Atlas Canada's management team. We examined every aspect of our operation at both the agency and van line level to determine how best to 'raise the bar' on service delivery from all participants, including our professional van operators."

"The revitalized plan is built on the pillars of wisdom, strength and reward," says Fred. "It is our intention to enhance our collective wisdom through intense training and the sharing of best practices. We will have the strength of our convictions by ensuring that Atlas policies are adhered to on every move. Failure to execute the service

in accordance with Atlas policy will result in financial penalties. However, for those agents and individuals who deliver exceptional service, recognition and rewards will be the order of the day."

For training, Atlas Canada is taking advantage of technology. Each van line department will conduct webinars to allow for mass participation. Regional meetings, local operational workshops and one-on-one agent training will supplement this effort. Communication will include traditional bulletins, blogs, and recorded webinar sessions for those unable to attend during the regular schedule.

According to Dave Coughlin, Vice President of Operations, "any professional van operator who applies to be part of Atlas' Prime Fleet and/or agency controlled supplementary fleet will require a more stringent review of their qualifications, including background checks

"Times have changed and our customers are much more demanding. The days of providing mediocre service are over. It is imperative for us to measure up to our customers' standards, otherwise we will be sitting on the sidelines."

William O'Donnell, President, King's Transfer Van Lines

and a personal interview with a senior member of Atlas' operations department."

A review of areas that can attract customer complaints produced a detailed list of essential services. Agents and

other service providers are expected to comply with these regulations on every Atlas-registered move. Since the customer interaction begins with the moving consultant,

a new Quality Assurance Certificate details every step of the moving process. This certificate

must be signed off by the customer and countersigned by the consultant. A copy of this form will be scanned in with the other documents to become part of the move file.

Another key area being addressed is destination service. Destination agents will be required to review the daily system notifications and to proactively communicate with the van line so that they can accurately respond to customer inquiries regarding delivery.

"Atlas Canada's mission is to remain the van line of choice to the moving public," says Bob. "We will not just provide moving services, instead we will provide solutions to meet their unique needs. We are determined to do whatever it takes to impress the customer, including going above and beyond what is expected. By doing so, we are convinced that this will be the point of differentiation that will serve us well during these difficult times and will garner customer loyalty and referrals in the good times that lie ahead." ■

"This new initiative holds all participants accountable for their portion of the service. Customers will have confidence in Atlas' ability to deliver on its promises. All stakeholders can take pride in the quality of service delivered on each and every move."

Tom Finlay, Executive Vice President, AMJ Campbell Van Lines



Cornerstone
Relocation Group



It Takes a Village:

Helping Transferees in a Declining Market

By Janet Olkowski SCRP, GMS,
Vice President of Consulting Services

The troubled economy continues to present challenges for individuals and businesses throughout the world. Many economists believe that the housing market will lead the charge to recovery. As facilitators in the buying and selling of real estate through relocation programs, it's important to know how we can assist transferees as they struggle to sell their homes in a declining real estate market. Just maybe we'll help fuel the economy by taking aggressive action in getting homes sold. They say, "It takes a village..." The village in this regard includes the corporate HR professional, the relocation management company, the real estate agents, appraisers, home inspectors and the transferee. The mutual goal is to sell the property in the transferee marketing stage, avoiding costly inventory. Even in a Buyer Value Option (BVO) situation, the earlier the home sells, the less costly the relocation. The following are just a few tips that the team can use to assist in selling transferee homes or homes that enter inventory.

Tip 1 – The Golden Rule – Price it right! This age-old rule will never change. An overpriced home will sit on the market and eventually becomes shop worn. To help transferees understand the importance of proper price, show them the statistics; show them the comparable properties in person if possible. If they can't visit the comparable listings, the agent can show them photos so they can see how their property compares. Seeing the facts in black and white will help convince the transferee to price accordingly.

Tip 2 – Properly Position the Home – Rather than simply ensuring that the home is competitive in the marketplace, position the home to be the next one to sell. The agent, the relocation management company and the transferee should carefully evaluate all of the recent sales and competing listings and position the home in the most competitive vein. The transferee's house should offer price, better condition, better amenities, more value-adds than every comparable property on the market.

Tip 3 – Know Your Buyer – Envision who will be the most likely buyer for a particular property and target your marketing strategy to that buyer. For example, if a home is located near a college town, a likely buyer might be a professor. Agents might want to host an open house during the week in late afternoon or early evening rather than on a weekend. If the buyer profile is a young couple with a family, offer a year's membership in the local YMCA or swim club. Relocation management companies and the broker's relocation department should ensure that the listing agents assigned to corporate transferees' homes are well trained and can provide creative solutions to selling these homes.

Tip 4 – Maximize Condition – Historically, this part of the process was left to the transferee. In today's market, many companies are offering to assist the transferee in the beginning of the process to help sell the home during the transferee marketing stage. By providing an allowance to make the home in the most marketable condition, both the transferee and the company win. Real estate agents

Tip 4 continued – and relocation counselors can assist the transferee in determining which repairs and improvements would bring the best results. To take this even further, consider conducting appraisals and inspections up front. While the company will incur the costs for these inspections, they are minimal compared to the costs of inventory homes or extended home marketing periods for transferees. Armed with all there is to know about the property, an aggressive strategy can be put into action. Realizing that this information must be disclosed to all potential buyers, be prepared to address any issues that arise. On the flip side, if the property has a clear inspection or if repairs have been made, this could add to the salability of the home.

Tip 5 – Review Relocation Policy – The industry standard for home marketing assistance programs calls for a 60- to 90-day period of marketing before a transferee can accept a Guaranteed Buyout. In a declining market, it may be necessary to increase that number to 120 or 150 days. On the other side of the coin, for transferees with a Buyer Value Option (BVO) program, the extended marketing times can hinder the productivity of the transferee. Some companies are considering a Guaranteed Buyout after a period to relieve the transferee of the burden of selling the home. Still others are enabling transferees to stay in temporary living for an extended period or securing a short-term rental and providing duplicate housing assistance. When reviewing options it's important to keep in mind the company's overall goals and culture as well as the tax and financial implications of each alternative.

So, there you have it – our very own stimulus package. An aggressive strategy with a dynamic team to execute it will help to sell homes and, therefore, boost the economy!

To engage Cornerstone Relocation Group to assist in reviewing your policy or provide more tips on working through these challenging times, contact Janet Olkowski, SCRP, GMS, Vice President, Consulting Services at 908-484-1054 or jolkowski@crgglobal.com. You can also visit Cornerstone on the web at www.crgglobal.com



IT TAKES PEOPLE POWER TO MAKE A TITAN.

What distinguishes a great group of associates?

“We work hard to deliver timely solutions, all the time,” says President Dan Kelly, Titan Global Distribution.

“The only reason we can make that claim is our people. I can attest there is no more committed or capable workforce anywhere. Every day, our team members give their very best to earn the trust of each customer and the privilege to serve them again.”

To give *Amplifier* readers a deeper sense of what Dan and Titan’s customers already know, we spoke with a representative sampling of the company’s 46-person office team. We found a “hawk” an “accountable scout,” and a “detective.” Although their roles are distinctly different, each brings heart and soul to deliver unfailing service.

Billing Auditor Mary Ann Borage has built her career and her reputation on a passion for details. As she has for the past 11 years, Mary Ann makes sure the numbers add up on every invoice that comes in and out of Titan. When she spots a discrepancy, she’s on it like a hungry hawk on a wayward field mouse.

“I audit every charge, including the rates, to make sure the invoice is complete and correct,” says Mary Ann. “If I have questions, I get on the phone.”

As Mary Ann processes a bill for payment, an automated system generates the corresponding customer invoice, so the window between service rendered and payment due opens immediately. It all seems straightforward, but service often entails additional tasks.

“Our customers can go online at their convenience and see or print the documents that verify every billing,” says Mary Ann. “Still, some prefer copies by mail or e-mail, including packing slips or freight bills. Whatever their preference, I accommodate them.”

For the past 22 years, **Account Manager Kris Thompson** has been making sure that Titan customers smile. She’s on the front line of accountability from the moment a service request arrives to the minute it is complete.

“When a customer needs a warehouse, we scout our choices, call the facility, negotiate rates, and prepare the agreement,” says Kris. But that’s just the beginning. Kris follows every service action to the project’s finish line... even if it means making phone calls from home or on the way to work.

“Customers have different needs, from a tailgate delivery to full service with inside placement, unpacking, installation and debris removal,” says Kris. “I communicate these to the warehouse and make sure everything happens as it is supposed to.”

Kris finds an occasional fastball is to be expected, like the time she was called to orchestrate a last-minute relocation for a medical office before it slipped into a gaping Florida sinkhole.

“It’s rare, but we sometimes get less than 24 hours notice to make a pickup or a delivery,” says Kris. “Handling special requests is all part of the job.”

International & Project Freight Specialist Dawei Luan wears some important hats...like expertly matching customers with their best transportation options in the U.S. and abroad.

“Customers usually need to schedule delivery by a specified date,” says Dawei. “Even when the call comes later in the day, I try to arrange pickup for that same day. This takes a little extra effort, but it saves the customer valuable time.”

Dawei says communication is the main component of his work, which entails responding to scores of phone calls and e-mail messages each day.

“I always acknowledge an incoming e-mail as soon as I see it,” says Dawei. “Even if I don’t have the answer, I let the person know I am working on it.”

Dawei also finds he has to occasionally play the part of detective. For example, why were 99 pieces received when 100 were supposed to be delivered? Is a claim in order? How can it best be settled?

“Depending on size, a project may involve several hundred purchase orders,” says Dawei. “When a customer calls with a question, but does not have a PO number, I have to probe for more information before I can get an answer. But I realize many times the customer asks because someone else has asked them. They deserve a swift and accurate answer, and I do my best to get it.” ■



Mary Ann Borage, Billing Auditor



Kris Thompson, Account Manager



Dawei Luan, International & Project Freight Specialist

Atlas Honored Among Industry Leaders

Cartus presented dual honors for outstanding performance to Atlas Van Lines at the Cartus 2008 Global Network Conference, "Leading the Way." The event took place October 27 and 28 in Washington, D.C.



Atlas brought home the Commitment to Excellence Gold Award for Accel and Avail Resource Management. The award recognizes Atlas for excellent knowledge, principles, trust and service, as determined by Cartus Supply Chain Management.

"Service providers such as Avail and Atlas Van Lines routinely go above and beyond for our clients and our company, while at the same time demonstrating unparalleled dedication and performance," says Traci Morris, Senior Vice President of Supply Chain Management with Cartus. "As a vital extension of the Cartus team, our Global Network providers help minimize the stress that our clients and their employees face when they are dealing with important life decisions such as relocating. This award acknowledges the superior quality and professionalism that we have come to value from our service providers."

Accel also earned the Global Network Voice of Customer Award, an accolade reserved for international and U.S. domestic providers of moving and destination services who consistently demonstrate the highest service performance.

"Being invited to join Cartus' Global Network is an honor because the program's criteria and performance standards are so stringent," says Atlas World Group President and COO Greg Hoover. "We fully endorse Cartus' dedication to providing high-quality service and are grateful to have received this prestigious designation, which further enhances our commitment to world-class service."

Guardian Relocation Earns Award

Guardian Relocation, Inc. (1032) has earned the Top Twelve Life Member Award from Indiana Real Estate Company FC Tucker. The award honors the Atlas agency's service in Home-Link, an exclusive network of companies that help FC Tucker's customers enhance and maintain their homes before, during and after the move. The Life Member award recognizes the Atlas agency for having earned a Top Twelve Award (for service levels deemed exceptional by FC Tucker's agents, staff members, and relocating customers) for three or more consecutive years.

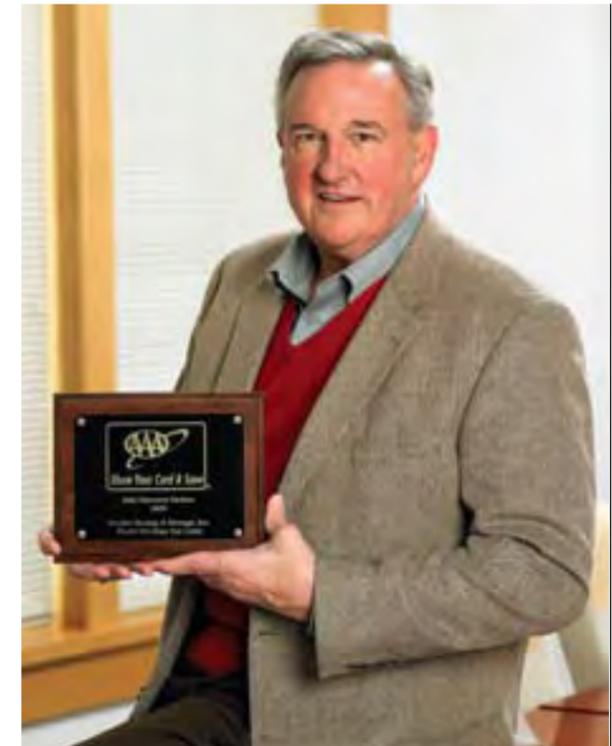


FC Tucker presents the Top Twelve Life Member Award to John Magsamen, Salesperson, Guardian Relocation.

Shetler Receives the AAA Award

Shetler Moving & Storage Inc. (1830) received the AAA Diamond Partner Award at the AAA Symposium in Dallas, Texas on February 6, 2009. Janet Smith, Director, Marketing Services, AAA Automobile Club of Missouri and Denise Bialek, Program Manager, AAA Automobile Club of Southern California, presented the plaque. The award recognizes the exceptional quality service the Atlas agency provides AAA customers in the "Show Your Card and Save" program of exclusive member benefits.

"It is gratifying to know our customer satisfaction ratings are among the highest of all AAA providers," says President Bob Shetler. "We are pleased to be honored as a true partner for our service to AAA cardholders, and we appreciate the significant increase in COD move volume our performance in the AAA program has earned."



Bob Shetler, President, Shetler Moving & Storage, displays the AAA Diamond Partner Award. The Atlas agency earned the honor for exceptional customer service to AAA cardholders.

Lassiter Inducted into North Carolina Transportation Hall of Fame

Carter C. Lassiter provided the second generation of family leadership that enabled the growth of City Transfer and Storage Co. (630) into a full-service interstate moving and storage firm with specialized expertise in cranes and rigging. In recognition of his career and service to the transportation industry, Carter was inducted into the North Carolina Transportation Hall of Fame on October 7, 2008. He is the first mover ever to be inducted. The ceremony took place at the High Point Country Club. "Dad set a great example," says City Transfer President Bart Lassiter. "He stood for quality and integrity, and his reputation was impeccable. Our whole family is honored by this award."

Left to right: Carol Stahl, Director, Transportation Rates Division, NC Utilities Commission; sons Scott Lassiter, Bart Lassiter, Tim Lassiter, and Ron Lassiter. Scott, Bart and Ron represent the third generation of leadership at the family-owned Atlas agency.



Atlas World Group President and COO Greg Hoover adds an Atlas recognition during the ceremony honoring Carter Lassiter.





President's Club Meets in Hawaii



The 2009 meeting of the Atlas President's Club is now history, a chapter full of breath-taking memories. It took place from March 12 to 16 at Lahaina on Maui, Hawaii, where twenty of Atlas' top sales performers, plus their companions, were honored with a stay at the Hyatt Regency. They experienced a few days of island life, from dining and entertainment to water sports, golf, shopping and more.

"Experiencing sunrise atop Haleakala Volcano was well worth enduring the 25 degree temperature...and the predawn show was amazing!" says **Donna Gann**, Senior Vice President, Customer Service, Nelson Westerberg (1523). To catch the display of light, shadow and color, they joined a bus tour that departed the hotel at 2:45 a.m. and climbed the 10,000 ft. elevation in just under two hours. Although it was the second President's Club outing for Donna and her husband, Tony, it

was their first trip to Hawaii. "We had a great time," says Donna. "We definitely want to try to do it again."

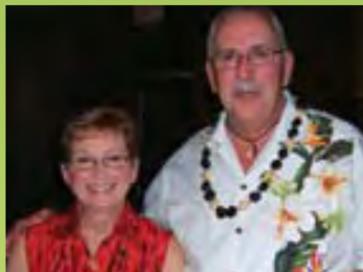
"It was a great trip, and we had a wonderful time," says **Ron Grove**, President of Merchants Moving & Storage, Inc. (1401). Ron and his wife, Pam, were first-time attendees. "We got to do a lot of sightseeing and shopping...we especially enjoyed watching the whales."

The event also provided a comfortable opportunity to mingle and make new friends. "The reception organized by Sue Chandler (event coordinator) was a real treat," says Donna. "It was nice to meet people from other Atlas agencies, and to put faces with names."

Tim White, Vice President, National Accounts for Imlach Group in Trenton, MI (1130) attended with Carolyn DiPietro, for his seventh President's Club trip. "Coming to Hawaii from Detroit in the middle of winter – and in the middle of a dark economy – to live the good life is nice. Thank you Atlas! I'm doing everything I can to make sure I make the trip again next year," says Tim.

Atlas World Group Chairman & CEO Glen Dunkerson addressed the attendees briefly at a reception thanking them for their efforts and encouraging them to enjoy a much-deserved stay.

"Everyone who represents Atlas contributes to our mutual success," says Atlas World Group President and COO Greg Hoover. "We're especially proud of our top achievers – they inspire us all with their extraordinary example."



Donna Gann-Martin & Tony Martin



Tim White & Carolyn DiPietro



Ron & Pam Grove



2008-2009 President's Club Winners

Sales \$2,000,000 or more	Salesperson	Agent
1	James Cole, Jr.	J. W. Cole & Sons, Inc.
2	Gary Louderback	Ace World-Wide Moving & Storage Co.
3	Steve Westerberg	Nelson Westerberg
4	Fred Paxton III	Paxton Van Lines, Inc.
5	Jim West	Ace World-Wide Moving & Storage Co., Inc.
6	Dennis Sorhagen	Crofutt & Smith Moving & Storage
7	Ken Neisner	Specialty Moving Systems, Inc.
8	Don Hill	Alexander's Mobility Services
9	Steve Delane	Alexander's Mobility Services
10	James Zachary	Atlantic Relocation Systems
11	Wayne Curtis	Comtrans Ltd.
12	Thomas Philbin	Nelson Westerberg
13	Ken Imlach	Imlach Group
14	Denise Della-Dora	Alexander's Mobility Services
15	Michael Boone	Lytle's Transfer & Storage, Inc.
16	Richard Meyer	DMS Moving Systems, Inc.
17	Tim White	Imlach Group
18	Julie Cibelli	Nelson Westerberg
19	Larry Lammers	Ace Relocation Systems, Inc.
20	Eric Manfredi	Weslki Transfer of Cleveland, Inc.
21	David Blair	Ace World-Wide Moving & Storage Co., Inc.
22	Gene Devaney	Collins Brothers Moving Corporation
23	Chris Wing	Powell Relocation Group
24	Ronald Grove, Jr.	Merchants Moving & Storage, Inc.
25	Gail Ann Lynch	Alexander's Mobility Services
26	Tina Rose	Walker Transfer, Inc.
27	Donna Gann	Nelson Westerberg
28	Roger Sorhagen	Crofutt & Smith Moving & Storage
29	Richard Clarke	Ace Relocation Systems, Inc.
30	Ross Buckley	Alexander's Mobility Services

Sales \$1,000,000 to \$1,999,999	Salesperson	Agent
31	Bob Akers	Nelson Westerberg
32	Jim Chretien	Specialty Moving Systems, Inc.
33	John Dulin	Alexander's Mobility Services
34	Keith Morse	DMS Moving Systems, Inc.
35	Jennifor Acosta	Ace World Wide Moving & Storage Co.
36	Chris Lechner	Alexander's Mobility Services
37	David Zerda	Alaska Terminals, Inc.
38	Mark Smith	Avatar Moving Systems Inc.
39	Carrie Corless	Ace Relocation Systems, Inc.
40	Kurt Nelson	McCormack-Daniels Moving & Storage, Inc.
41	Chet Grisso	Alexander's Mobility Services
42	Jonathan Cotten	Alexander's Mobility Services
43	Richard May	Alexander's Mobility Services
44	Tucker Espie	Dedicated Transport Service, Inc.
45	Michael Quigley	Ace Relocation Systems, Inc.
46	Dan Rosauer	Alexander's Mobility Services
47	Ann Burkart	Alexander's Mobility Services
48	Janet Hathcock	Watson Van & Storage Co., Inc.
49	Ray Dyer	Sunset Moving & Storage, Inc.
50	Jeanne Witcher	Atlantic Relocation Systems
51	Tom Terne	Ocean City Express Co., Inc.
52	John O'Hara	Collins Brothers Moving Corporation
53	Jack Kendrick	Specialty Moving Systems, Inc.
54	Dave Doebler	Action Moving Services, Inc.
55	Gregg Imlach	Imlach & Collins Brothers, LLC
56	David Hillemann	Advance Relocation Systems
57	David Woodhouse	Home Moving & Storage Co., Inc.
58	David Frank	Alexander's Mobility Services
59	Kathy Barclay	Alexander's Mobility Services
60	Gary Weslki	Weslki Transfer, Inc.
61	Milton Perkins III	Reads-Perkins Moving Systems, LLC
62	Wes Wodka	Specialty Moving Systems, Inc.
63	Kevin Miller	Atlantic Relocation Systems
64	Greg Koehlinger	Nelson Westerberg
65	Robert MCGowen	Roadrunner Moving & Storage
66	Robert Shetler	Shetler Moving & Storage of Ohio, Inc.

Keep our service men and women in your heart.

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

Atlas Associate	Service Member	Relationship	Atlas Associate Position
Dawn Alexander	Thomas Alexander	Brother-in-law	Driver Personnel Supervisor, Headquarters
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	Jessie Bean	Son	Van Operator, Ace Transfer & Storage Co. (1406)
Richard Bland	Elliot Timms	Nephew	Central Planner, Specialized Transportation Group
Jerry Bradley	Paul Gibbs	Stepson	Sales Manager, Ace Relocation Systems, Inc. (43)
	Ben Pangborn	Nephew	
Rick Brimley	Don Allred	Son-in-law	Vice President & General Manager, Mountain States Moving & Storage Co., Inc. (1451)
Jennifer Britt	Jamey Parrish	Cousin	Agency Services, Headquarters
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., Inc. (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)
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)
Linda Ellington	Jessica Ellington	Granddaughter's Mother	Administrative Assistant, Marketing Communications, Headquarters
Michael Fazio	Robert Szeligowski	Nephew	Van Operator, NMS Moving Systems, Inc. (1533)
	Jason Szeligowski	Nephew	
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)
Thomas W. Hoffa	Keith W. Hoffa	Son	Warehouseman, Collins Brothers Moving Corp. (547)
Kelly Howard	Wayne Howard	Husband	Sales Coordinator, Guardian Storage, Inc. (1012)
Elizabeth Iddings	Thomas Iddings	Son	President, Capital Moving & Storage (562)
Mary Johannes	Kirk Linder	Nephew	Sales, Reads Moving Systems of Florida, Inc. (1724)
	James Hobby III	Stepson	
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)
Pat Kelly	Justin Casey	Son	Van Operator, Crofutt & Smith Moving & Storage (646)
David Ledford	Mark Ledford	Brother	Safety Manager, Ace Transfer & Storage Co. (1406)

Atlas Associate	Service Member	Relationship	Atlas Associate Position
Theresa Lillico	Bob Lillico	Husband	Sales Coordinator, Ace Relocation Systems, Inc. (43)
Jim Lundy	Joe Weems	Nephew	Quality Assurance Manager, Powell Relocation Group (1657)
Greg Martens	Michael Martens	Son	Relocation Coordinator, Ace Relocation Systems, Inc. (64)
Christa McCraw	Tom E. Evans	Fiancé	Credit and Collections, Headquarters
Gail McDowell	Tyler McDowell	Nephew	Supervisor, Safety Department, Headquarters
	Matthew McDowell	Brother-in-law	
Jack Mier	Jack A. Mier	Son	Van Operator, Imlach Group (1130)
Pam Moesner	David Betz	Nephew	Administrative Assistant, Headquarters
	Jason Carlisle	Son-in-law	
	Jesse Sellers	Son-in-law	
Larry Neidlinger	Alex Neidlinger	Son	Director, Planning & Projects, Relocation Services Group, Headquarters
David O'Brien	Kevin O'Brien	Son	President, Affordable Transfer & Storage Company, Inc. (338)
Rick Phillips	Todd Veek	Son-in-law	Director of Risk Awareness, Headquarters
Frank Pina III	Frank Pina IV	Son	Van Operator, Collins Brothers Moving Company (547)
Mike Quigley	Robert Lee Warren	Cousin	Ace Relocation Systems, Inc. (75)
Beverly Rockhold	Jared Mount	Son	Corporate Counselor, Home Moving & Storage (1111)
	Joshua Mount	Son	
Beverly Rolph	Eric Rolph	Son	Credit/Collection Analyst, Headquarters
Ginny Royer	Jason Royer	Son	Customer Service Manager, Ace Transfer & Storage Co. (1406)
Tim Ruddle	Jason Hendrix	Son-in-law	Operations Manager, Read's Moving Systems of Richmond, Inc. (1701)
Theresa Russell	Justin Mayer	Stepbrother	Bookkeeper, Roush Moving & Storage, Inc. (1773)
	Steven Washechek	Brother	
John Scott	Justin Scott	Son	Director, Region 1 RSG, Headquarters
	Kristopher Scott	Son	
Lynn Skillman	Matthew O'Malley	Niece's Husband	President, Discover Moving & Storage, Inc. (539)
Ronald Smith	Phillip Smith	Son	Van Operator, DMS Moving & Storage Systems, Inc. (800)
	Geoffrey Smith	Son	
Ronnette Synovec	Richard Synovec	Husband	Supervisor of Accounts Receivable, Ace Relocation Systems, Inc. (62)
Jerry Tallent	Ken Lanning	Son-in-law	Operations Manager, Affordable Transfer & Storage Company, Inc. (338)
Cassandra Twist	Vigil Leonard	Cousin	Revenue Accounting, Ace Relocation Systems, Inc. (75)
Karen Vandiver	Michael Vandiver	Son	Insurance Manager, Risk Management, Headquarters
Monte Vanover	Seth Vanover	Son	Director of Fleet Maintenance
Mike Wathen	Scott Wathen	Son	IT, Mainframe Development, Headquarters
Christie A. Willet	Joseph E. Willet	Son	Maintenance, Headquarters
Belynda Woodruff	Barry Woodruff	Husband	Accounting Department, Ace Transfer & Storage Co. (1406)
Debbie Wright	Lacie Barela	Daughter	Sales Coordinator, Atlantic Relocation Systems (1427)
Robert Wright	Lacie Barela	Daughter	Sales, Atlantic Relocation Systems (1427)

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

Antique Organ Returns to Glory at Boardwalk



Stroll the popular Santa Cruz Beach Boardwalk, and chances are you'll find yourself under the spell of a unique carousel. The famously ornate creation of woodcarver Charles Looff has thrilled the park's patrons since 1911. And much of its irresistible charm owes to the music pumping from a Ruth and Sohn band organ crafted in Germany more than a century ago.

The one-of-a-kind instrument was decommissioned in late 2007 and spent most of 2008 in Bellafontaine, Ohio, where master craftsman Don Stinson painstakingly brought it back to full visual and auditory glory.

Renovation required not only repair; many parts had to be custom made. Atlas agent Blue Bird Moving Services (692) orchestrated the organ's return trip to the Boardwalk.

"We saw this as an opportunity to provide an important service to one of our area's great family attractions," says Jim Furlong, president of Blue Bird Moving Services.

Jim reached out to the Atlas network and located veteran Van Operator James Rickabaugh (Warner's Moving & Storage 2144). In November, James and his brother pad-wrapped, loaded and transported the restored antique back to the Boardwalk. "It's certainly the most interesting piece I've ever hauled," says James.

The organ is now a showcase in its own right, stationed behind glass in a room next to the carousel. The instrument's delightful facade entertains with moving figurines and hand-painted scenes evoking the Boardwalk's storied history. Using a MIDI (musical instrument digital interface) controller, the organ plays pieces from a library of over 2000 arrangements. Six condenser microphones capture the music flowing from the organ's 342 pipes, glockenspiel and percussion instruments.

"Inside the room, the sound level is close to 115 decibels, or about as loud as a rock concert," says Donaven Staab, Boardwalk webmaster and audio specialist. "A PA controls

the sound outside the room, so everyone hears it at an enjoyable level."

As the one responsible for the organ's reinstatement, Donaven takes a special satisfaction in the finished project. And he appreciates the help he received from his local Atlas agent.

"Jim and the customer service people at Blue Bird were great to work with," Donaven says. "They took a genuine interest in this project, and it showed."

The "Rolls Royce of Band Organs." The Ruth and Sohn organ delights visitors to the Looff carousel at the Santa Cruz Beach Boardwalk. Blue Bird Moving Services (692) coordinated the relocation of the instrument for a major restoration last year. For more on the carousel and organ: www.beachboardwalk.com/carousel

USLBA Honors Perez Move Management for 2008 Performance

The U.S. Local Business Association (USLBA) has recognized Perez Move Management (1223) with a Best of Auburn Award for achieving exceptional marketing success in their community and in the Relocation Services category. The Atlas agency received the award in December in honor of performance during 2008.

According to a news release from the USLBA, the award program looks at quality, not quantity. It recognizes companies that enhance the positive image of small business through service to their customers and community.

"We are appreciative of the recognition in 2008," says President Bob Perez. "However, as a group we understand that our standards and focus need to be much higher to continue success in our challenging economy and industry."



Don't Stereotype Atlas Agents

Journalist Learns the Hard Way

Greg Dawson, an acerbic columnist who covers consumer issues for the Orlando Sentinel, has taken back what he said last year about movers. In response to a question from a reader about whether Greg had a list of "honest movers," he quipped that he kept the list in the same drawer with his lists of "polite bill collectors, merciful repo men and punctual cable guys."

Readers protested and Greg recanted. In his published retraction, he referenced a letter about Atlas Agent Ace Relocation Systems, Inc. (0008) he received from Kathy Herbert.

"I have used Ace twice in recent years and found them to be an excellent company. Instead of requiring you to submit a list of belongings in order to get an estimate as some companies do, they send a person to your house to see what is being moved, discuss your needs and give you a quote in writing. They called a couple of days before the move to confirm the time, and on moving day the workers arrived on time and were friendly and hard-working.

Someone from the office called after the job was done to make sure I was satisfied and there were no complaints or damage. I found their prices to be reasonable, and the price did not change from what I was quoted. I highly recommend them."

Well said, Kathy!

This anecdote provides a clear illustration of why Atlas participates in the ProMover program of the American Moving and Storage Association. Introduced in January, this consumer protection and certification program promotes ethical principles in the moving and storage industry in cooperation with federal and state governments to mitigate unethical practices. We invite Greg and all consumers to find out more about this excellent safeguard at www.moving.org. — Editor



Atlas Connects With Professional Van Operators In Educational Meetings

Shares Information on Benefits of Van Line Reorganization, Safety, and Operations



A large gathering of PVOs assembled in Tustin, CA—one of four meeting locations.

As it does each year, Atlas has reached out to help professional van operators (PVOs) and agency operations managers improve their business performance. In a series of meetings that began in February and concluded in April, personnel from Atlas headquarters covered topics on how to operate more efficiently, safely, and profitably. Most notable this year was discussion about how the RSC (Household Goods) and STG (Specialized Transportation Group) departmental reorganization is increasing Atlas shipments for professional van operators and improving customer service across all product lines.

The presentation team included Dennie Lynn, Jeff Schimmel, Rick Kirby, Mark Spiehler and Mary Beth Johnson. They traveled to four locations to conduct meetings: a hotel in Irving (Dallas), Texas, on February 7; Alexander's Mobility Services in Tustin, California (207), on March 7; DMS in Canton, Michigan (800), on March 21; and Ace Relocation Systems, Inc. (0015) in Upper Marlboro, Maryland, on April 4.

Dennie, Sr. Vice President, Transportation Services, outlined for attendees how the streamlined operations are creating opportunities for more Atlas shipments on Atlas equipment and resulting in better customer service and more revenue. "STG professional van operators hauled three times the amount of household goods during the

2008 summer season as compared to 2007," said Dennie. In addition, Dennie was pleased to report that household goods agents hauled 1500 more STG shipments in 2008, while 625 fewer STG shipments were brokered to third-party transporters. Prior to the reorganization, both household agent-hauled STG shipments and STG-hauled household goods shipments had declined since 2003. PVO attendees also received on-going training in claims and safety, and they were shown a preview of the new Rating and Distribution System (RADS)—a web-based tool for more accurate billing and quicker distribution cycles.

"To my knowledge, this is the first year that there was significant emphasis on the Specialized Transportation side of the business, as well as on the Household Goods side," said Rick Meyer, President of DMS Moving Systems, Inc. in Canton, Michigan. "I'm sure this was a direct result of the reorganization of the two departments under one leader – Dennie Lynn. It was very well received by the professional van operators," said Rick. "Like Household Goods, providing the best service is all about communication. The best Household Goods PVO needs only the proper information to become the best Specialized Transportation PVO. This meeting did a great job of laying out the unique requirements—including different types of communication and timeframe demands—to be a Specialized Transportation PVO." Most important, according to Rick, "the PVOs went away knowing how much opportunity was out there for them on the Specialized Transportation side."

Atlas Professional Van Operator Keith Tatge with Mountain States Moving & Storage Co., Inc. (1451), who handles many cross-border shipments, found his own participation worthwhile. "It's nice to get information from

the people in charge," says Keith. "I learned things that will help me keep from getting hung up on crossings." He found the information to be timely, too. "One of the hardest things to keep up on is what to do to ensure you get certified labor," says Keith. "What I learned came into play on my first shipment after the meeting."

Atlas Professional Van Operator Peter Walker with Gentle Giant Moving Co., Inc. (961) feels he came away from the meeting a better operator. "I'm always looking for ways to improve," says Peter. "I got a lot out of the safety portion...understanding how my performance affects the company's rating has motivated me to put more energy into the administrative part of my job."

Dave Cook, Vice President of Operations with Alexander's Mobility Services—which hosted the event in Tustin, California—has attended the last several years. He says the event is a good investment for everyone. "These meetings give the professional van operators a chance to hear useful information and voice their concerns," says Dave. "Atlas does a good job in putting the meetings on...and Atlas personnel are great about fielding questions and following up later if they don't have the answer on the spot."

Dennie summarized the meetings by stating, "It's important for us to share information face to face with our PVOs. And, it's vitally important they understand that our long term commitment is to ensure getting more Atlas traffic on Atlas equipment. That is particularly important in these difficult economic times."

Who will be the biggest loser?



Atlas employees in Evansville, Indiana, are slashing and burning calories in a contest designed to help them achieve a healthier lifestyle. The Tri-State Biggest Loser competition tracks the weight loss of participants over a ten-week period. Besides the perks of looking and feeling better, bragging rights are on the line.

"It's great to see the enthusiasm, even the friendly rivalry, among our teams," says Human Resources Generalist Mary Scheller, who coordinates the program at Atlas.

The Tri-State Business Group on Health (a coalition of area businesses working to improve the quality, cost-effectiveness and affordability of local health care services) sponsors the contest for its member companies. Individual participants agree to abstain from surgical procedures and the use of weight loss pills or supplements. They also agree to consult with a physician or other qualified health care provider before embarking on a new treatment, diet or fitness program.

Thirty-nine area teams took up the gauntlet on February 16. At Atlas, three teams comprising twenty-three employees weighed in. With the assistance of Health Care Advocate Kim Nord, Welborn Health Plans, each will step onto the scale five more times before the contest concludes on April 27. Two days later, those with the greatest percentage of weight loss—one team, one man, and one woman—will earn the title of "Tri-State Biggest Loser" and receive cash awards of \$800, \$100, and \$100, respectively.

"We work hard to make wellness a priority for everyone at Atlas," says Mary. "This program offers a fun and rewarding way to change behaviors and become healthier."



As of the third weigh in (the first weigh in was just to establish beginning weight) our teams have lost a cumulative total of 160.8 pounds. Overall in the community the contestants have lost a total of 1668 pounds. There are 39 teams and over 250 individual participants in the contest.

Personnel Changes at Atlas



Peter Wayman named Chief Commercial Officer, Atlas World Group.

Atlas World Group announces the addition of Peter Wayman to its executive management team. In his role of Chief Commercial Officer, Pete's primary responsibilities will be focused on the expansion of corporate sales efforts in the areas of National Accounts, GSA and Military markets.

Pete brings a wealth of experience and industry accomplishments to Atlas. Past positions include: Executive Vice President at Cartus, CEO of CitiCapital Relocation (formerly Associates Relocation) and President of Prudential Relocation Southeast. Pete's background and service to our industry has earned

him the Lifetime Achievement Award from ERC, where he was inducted into their Hall of Leaders. Pete serves as a board member on the ERC Foundation. In addition to extensive national account selling, Pete's background includes significant work in attaining GSA Schedules certification and work with military relocation programs. Pete holds a Bachelor of Science Degree from Cornell University, SCRIP and GMS certifications and is a CPA.

"We are excited to have an executive of Pete's caliber and experience, and look forward to the positive impact he will have on our company and top line revenues," said Greg Hoover, President and COO, Atlas World Group.



Phil Wahl Chosen – Senior Director of Avail

Atlas World Group has chosen Phil Wahl as Senior Director of Avail Resource Management. Phil will oversee start-to-finish household relocation services, including shipping coordination, Web-based tracking and pricing analysis. In addition, Phil continues to serve as Senior Director of National Accounts for Atlas Van Lines.

Phil earned an associate's degree at Wabash Valley Community College and a bachelor's degree in business administration at Southern

Illinois University at Edwardsville. Most of his 20-year tenure with Atlas has been in the Specialized Transportation Group, with a recent emphasis on direct sales.

"Phil brings a broad background in staff and process management to his new role, as well as both sales and operational experience," says Atlas World Group President and COO Greg Hoover. "He's had a successful track record at Atlas, and we're confident he'll have the same impact on Avail."



Atlas Van Lines Welcomes Bob Ewing

Atlas Van Lines welcomes Bob Ewing as Senior Director of Government Business. Bob is responsible for managing Atlas' Military and Government business, specifically to expand growth opportunities and increase revenue streams for the agency family.

Bob earned a B.S. in aeronautical and astronautical engineering and an M.S. in industrial administration from Purdue University. Bob's professional experience includes tenures with North American, Allied, Sirva

and, most recently, Bekins Van Lines. He also served as a Captain in the U.S. Air Force. He is an active member of the Military Advisory Panel for AMSA.

"Bob is a great fit for Atlas," says Atlas World Group President & COO Greg Hoover. "His many years in the government and military segments of the relocation business will further Atlas' reputation as a dependable relocation partner that understands the finer points of government work."



Jim Gaw Joins Atlas International

Jim Gaw has joined Atlas International as Vice President, Business Development, assuming responsibility for the company's sales, marketing and agent relations activities. Jim also assumes the leadership of American Vanpac Carriers. "I am very pleased to have Jim join the management team of Atlas International," says President & COO Jack Griffin. "I am confident he will have an immediate and meaningful impact on our organization."

Jim is a graduate of Elmhurst College in Elmhurst, Illinois. His industry experience includes management positions with competitive van line forwarders over the last 12 years. He is a member of the Household Goods Forwarders Executive Committee and Vice Chairman of the AMSA International Committee. Jim and his wife, Karen, have three children.

In Memoriam

Jack Macy 1930-2009

Jack Macy, President of Macy Movers, Inc. (1364) in Oakland, California, passed away on February 11. Jack began his career in the family business in 1944 at the age of 14. He served in the U.S. Marines Corps from 1948-1951, earning the Distinguished Service

Cross and Silver Star for valor, as well as the Purple Heart for injuries sustained in battle. Following an honorable discharge, Jack returned home to shepherd the family business. He became an Atlas agent in 1971 and served on the Atlas World Group Board of Directors in 1989. In 2008, the California Moving & Storage Association (CMSA) presented him with the Lifetime Achievement Award.

"Our family was overwhelmed by the outpouring of people at my father's funeral," says Mark Macy, the youngest of Jack's five children. "We were especially touched by the many members of the Atlas family who came to pay their respects."

One of those present was former Atlas World Group Chairman Mike Shaffer. "I think it was the biggest funeral gathering I have ever seen," says Mike, "a real testament to the love that people felt. Jack was a true patriot, but unassuming. He was a great guy."

"My father was dedicated to his family and to his business," says Mark, who succeeds Jack to lead the company. "I was trained by one of the best."



Bill Travelstead, Vice President, Avail Resource Management, passed away November 16. He was 55. Bill joined Atlas in May 1979 and spent the greatest part of his career in operations with the Specialized Transportation Group. Last spring, Bill assumed responsibility for Avail Resource Management.

Keith Wittler, Professional Van Operator for Stewart Moving & Storage Systems (1873) in Casper, Wyoming, passed away on November 3. Keith was a member of the Atlas family for over 25 years.

Mary Christmas, Owner of B & W Transfer & Storage Co. (336) in Alamogordo, New Mexico, passed away on December 3.

Isabel Bialowas, wife of Gary Bialowas, President of Southwest Transfer and Storage, Inc. (1214) in Phoenix, Arizona, passed away on February 21.

Ann J. Sturdevant, grandmother of Richard Sturdevant, Jr., president of A.B.C. Movers, Inc. (27), passed away on March 8. Ann and her late husband, Richard H., were the original founders of A.B.C. Movers.

Tracks

Atlas Service is Appreciated

**RE: Reinaldo "Ray" Perez
Nelson Westerberg (1505)
Elk Grove Village, IL
Sharon Samples
Nelson Westerberg (1511)
Carrollton, TX**

My husband and I wanted to share with you our wonderful experience with a cross-country move from central Texas to Washington. The entire moving experience was painless and the company has a wonderful group of employees that

excel in customer service. We'd really like to extend our kudos to Ray Perez (1505). He truly made a difference in our moving experience. Having been through several military moves in just five years, we were blown away by his friendly persona and excellent personal customer service. He contacted us by phone prior to arriving to pack, and kept in touch with us during the entire trip from Texas to Washington. He and his team packed all of

our household goods with care and experience. He kept my husband and I informed about everything, and was even nice and understanding when we told him we did not yet have an address to give to him in Washington. His personality and positive attitude toward his job are phenomenal. When we received our household goods, not one item was broken, smashed, squished, or rendered unusable. In 4 moves across the country, that had never happened for us before this move. We are impressed and grateful! Thank you to Ray Perez and his team for making this move easy and efficient. We'd also like to thank Sharon Samples for putting up with our phone calls and endless questions and e-mails. The entire operation deserves to be commended.

**Sincerely,
Happy Customers – Elizabeth and Charles Sargent**

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

Patrick Garvey was in charge of moving my household goods from Ohio to your storage facility in Indiana. Pat went out of his way to accommodate

all our needs and was courteous and extremely professional at all times. Pat and his crew took the utmost care in the pack-

ing and preparation of our belongings for shipment. I would like to extend a sincere thanks to all involved. I would also request that Mr. Garvey, if at all possible, be the person sent to deliver our belongings to us when we are ready.

**Regards,
Dallas Croasmun**

**RE: Norman Gethard, Chris Wollerman,
Michael Robberson, Kenny Edler,
Jamie Farance and Matthew Dezman
Peter A. Thomson Moving & Storage, LLC (1645)
Lakewood, NJ**

I would like to express my appreciation to your company and in particular to Michael (Roby) Robberson, your Operations Manager in Lakewood, NJ, and your driver I knew as "Norman" ("my truck", 30 years of service with your company), in Toms River, NJ for the excellent move of my family's belongings from Overland Park, KS to Lakewood, NJ. The load was 8500 lbs, had to be put in storage, and arrived in our apartment in top-notch condition. This was no small achievement, especially given the horror stories I had heard from others (not your company) and the delicate nature of our possessions.

Perhaps all that should be expected from a professional company, but I never take such things for granted. Moreover, my favorable experience goes well beyond that. I was rather apprehensive as I began making moving plans. Mike succeeded in putting me at ease, emphasized the personal, and cut through the complexities of the move. Indeed, it was my several conversations with Mike that led me to choose Atlas. His manner evinced a pride in his company, and also with his coworkers. This was later born out by my total experience with Atlas. The positive attitude of a professional family was pervasive, extending to their customer as well.

Norman called me the day before so that I would scout out the best route to my house for a tractor-trailer and arrived an hour earlier than scheduled to begin the inventory before his crew arrived. He made clear beforehand that he had great confidence in his

...I certainly look forward to recommending Atlas whenever a move is in order...

The entire moving experience was painless and the company has a wonderful group of employees that excel in customer service.

...took the utmost care in the packing and preparation of our belongings for shipment.

crew – an honest and caring attitude that I found refreshing. They worked quickly, efficiently, and with care. The same goes for the team in Lakewood, who also started almost an hour before schedule, and worked well together. Regrettably, I don't remember all their names (they did include Chris in the office, Kenny, Jamie and Matthew). They are a great group, and I certainly look forward to recommending Atlas whenever a move is in order (although we ourselves hope to spend many, many years here in retirement).

**With great appreciation,
Dick Silverstein**

**RE: Andy Barter, Bob Benoit, Tony Astor,
Matt Sirois, Ken Haaf and Bruce Winchenbach
Bisson Moving & Storage Co. (271)
West Bath, ME**

As a Navy veteran of 19 years and 8 permanent changes of station moves, my wife and I feel compelled to write you about what we consider without a doubt to be the best move we've experienced. While I'm sure there were more than a few people hard at work behind the scenes, I specifically would like to mention a few we came in contact with:

Andy Barter did an exceptional job packing and annotating each and every box. He and the rest of the crew including Bob, Tony, Matt and Ken treated our household goods as if they were their own. As a result of their diligence in packing and loading, NOT ONE item was broken or damaged.

To top it off, Bruce Winchenbach and his helper did a phenomenal job directing the on-load, off-load and the drive in between. Professional and personable, they are the very best representatives your company could ask for.

The two assistants on the delivery end were some of the hardest working unpackers I've ever seen.

As a result of their diligence in packing and loading, NOT ONE item was broken or damaged.

Their boundless energy under the expert lead of Bruce and his helper led to a 7.5 hour download of over 20,000 pounds with no damage to goods or home.

Throughout the move, it was more than evident that your crew took great pride in their work and genuinely cared about a successful outcome. My wife and I simply could not have been more impressed.

**Sincerely,
Peter A. Garvin**

**RE: Bob Campbell, Paul Danler, Kelvin Lucky,
John Warren, Lou Williams, Eric Robinson,
Bernard Malone and Ed Hooks
Campbell Moving & Storage, Inc. (524)
Fort Walton Beach, Florida**

After the recent death of my parents, we sold their condo in Destin, Florida and enlisted the help of Campbell Moving & Storage, Inc. in Fort Walton Beach with the relocation of their furniture and personal items to my home in Marietta, GA. I could not have been happier with the results. My initial contact with Bob Campbell was a very pleasant experience. He was polite, professional and had a clear understanding of my situation. He followed up very quickly with a call from his sales consultant who arranged a meeting with me to discuss the move. I was very appreciative of his attentiveness to the entire situation. Paul Danler, our

Sales Consultant, was on time for our initial meeting, very understanding and oversaw the entire process with great care. His professionalism was very impressive as was his dedication to his job and his thoroughness in explaining the entire process to me. He even came by the condo the day the packers were there to make sure everything was going smoothly – really going above and beyond the call of duty! The packers/movers (the ones who do all the "dirty work!") were nothing short of superb. Lucky, John, Lou, Eric, Bernard and Ed took great care with all of our belongings from the largest piece of furniture to the smallest knick-knack. This was greatly appreciated, especially as this was a very emotional time for me. They were very pleasant, very professional and really a joy to be around. I was very pleased that

They were very pleasant, very professional and really a joy to be around.



Lucky provided some continuity by driving the moving truck to Marietta and bringing Bernard along to help him unload. It meant a lot to me to have someone who had been involved in the packing and loading in Destin follow through on the move to Marietta. Everything arrived safely with nothing damaged.

I would not hesitate to recommend Campbell Moving & Storage, Bob Campbell, Paul Danler and their entire crew to anyone who is looking for a good... a great... moving company. In the future, if I need the help of a mover in their area, I wouldn't hesitate to call on them. Thanks to everyone there for making this move a very pleasant experience!

Sincerely,
Jeanne M. Yursik

RE: Steve Noel
Reads-Perkins Moving Systems, LLC (1716)
Baton Rouge, LA

I wanted to check-in with you regarding our move from Houston to Dallas last week. As we've discussed, this is our 5th move in 8 ½ years, so we're pretty up to speed on how this stuff works. I can tell you that without a doubt, Steve and his crew were by far the best that we've ever had help us with a move. They were respectful (not only of us, but also our things), timely and very customer focused. They did what they knew needed to be done and never complained. Thank you for assigning them to me and thanks to Steve and his crew as well!

Sincerely,
Brian Progar

RE: Sandy Jordan and Ron Allen
Alexander's Mobility Services (217)
Nashville, TN

Just a quick note thanking you for your help and letting you know what a GREAT job Ron and the guys did. Our move went perfectly. They arrived in Knoxville when they said they would, introduced themselves and were very personable. They worked really well together and very quickly. I'm amazed at how much they can get into a truck; those guys must be great at puzzles.

...Steve and his crew were by far the best that we've ever had help us with a move.

...they took great care of the furniture and the house.

When delivering today, they took great care of the furniture and the house. We have hardwood floors and they were careful to protect them well. A real plus, since today was a rainy day. I could go on about all they did to make this an excellent move, but I think I've made my point.

I appreciate your follow up to be sure that things had gone well. I sincerely enjoy chatting with you and am certain we'll be talking again in the near future.

Sincerely,
Sheila Baucum (Mrs. Bill Stewart)

RE: Eric Manfredi, Colleen Murray-Jones,
Tara Linville, Catharine Cook, Bernie Zaptocky,
and Paul Sucre
Weleski Transfer of Cleveland, Inc. (2153)
Strongsville, OH

Eric, I wanted to take a moment and express my appreciation for all of the hard work that you and your team have done in the handling of all our trade show freight.

The flexibility, courtesy, attention to detail and superb communication skills that your team has consistently showed is extremely commendable and valuable in this industry. There are many times that I am pressed with unforeseeable changes; changes in dates, changes in the times, and changes in location as well as constant changes in our space requirements.

...is considered a valuable supplier and an extension to my own company.

You and your entire team have always come through for me. It is for these reasons and countless more, that Weleski-Atlas is considered a valuable supplier and an

extension to my own company.

A special shout-out "Thank you" to Colleen Murray-Jones, Tara Linville, Catharine Cook, Bernie Zaptocky, Paul Sucre, all of the wonderful drivers and to you, Eric.

You and your entire team are the perfect example of "Special Products" in the Tradeshow Business.

Thanks again,
Bernadette Pagor
Traffic Manager
Gallo Displays, Inc.



We take extra care.

You know Atlas for the extra care you receive, from how we handle your belongings to the way we answer your questions.

Extra care is in every move we make.

We also take extra care to make the world a greener place. We're keeping packaging materials out of landfills, lowering energy consumption with common-sense measures, and using less paper and ink through conservation and technology. That's why Atlas was honored with the 2008 John Biasini Environmental Excellence Award.*

You, and the world we share, deserve no less. What else would you expect from your best friend in relocation?

Contact us today. We can work together to make sure there's extra care in every move that *you* make.



integrity | quality | solutions

1-800-852-6683

*Presented by the Chamber of Commerce of Southwest Indiana

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

global relocation • benefits • recruiting • logistics • travel

May 2009

13-15 ERC's National Relocation Conference – Manchester Grand Hyatt San Diego, San Diego, CA

June 2009

13-16 HCEA Annual Meeting – Tampa, FL
25-27 The Great West Truck Show – Las Vegas Convention Center, Las Vegas, NV
28-July 1 61st Annual SHRM Conference & Exposition – Morial Convention Center, New Orleans, LA

July 2009

15-16 AWG Board of Directors Meeting
20-23 TSEA's TS² The Trade Show about Trade Shows – McCormick Place, Chicago, IL

August 2009

20-22 Great American Trucking Show – Dallas Convention Center, Dallas, TX
31 Federal Heavy Vehicle Tax Due

September 2009

15 AWG Board of Directors Meeting
16 Annual Stockholder's Meeting – Headquarters, Evansville, IN
22 Atlas ROAD Day 22
22-24 Agent Sales Training – Headquarters, Evansville, IN

October 2009

7-9 ERC's Global Workforce Symposium – Hyatt Regency Chicago, Chicago, IL
8-9 PAIMA Convention & General Assembly – Orlando, FL
10-13 HHGFAA 47th Annual Meeting – Orlando, FL
14 Atlas Canada Fall Board Meeting
14-17 Atlas Canada Annual Convention
15 Vehicle Inspections Due
20 AWG Board of Directors Meeting
20-21 Agent Customer Service & Coordinator Training – Headquarters, Evansville, IN
21-22 Agent AtlasNet Training – Headquarters, Evansville, IN
21-24 Atlas 62nd Annual Convention – Rosen Shingle Creek Resort, Orlando, FL

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