

the Atlas Amplifier

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A World-Class Moving® Publication by Atlas Van Lines

Volume 49 • Summer 2001



Roll into the season
with flying colors.

Introducing the Atlas
Interactive Resource Guide.

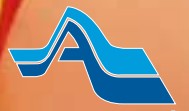
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Special Products.
Vikings:
The Saga of the
North Atlantic

Survey Results.
Follow The
Migration Patterns

**Sales
Symposium.**
The 1st Annual

Agent Profiles.
Atlanta



What do you think?

I believe these are four of the most important words in the English language. This simple question is indispensable for those of us who strive to make ourselves and our organizations more responsive to our customers. The Atlas Forum on Moving provides the best opportunity we have to pose this question and, just as important, to explore the possibilities it evokes.

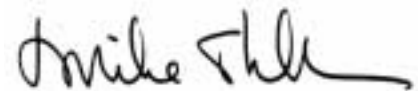
Although it may seem almost "trendy" to talk about the critical role open communication plays in business today, 2001 marks the thirty-fourth consecutive year for this Atlas tradition. During that time, the Forum has become one of our industry's most anticipated, stimulating and influential events.

This year's agenda is no exception. Among other things, we'll find out from the experts the latest about the new tariff. How will it affect the way we work? How will it impact our customers? We'll also get studied views on exceptional customer service... what's happening with corporate relocation policies... and how others are addressing the soft issues in relocation.

Our featured closing speaker, Stuart Varney, economist and former co-host of CNN's Money Line News Hour, will examine the new challenges of the global economy. If you're trying to figure out what's on the horizon, and you want to develop a strategy to deal with it, don't miss this one.

All progress is based on the sharing of ideas. That sharing is precisely what makes the Annual Forum on Moving such a valuable resource. Thank you for helping to make it an event that enriches us all. I think it's a great opportunity to embrace the future, together, with confidence.

What do you think?



Mike Shaffer
Chairman & CEO



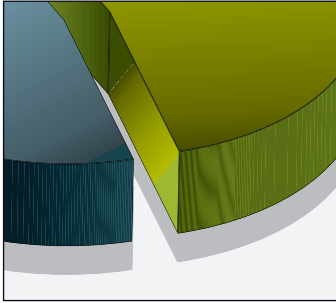
More than a mover.™



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One hundred and fifty attendees took home tons of information from this new event.

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Roll into the season with flying colors. Introducing the Atlas Interactive Resource Guide.

To make it easier for agents to see and take advantage of the many tools available to them, Atlas has developed a new interactive reference.

The resource guide will be active just in time for users to become acclimated before the busy household goods season.



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For more information on Atlas and moving, visit atlasvanlines.com on the internet.



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Sprucing up the Atlasnet:

In addition to functional organization, the content of the new Atlas Van Lines Resource Guide is color-coded to indicate relevance to household goods and specialized transportation. Services shaded in blue relate to both; orange and green denote content that applies only to household goods or specialized transportation, respectively.

Colors Denote:

Serving
Both HHG and STG Agents

Serving
Primarily HHG Agents

Serving
Primarily STG Agents

Roll into the season *with flying colors.*

Introducing the Atlas Interactive Resource Guide.

For eleven years running,

Atlas has been the fastest-growing van line in the industry. This record of expansion owes to several factors, among which are a favorable economic environment and a system that encourages and rewards entrepreneurial performance.

Perhaps just as important is the extent to which Atlas agents have made use of the resources available to them. As part of an organization committed to world-class relocation service, movers who operate under Atlas' authority know that their competitive advantage often hinges on knowing the tools at their disposal, and how to use them.

"Over the years," says Jim Stamm, president and chief operating officer, "Atlas has developed an arsenal of proprietary services, a range of assistance to enhance virtually every aspect of the relocation process. A key to keeping our competitive edge lies in how well we continue to make use of these resources."

To make it easier for agents to see and take advantage of the many tools available to them, Atlas has developed a new interactive reference. The Atlas Van Lines Interactive Resource Guide will be active just in time for users to become acclimated before the onset of the busy household goods season.

Built for Intuitive Ease

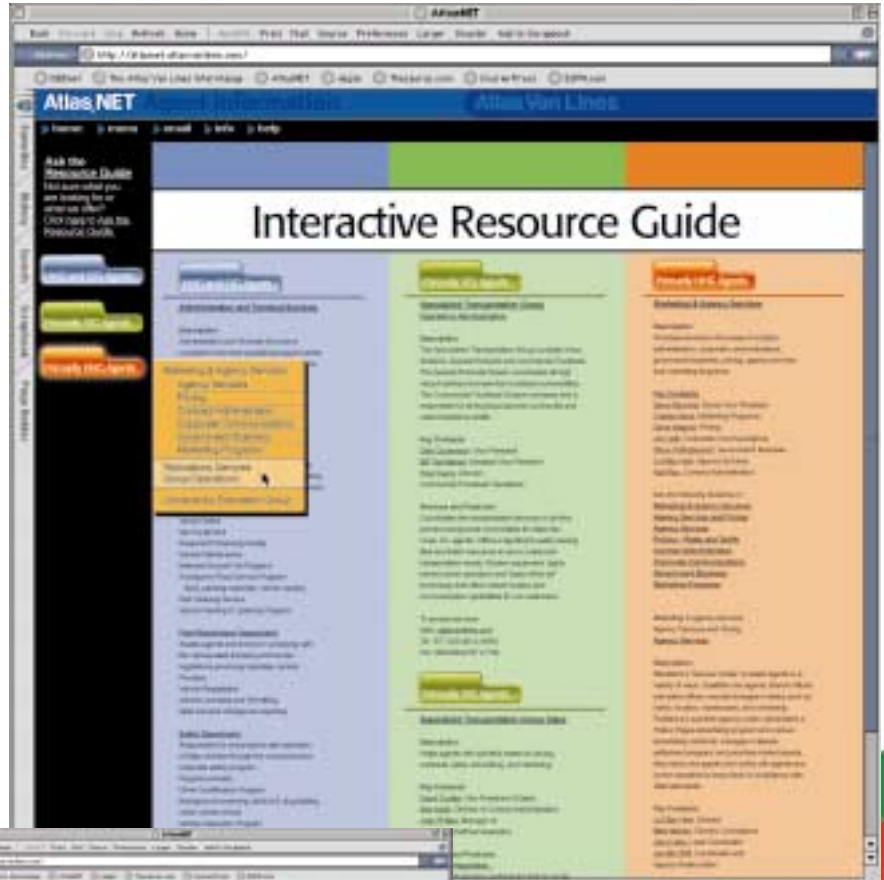
The content has been cataloged to parallel the Atlas organization itself, so it is intuitively easy to find information for any service based on its function within the van line. For example, if the solution to a user's problem is the IT department's new Web Shipment Inquiry – but the user is not aware the Web Shipment Inquiry screen even exists – the Interactive Resource Guide will lead the user to the Web Shipment inquiry screen. Similarly, a user can investigate all the resources available in a particular department by clicking on it.

"Several departments already maintain content-rich web sites for the Atlas intranet," says Jim. "The Resource Guide is linked to

these pages, giving users another dimension for their searches. It effectively puts the whole Atlas organization at their fingertips, so they can immediately locate the resources available from each department, see how to access those resources, and know whom to contact for more information.”

In addition to functional organization, the content is color-coded to indicate its relevance to household goods and specialized transportation. Services shaded in blue relate to both; orange and green denote content that applies only to household goods or specialized transportation, respectively.

“Atlas agents have shown themselves to be adept at making use of every advantage available to them,” says Jim. “The Resource Guide now gives them a comprehensive and convenient means for referencing the services that can give them an edge and make their jobs easier.” ■



Spring cleaning on the web:

The new Atlas Van Lines Resource Guide home page provides a single location from which agents can access information on the multitude of services available to make their jobs easier. Content is cataloged to parallel the Atlas organization itself, so it is intuitively easy to find information for any service based on its function within the van line.

All the Right Moves

Atlas Hosts First National Sales Symposium.

Atlas sales professionals recently made a big haul to Evansville, Indiana.

Approximately one hundred and fifty attendees took home “tons” of information from the Atlas National Sales Symposium.

“It was the first event of its kind for Atlas, designed especially to benefit our sales people,” says Mike Scavuzzo, senior vice president of sales. “It provided an ideal occasion to explore the issues facing us today, as well as those that will confront us tomorrow. And it gave attendees the chance to develop networking opportunities with other Atlas sales people.”

The two-and-a-half-day event began Thursday, March 15, with tours of Atlas headquarters and a reception at the Aztar Hotel. Activities on Friday and Saturday were hosted at the new Auditorium & Convention Centre in downtown Evansville. Both days were filled with

presentations and workshops designed to enhance selling skills.

“There were twelve workshops,” says Mike, “geared to help sales people more fully develop their skills and understand the advantages they have as part of the Atlas network.” Among the topics covered were quality, value-added relocation services, Specialized Transportation Group sales and marketing, Relocation Services Group contracts, government sales, and Canadian and international relocation.

One highlight of the symposium was an idea-packed presentation by noted consultant and trainer Walt Slaughter. He looked at, among other things, how to win over competitors’ key accounts, ways to bullet-proof your own customer base, and techniques for tripling high-margin referrals. Another highlight: the closing awards banquet where outstanding sales

achievers were recognized for their performance.

“The symposium was a good opportunity for sales people to discuss the things, one on one, that affect their business,” says Mike. “By holding it in Evansville, we were able to bundle the costs to make it relatively inexpensive for participants. The total package, which covered three nights accommodations, breakfasts, two lunches, a banquet, workshops and two receptions, cost only \$390. It even included two T-shirts.”

Will there be a sequel? “Whether we do it again, or what shape it will take, depends on what we find in the follow-up survey,” says Mike. “We want to learn what people found useful, and what could be improved.

In the final analysis, it will be the sales people themselves who determine the future of this event.” ■



Walt Slaughter with Mike Scavuzzo



Walt Slaughter



Pam Cavaliero and Janelle Piatowski



Sandy Craven





Resolving Family and Career Issues

Elder Care and Spousal Employment

Case Study #1432 (Part TWO):

As you may recall in Part One:

Jim and Mary King are thinking about relocating so Jim can take advantage of a good career opportunity. They just completed a tour of the new community and are in good spirits. They have a growing sense that the move might work out after all.

We visit them again:

While the Kings were feeling good about the prospect of finding affordable housing to suit their lifestyle, two very important issues were still unresolved.

1) Mary's Mother

Mary faced the prospect of leaving behind her elderly mother, Marge – a prospect extremely upsetting to both mother and daughter.

What's more, for Marge, the thought of leaving her comfortable assisted living residence was just as disturbing. In her four years at Brighton Gardens she had formed many close friendships with fellow residents, nurses and staff. Marge had strong feelings of belonging to this community and found it impossible to imagine that she could find this anywhere else.

Furthermore, Mary, Marge and Jim had found Brighton Gardens after an exhaustive search. How

could the family conduct such an intensive quest from afar?

Chris Lombreglia, an expert in family and career assistance with Cornerstone Relocation Group, developed a game plan. First, she interviewed the director of Brighton Gardens to get a detailed description of the facility, its activities, amenities and routines. Next, she talked with Marge to find out what she liked most about her current situation and what, if anything, she would change. Chris then researched assisted living facilities in the new area and compiled a list according to Marge's criteria. She presented it to Marge and the Kings in a clear and concise format.

2) Mary's Career

The second major issue that confronted the Kings was a need to find employment for Mary, a teacher. She would be leaving a secure position and was concerned that she could not locate a similar position in the new community.

Chris put Mary in touch with Celeste Hildebrandt, one of Cornerstone's career counselors. Beverly developed the following documents, which helped put Mary at ease:

- revised resume and cover letter
- list of school districts and contacts
- job outlook information and salary ranges
- state licensing requirements.

Also, Beverly helped Mary brush up on interview techniques and gave her tips for salary negotiation. Thanks to Beverly's swift and astute assistance, Mary arranged interviews that coincided with home finding tours. She even secured a promise of employment prior to the move!

As for Marge, she visited two of the assisted living residences on Chris's list, and she had a little difficulty deciding which one she liked more. She eventually chose the one that was closer to the King's new home.

The relocation manager called John Phillips, Atlas agency representative, and relayed the good news that Jim King accepted the move. ■

Next Issue: Home Sale Assistance



Janelle Piatkowski,
president and CEO,
Cornerstone Relocation Group.
Atlas agents can call
Cornerstone toll-free at
[1-800-443-7356](tel:1-800-443-7356).



Mike Beffa,
vice president of marketing,
Atlas Van Lines International, Inc.

Trends in International Relocation

Mike Beffa, vice president of marketing with Atlas Van Lines International, shares thoughts on issues affecting the international relocation business.

Amplifier: Mike, what do you see as major influences affecting the international relocation industry?

Beffa: A couple of things are happening. One, it's no longer just a cliché, business is truly becoming global and everyone is a prospect. Secondly, companies are separating international relocation management from domestic due to the increasing volume and complexity of that segment. Whereas managers used to wear both caps, it's becoming more common to specialize. Another trend, one with significant potential to affect both arenas, is that corporations are going to fewer numbers of service providers.

Amplifier: These changes sound like marketing challenges. How is AVLI dealing with them?

Beffa: In a word, partnerships. We think it's clear there is a strong awareness and acceptance of the Atlas brand. It enjoys solid associations with quality and service. The extension of this brand to include international relocation creates a natural opportunity for partnerships between Atlas agents and us. How well we develop, maintain and strengthen such partnerships will determine, in large measure, the extent of our competitive advantage.

Amplifier: You mentioned quality as an important characteristic of the van lines' identity. What is Atlas Van Lines International doing to reinforce this key ingredient of the Atlas brand?

Beffa: Perhaps our most critical initiative is the adoption of ISO 9002 certification as a standard throughout our organization. We see quality as a key to making any partnership blossom. Corporations, too, see quality as the most important prerequisite for their service providers. In some cases, ISO credentials give us a marketing advantage.

We've also made a major commitment to technology with reinvestment in hardware and software. This has enabled us to quickly handle routine tasks and make our people more available to agents, accounts and transferees. We've streamlined our systems to make information more timely, accurate and user-friendly. We've made it much easier, in a number of ways, for our clients and customers to stay informed throughout the relocation process.

Amplifier: How do you maintain quality outside your organization, throughout a large and very diverse global network?

Beffa: Of course, we're involved with quality development

outside our own ranks. Most of our relationships have been carefully cultivated over many years. We regularly assess these relationships. Our vendor review committee looks at performance data and, when we see a need, we take the appropriate steps to move quality processes forward. And it goes both ways—we look for the kinds of vendors who will keep us on our toes as well.

Amplifier: What else do you look for in a vendor?

Beffa: First of all, we assess experience. We look at quality standards, which should meet ISO certification or an equivalent. We evaluate capacity. Do they have adequate equipment, facilities? How many locations? We evaluate performance data, if it is available. And we look for agents who have military experience. If all the indicators are favorable, we'll ask a prospective vendor to send us a shipment. This will tell us a lot about their quality.

Of course, we also consider pricing and opportunities where we can develop reciprocal relationships. However, when we choose foreign agents, we don't take a "shotgun approach." We want only two or three resources in any market.

Amplifier: Besides quality, what other strengths does your organization bring to a partnership?

Beffa: Because of our volume and our specialization, we have the capacity to handle business smoothly and deliver cost advantages. In addition, our partners benefit by the depth of our experience in foreign markets.

Our agency partners tell us that we are very good at what we do. Just recently, one agency president said he does business with us because "we are always there for him when he needs us." Another coordinator commented that "the real value of Atlas International is that we do 90% of her work for her—and that surely isn't true of any other forwarder."

None the less, we're working hard to become even better. We aim to be the recognized leader in international household goods forwarding.

Amplifier: Is there anything else you would like Atlas agents to know?

Beffa: Naturally, we recognize that Atlas agents have the right to use any forwarder they choose; some even have their own forwarding operations. Yet many of these same agents do a significant amount of business with us. To those who do not, for whatever reason, we would like an opportunity to earn their business. ■

Resulting Factors

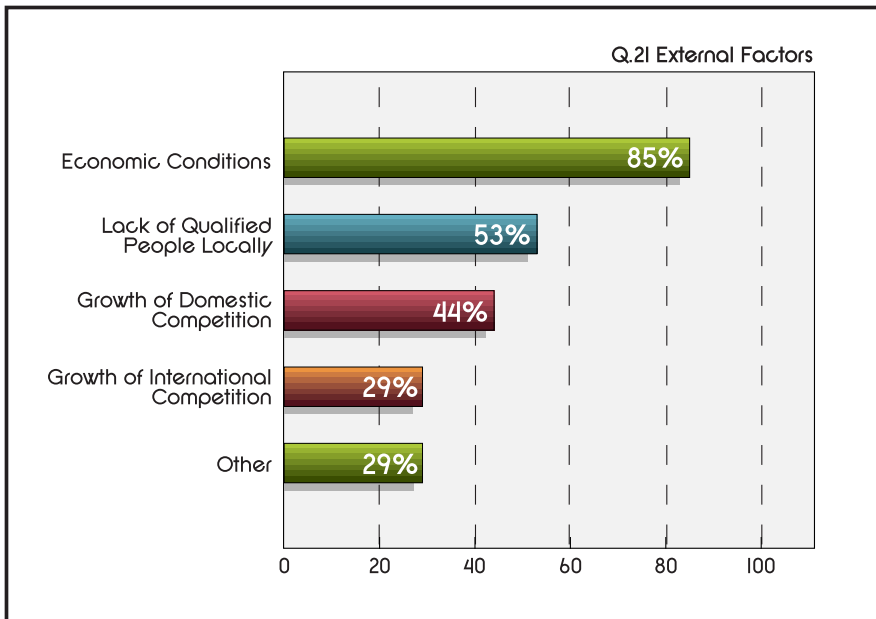
Atlas Van Lines' 34th Annual Corporate Relocation Survey

This information is based upon the findings of Atlas Van Lines' 34th annual Corporate Relocation Survey, conducted in January and February 2001 with 301 companies participating. The research was conducted by an outside firm. Responses are sorted by company size according to the following: small (fewer than 500 employees); medium (500 to 4999 employees); and large (5000 or more employees). Unless otherwise noted, all data is in reference to domestic relocations occurring in 2000.

Participants Cite the Economy

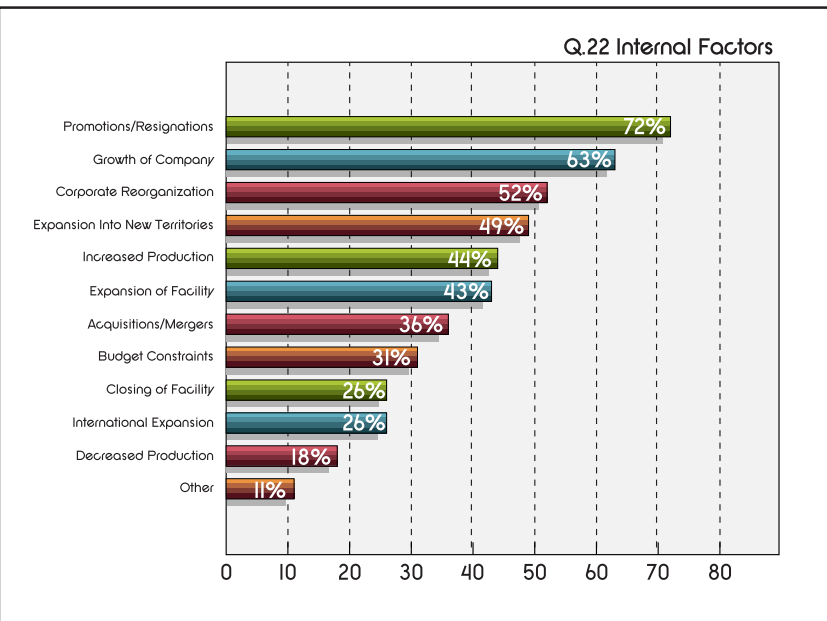
Nearly one-third (31 percent) of survey respondents said external conditions impacted the number of employee transfers in their companies during 2000, and 85 percent of those said the economy was the most significant factor making that impact. In comparison, 59 percent of participating companies last year cited the economy as a significant factor (Q. 21). In addition, 44 percent of this year's respondents – up from 38 percent the year before – cited growth of domestic competition as an external factor that impacted their companies' employee transfers (Q. 21).

When asked whether internal factors made an impact on the number of employee transfers during 2000 (Q. 22), 54 percent of participants said yes. While the same percentage of last year's survey respondents answered yes to this question, the ranking of internal factors affecting employee transfers changed. Corporate reorganization, ranked as the seventh most important internal factor during 1999, moved up to third place for 2000.



EXTERNAL FACTORS:

Economic concerns are viewed as the highest percentage outside influence affecting employee transfers.



INTERNAL FACTORS:

A move up or a move out are what our respondents listed as the largest internal influence for a relocation with a company.

goods transportation, which lost five percentage points (from 80 to 75 percent).

The Personal Side

Perhaps the most notable shift in this year's look at the personal side of relocation was the increase in the number of companies who reported that more employees declined the opportunity to relocate (Q. 37a). Fifty percent of respondents said one or more employees declined a relocation while 39 percent reported last year that one or more employees turned down the opportunity to move.

Expansion into new territories was bumped from third to fourth place. In both the 2000 and the 2001 surveys, company growth and promotions/resignations, respectively, ranked as the number one and number two factors impacting employee transfers.

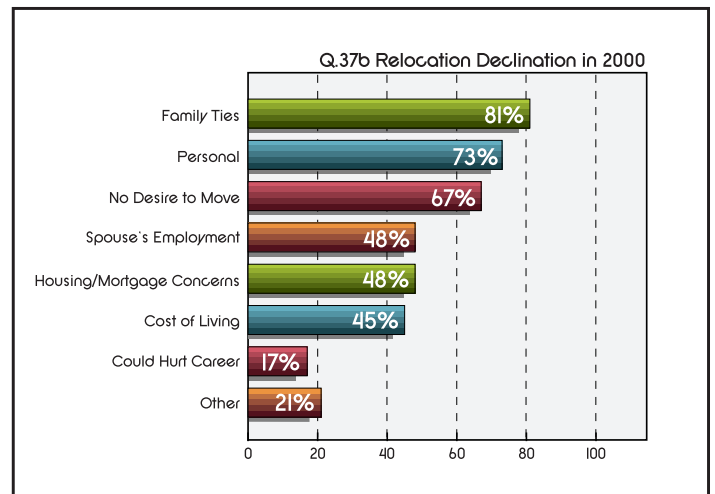
There was a considerable drop in the percentage of small companies who expect employee transfers to increase during the coming year (Q. 20). In last year's survey, 24 percent of respondents from small companies said they expected employee relocations to increase in the coming year. Only nine percent anticipate a rise in transfers this year. Twenty-one percent of participants from medium-size companies expect employee transfers to decrease this year, compared to 14 percent in last year's survey.

Administration of the Move

The survey this year indicates that more companies than ever have established formal relocation

policies (Q. 5). Compared to last year, the number of respondents who reported that their companies have a formal relocation policy rose overall from 71 to 87 percent, with small companies demonstrating the most notable jump. Seventy-three percent of small companies reported that they have formal relocation policies, as compared to 54 percent during the previous year – an increase of 19 percent.

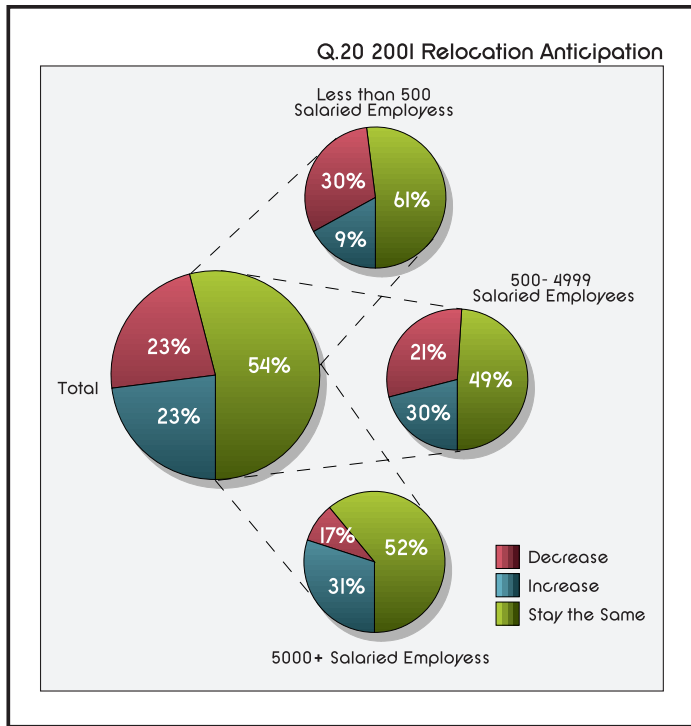
The outsourcing of relocation services is also up (Q. 24). A total of fifty-three percent of respondents said their companies outsource the administration of relocation services, up from 40 percent reported in last year's survey. Real estate took the number one spot in the lineup of outsourced services. This year, 90 percent of participants said their companies outsource real estate services compared to 79 percent last year. Bumped from first to second place was household



RELOCATION DECLINATION:

Most saw family ties as the strongest reason to decline a relocation in 2000.

There was a surprising change in the reported length of time employees are afforded to accept or decline their company's transfer offer (Q. 22b). Twenty-four percent of survey respondents this year stated that



2001 RELOCATION ANTICIPATION:

While there was considerable drop in the percentage of small companies which expect increased relocation activities, 31% of the larger companies still expect relocation activities to increase (compared to 32% last year).

first time asked for the percentage of accompanying spouses who were husbands. Participants' responses indicated that 12 percent of accompanying spouses during 2000 were husbands. Atlas will

transferred employees were 25 to 30 years of age, only seven percent this year cited that age group as the most mobile. ■

ALLOWANCE OF HIRING OF SPOUSES OF EMPLOYEES

The percentage of companies willing to provide a job for trailing spouses remains high at 88% (compared to 79% last year).

OUTSOURCING OF SERVICES:

The outsourcing of services is up. Fifty-three percent of respondents said their companies outsource the administration of relocation services (compared to 40% last year).

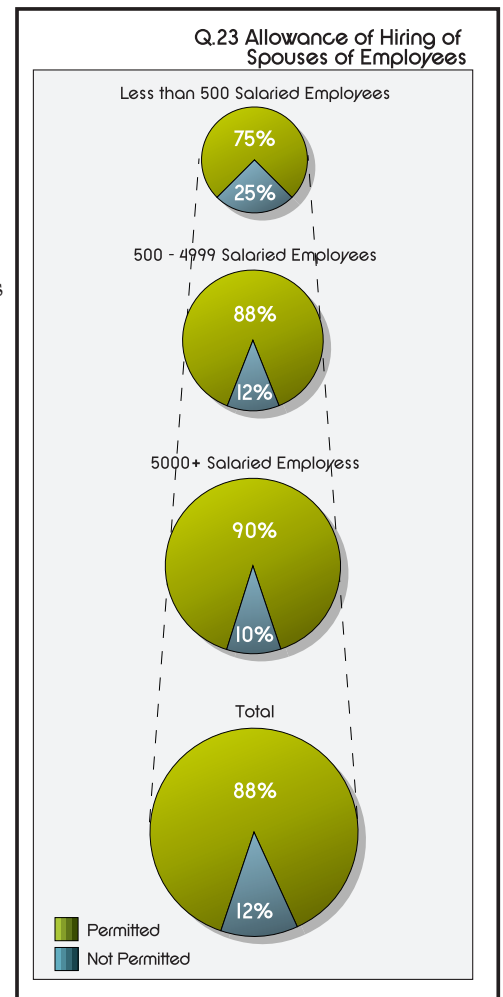
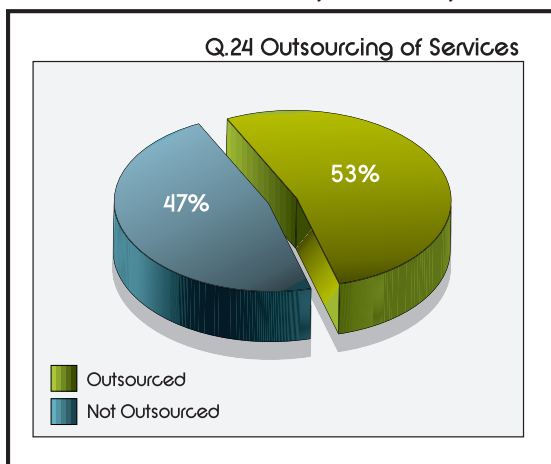
their company's employees have one week or less to accept or decline the offer to relocate, compared to fourteen percent last year.

A shift in the breakdown of accompanying spouses surfaced in this year's survey (Q. 18/19). The numbers in the 2001 survey indicate that of those relocations that involved an accompanying spouse last year, 45 percent were wives, compared to 60 percent during the previous year. In addition, this year's survey for the

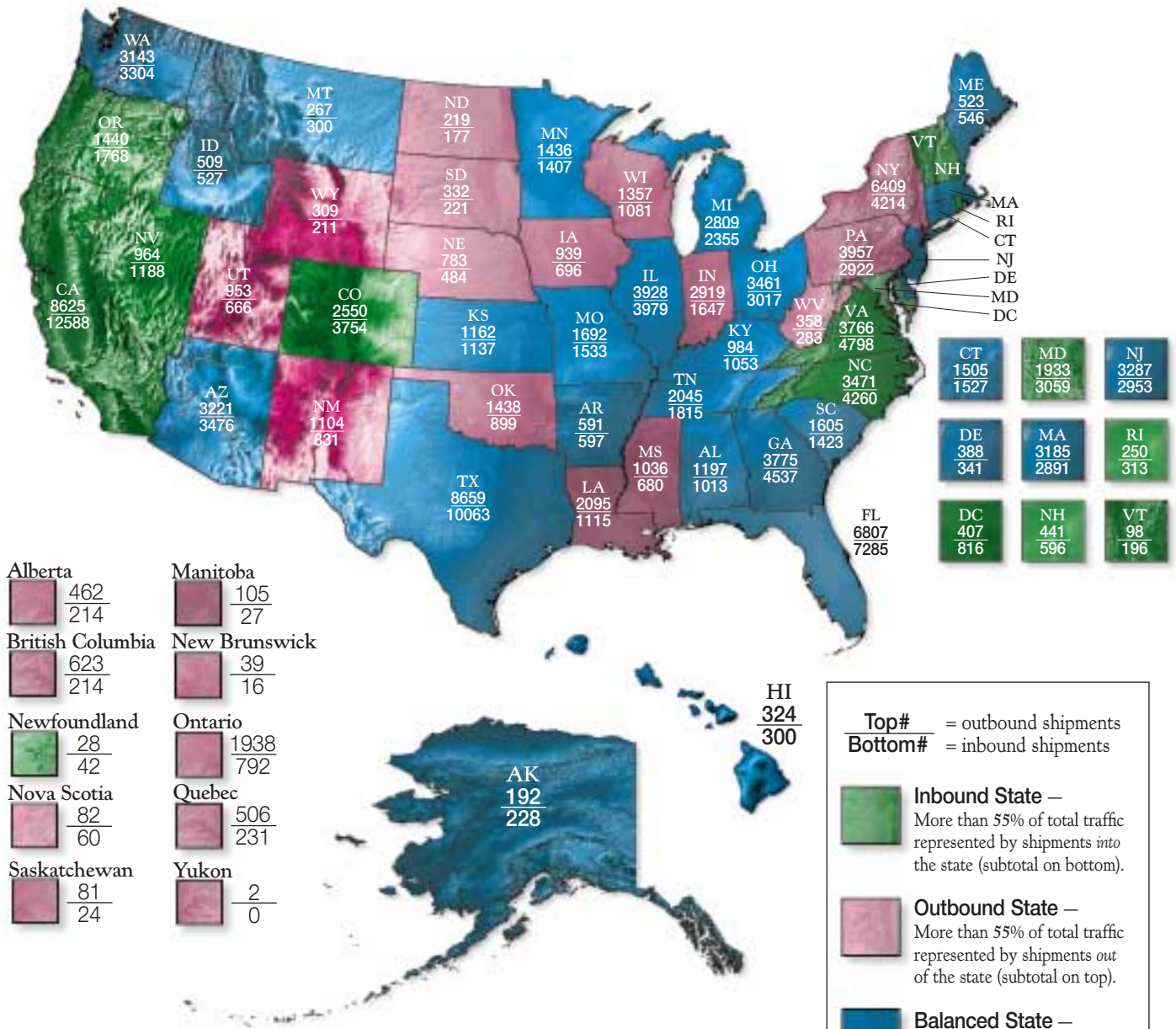
continue to track the gender of accompanying spouses.

On the same note, it appears that companies are more willing to provide a job for the accompanying spouse in the new location (Q. 23). Eighty-eight percent of this year's respondents reported that their companies allow the hiring of the spouse of the transferred employee within the company, compared to 79 percent last year.

A change in the most common age range for transferees also took shape in the survey. This year, seventy-one percent of respondents said their most frequently-transferred employees were from 31 to 40 years old, compared to 58 percent who named this age group in the previous survey. While 20 percent of participants last year said their most frequently-



Patterns of the move



Survey Shows “Where the Action Is”

Where are people going? Where are they coming from? The accompanying map details the results of Atlas’ annual survey of migration patterns in the United States and Canada. The numbers show the origins and destinations of 108,390 interstate household goods shipments made from January 1 through December 31, 2000. Although this analysis includes Atlas shipments only, it provides an indicator of individual and corporate relocation tendencies in North America.

Top# = outbound shipments
Bottom# = inbound shipments

Inbound State — More than 55% of total traffic represented by shipments *into* the state (subtotal on bottom).

Outbound State — More than 55% of total traffic represented by shipments *out* of the state (subtotal on top).

Balanced State — Inbound *and* outbound subtotals individually represent 55% or less of total traffic.

SOURCE: Atlas Van Lines’ 108,390 Interstate Household Goods Shipments during 2000

ATLAMA MOVING & STORAGE

Amarillo, Texas

From Greenhorn to Green Thumb



Above: Mark Kirkpatrick, president, Atlama Moving & Storage. “A lot of our business,” says Mark, “comes from word-of-mouth recommendations of satisfied customers.”

Right: Kirkpatrick with the Atlama team. A group of qualified, experienced and committed individuals.

Five years ago, Mark Kirkpatrick knew little about the relocation business. As a career sales professional with a degree in finance, his notion of how to move goods involved paper and pen more than dolly and truck.

But Mark also had the appetite of an entrepreneur. And when he found an opportunity to purchase a small Atlas agency in the Texas panhandle, he was confident of his vision for success.

“I saw a business with a lot of potential,” says Mark. “It was viable, with good employees and a good reputation. Given the right

kind of investment and leadership, I knew it could produce more.”

Mark’s assessment has proved accurate. Under his guidance, Atlama (for “Atlas of Amarillo”) has seen a doubling in sales volume. Mark credits square dealing as a cornerstone of success. Equally important, he says, is a group of employees he can depend on – and who know they can depend on him.

“I think of myself as a team leader,” says Mark, “part of an organization of people who are qualified, experienced and committed to serving customers. We understand that our livelihoods depend on how well we work together.”



Besides Mark, who handles dispatching duties, Atlama's staff includes a sales representative, office manager, three full-time drivers, and a seven-person warehouse crew. "We're especially proud of our packing team," says Mark. "Thanks to their efforts, Atlama was recognized with Atlas' Superior Packing Award in 1999."

Teamwork is especially important, Mark believes, given the needs to stretch people and resources during the peak season – and to pursue every opportunity during the hyper-competitive off-season. He thinks the battle for business in his region will only heat up, given new legal requirements in Texas for binding estimates or assured price protection on all intrastate moves.

From its Amarillo location, Atlama serves the entire Texas panhandle, the eastern fringe of New Mexico, the panhandle of Oklahoma, and the extreme southwestern part of Kansas. "I'm a native of this area, and I understand the people here," Mark says. "They're hard-working, honest, and they expect fair dealing and good value. Which suits me, because I

wouldn't think of doing business any other way."

Atlama is focused almost exclusively in household goods, with COD customers making up about 40% of the total. Corporate and international moves each account for about 20% of volume, as do military moves – from its Amarillo location, Atlama is well situated for serving Cannon Air Force Base in Clovis, New Mexico, and Altus Air Force Base in Altus, Oklahoma.

Although work outside the household goods arena is rare, Atlama occasionally provides special services. For example, the agency recently moved the sets for "The Barber of Seville" for the Amarillo Opera Company.

What lies ahead for this Texas team? "I want to increase our household goods business," says Mark. "We're looking to add another driver and, eventually, to expand our warehouse."

Given Mark's green thumb for business, there's every reason to believe Atlama's future on the high plains is wide open. ■

Below:

Lloyd Ary, warehouse worker(left), and Fermin Gonzales, warehouseman, inside an international shipping "vault."



Above:

Carolyn Guzzman-Boyd, sales manager.

Left:

Sandy Ferrell, a packer on Atlama's award winning packing team.



Heavy Entry (Right):

Here, the Jelling Stone marks the entry to the Vikings exhibition at the National Museum of Natural History. © Smithsonian Institution, NMNH.



Vikings' Precious Cargo

CARE AND TRANSPORT OF "VIKINGS: NORTH ATLANTIC SAGA"

By David W. Coulter - Vice President, Sales, Specialized Transportation Group



goes into the process of displaying and moving this priceless collection of fragile artifacts. It demands a network of highly skilled people and specialized resources, including a well-equipped transportation team provided by Alexander's Moving & Storage of Minneapolis.

cal or security problems. There are a lot of details to get in order." A Qualcomm satellite system connects Alexander's exhibit site team with the home base for additional communication support.

Preserving Precious Cargo

"The timing of the move becomes very important when you have large vehicles on the streets," says Dave Doebler, national account manager for Alexander's. "You also have to work with security measures, get labor coordinated, and develop backup plans in case of mechani-

"The biggest concern with artifacts like these," says Bruce Lee, exhibit installation manager, "is maintaining the structural integrity of a piece – protecting it from breaks, mars or the deterioration of its surface." Lee works for Maryland-based Ely, Inc., which has been contracted by the Smithsonian to provide logistic management services for the exhibit. "Humidity control is the other critical factor – espe-



"Steady as she goes" – a sentiment shared by all involved as the tractor-trailer shifts into gear and rolls away from the Smithsonian Institution's National Museum of Natural History in Washington, D.C. The truck is en route on the second leg of a two-year, six-stop tour across the U.S. and Canada. On board: an exhibit comprising 350 priceless artifacts of the legendary Viking Age.

"Vikings: The North Atlantic Saga," contains relics that date back to the seventh century A.D. The pieces – some made from wood, bone and leather – are on loan from 27 institutions in 10 countries including Greenland, Iceland, Norway, Sweden, Canada, England, Scotland, Denmark and Finland.

A great deal of time and care

Real Life: The Vikings exhibit helps to dispel myths of winged or horned helmeted warriors while shedding light on what real Viking life was like. The costume pictured is on loan from the New York's Metropolitan Opera. © Smithsonian Institution, NMNH.

A Gift: Reliquary container, known as "Ranvaig's Casket." Copper plate and red enamel on wood. Likely acquired by a Viking as loot from a Scottish Monastery in the 8th century and then passed on to a Norse woman. Courtesy of the Danish National Museum, Copenhagen.

cially for organic items. There are several in this exhibit that are very susceptible to damage if exposed to extremes in humidity and temperature.” These fragile heirlooms include the Jonsbok Manuscript, a 14th century handwritten book of Icelandic law, and a 15th century woolen

Conservators, materials scientists that care for museum collections, continue to explore new packing materials to hold and protect artifacts during transport. “Museums are devoting more time researching the array of materials that the packing industry has developed,” Lee notes.



hood excavated from a Greenland churchyard. One of the most famous pieces of Viking loot – an 8th century copper enameled box taken from a Scottish church – requires meticulous care.

Protection Is a Science

A carefully controlled climate, both in the museums and in the trailers, protects and preserves the artifacts. “The trailer can be on the road with an exhibit for two to four days – sometimes in extreme weather,” Lee says. Some countries send their own couriers to help dismantle, pack and accompany the exhibit team to the new destination for setup. Seven couriers, from as many countries, are currently traveling with the Viking exhibit.

“Part of what my company does is direct research for specific exhibits, and then recommend to museums what the best methods and materials for that move would be.”

Vikings skillfully reworked confiscated baubles, jewelry and coins from conquered lands into jewelry. “Like the organic pieces, many of the exhibit’s metal objects need protection from humidity and other deteriorating factors such as chemical reactions between packing materials and exhibit pieces placed too close to each other,” Lee says. “To prevent this, we use a number of materials to pack artifacts, including high-tech fabrics and natural fibers like silk and cotton, each textile individually suited for its respective relic.”

“While packing typically takes a laborious 2-to-3-week period, loading the crates into the 5-truck convoy takes place fairly swiftly due to effective planning and efficient packing,” says Doebler. Perhaps the most challenging piece to load is a fiber-glass reproduction of the Denmark Jelling Stone, a 540 cubic foot, 700 pound rock (the authentic Jelling Stone weighs many tons) inscribed with King Harald Bluetooth’s interpretation of pagan and Christian symbols.

“The countries that loan their museum items for a tour place a lot of trust and confidence in the people who manage the care and transportation of those items,” Lee says. “That’s why the work of taking care of an exhibit like this has come close to a science. It’s work that is very important.”

Remaining venues of the



Vikings tour include the current showing at the Denver Museum of Nature and Science, the Houston Museum of Natural Science in July, the Natural History Museum of Los Angeles in November, and the Canadian Museum of Civilization in Ottawa, Canada in May, 2002. ■

Vikings: The North Atlantic Saga is organized by the National Museum of Natural History, Smithsonian Institution, and has been made possible through the generous support of the Nordic Council of Ministers and Volvo.

Gokstad:

A one-sixth scale model of the Gokstad burial ship is a centerpiece of an exhibit rich in ancient artifacts of all sizes.

© Smithsonian Institution, NMNH.

Contact:

Wool Hood, ca. 15th century. Excavated at a church graveyard found at the site of the Viking colony in Greenland, this hood is stylistically similar to European fashions of the times indicating ongoing contact between Viking colonists and those back home.

Courtesy of the Danish National Museum, Copenhagen.

Bush-Cheney Transition Team Elects Atlas

Last autumn, while the nation was wrapped up in the presidential election process, Alexander's Moving & Storage in Baltimore was making overtures to wrap up post-election business. An approach to the Bush-Cheney transition team paid off. Soon after the last gavel sounded a conclusion to the election, the Atlas agent won a contract to relocate the Vice President and his wife, Dick and Lynne Cheney.

The relocation involved moving the contents of two homes, one in Dallas and one in McLean, Virginia, to the Vice President's residence at the Naval Observatory in Washington, D.C. As expected, the move required some special considerations for safety and security, and the relocation team worked with the Secret Service and Department of Defense. Perhaps the biggest challenge was dealing with a very compressed transition schedule.



From left: Jonathan Cotten, Vice President of the United States Dick Cheney, Frank Kawalski, Ron Lott, Marcus Washington, Dave Austin and Brad Munter.

"There was not as much time for planning as you would normally expect," says Jonathan Cotten, CRP, National Account Manager and head of Alexander's project team. "The move took place in stages because we were working around renovations to the residence," says Jonathan. "It began right after the inauguration and was

completed early in March."

Jonathan says that despite the ordeal of the recounts and the pressure of an extremely tight time frame, the Cheneys were very gracious. "It was a pleasure to work with them," says Jonathan. "They were extremely nice, courteous and pleasant to deal with throughout the process."

Smooth Sailing *Can Atlas go anywhere?*

Recently, Atlas agent, Bisson Moving & Storage Co., was asked by Atlas agent Specialty Moving & Storage to manage a unique household goods move.

The 23,000 pound move required VIP services, as it was for a long time Specialty customer, and was delivered to an island off the coast of Maine.

The customer was extremely pleased by the successful management of the unconventional move. And the day offered some Atlas photo opportunities that don't come along every day.



Atlas World Group Sells American Red Ball Transit

On April 15, 2001, Atlas World Group finalized the sale of American Red Ball Transit Co., Inc. to the company's management team. Atlas World Group will retain ownership of Red Ball Corporation and its other subsidiaries, including American Red Ball International. In addition, Atlas World Group and American Red Ball Transit will continue many of the operational relationships that have benefited both companies.

"While the relationship with American Red Ball Transit has been positive and mutually beneficial," says Mike Shaffer, chairman and CEO, Atlas

Van Lines, "the decision to sell the van line as a stand-alone company was based on its prospects as a primarily military and COD carrier, and on our cultural differences."

In a joint statement, the new partners said that their desire to purchase the company resulted from a long-term commitment to its growth and success, and they acknowledged "a once-in-a-lifetime opportunity to own something we've devoted many years to making successful."

Katrina Blackwell, who has been with American Red Ball Transit for 25 years, will continue as president. Brad

Beal, who has 10 years with the company, will serve as chief operating officer. David Combs, who has been with the company for more than 20 years, will serve as chief financial officer.

Founded in 1919, Indianapolis-based American Red Ball Transit Co. is the oldest interstate moving company in the nation and a certified member of the American Moving & Storage Association. It had been a wholly owned subsidiary of Atlas World Group since May 1996.

Internet Shipment Tracking Goes Live

A new online tool is now available to help customers check the progress of their shipments. The Atlas System for Internet Shipment Tracking (ASIST), which was tested by Atlas agents before public access was activated February 1, serves corporate, COD, and special-product customers.

"The new system provides more detailed information for our customers," says Dick Arneson, vice president, information technology. "It's beneficial to Atlas agents as well, because it provides greater access to real-time information on their customers' shipments."

Among other things, the new system provides a mileage guide that allows customers to determine the distance between origin and destination cities.

"We'll be working with our corporate clients during the next several months to learn from them how we can fine-tune the system to provide the best program possible for their needs," says Dick.

A link to the Atlas Internet Shipment Tracking System can be found at www.atlasvanlines.com.

The ASIST brochure (BR011136) is available through Atlas Supply to promote this new program to customers.

Coulter Promoted

David W. Coulter has been named vice president of sales for the company's Specialized Transportation Group (STG). As a 21-year Atlas veteran, David has served the company in several capacities, most recently as assistant vice president of marketing for STG. David replaces Dick Gorbett, who will retire as vice president of marketing, STG, in May.

McAnulty Joins

Mark McAnulty has joined Atlas Van Lines in Evansville as corporate counsel. A graduate of Southern Illinois University School of Law, Mark will assist and advise Atlas regarding litigation, employment and general business matters, and he will report to Marian Weilert Sauvey, general counsel.

Formerly an associate with the Evansville-based law firm of Kahn, Dees, Donovan & Kahn, Mark is a member of the Indiana, Illinois, Missouri and American Bar Associations, the Evansville Bar Association, and the Vanderburgh Law Library Foundation. He also volunteers for Big Brothers/Big Sisters and is active in the Kiwanis Club.

Agents: 2002 Atlas Calendars Available in October

The Atlas Van Lines 2002 poster calendar is being developed now and will be available for purchase by the first week of October 2001.

A preview of the final poster calendar will be e-mailed to all agents, and be made available for viewing on the Atlas intranet Resource Guide when the calendar is completed.

Atlas World-Class Service is Appreciated

RE: Gene Santiago and Orlando Martinez
A. Walecka & Son, Inc. (155)
W. Wareham, Maine

It is with great pleasure and relief I am writing this letter. An exceptional driver backed his truck up to my doorstep and began to pack and load my household items. This was no small task as he had to back down three blocks of narrow, winding, sharp-sloped hills three days in a row. With great care and organization,

"All four of them worked in an organized, professional manner."

Gino and Orlando began the task of packing. On the second day, another team of packers arrived and they, too, were excellent. All four of them worked in an organized, professional manner. It is never easy to move, but they made my task easy and almost enjoyable because of their care and organization with my home.

Upon our arrival in Florida, Gino and Orlando again acted with great care when unloading my household items. I am very happy to report that nothing was lost or missing. In closing, please know I cannot thank your company enough. Gino and Orlando were exceptional.

Very truly yours,
Linda and Philip Kratzer

RE: Richard Kratt and Kim Gardella
Ace World Wide Moving & Storage of St. Paul, Inc. (17)
St. Paul, Minnesota

I called Mabey's to inquire about transporting furniture to Arizona. I was assisted by Kim Gardella and was so pleased by her thoughtfulness, helpfulness and pleasantness that I decided to use Mabey's service.

A very efficient, courteous and professional crew arrived to pack and prepare the furniture to be sent to Arizona.

"A very efficient, courteous and professional crew arrived to pack and prepare the furniture..."

These were family heirlooms, antique dressers, mirrors, tables and chairs.

My daughter called me a few days later to let me know the furniture was being unloaded and she was thrilled with the shipping, handling and politeness of the men who unloaded and placed the furniture in her home.

This letter was written to inform you of my appreciation. I will recommend Mabey's and Atlas Van Lines to anyone who might be interested in moving.

Thank you,
Jeanette Parlman

RE: Brian Child
Kedney Moving Center (1208)
Grand Forks, North Dakota

As you well know, moving can be a stressful time, especially if one has to worry about the security and handling of one's household possessions. Items can be lost, stolen, broken, carelessly packed, and poorly organized, making the process a nightmare. The crew from Kedney were

conscientious and courteous professionals who were willing to go that extra mile to ensure all of our goods, from the most humble child's toy chest to valuable photo studio props, were packed carefully and efficiently.

The crew worked tirelessly, were polite and professional at all times, and deserve great credit and recognition for a job well done. We will continue to sing their praises and give credit to the company for which they work for some time to come. These crew members are an incredible asset to your company and serve as great business ambassadors for you. They certainly deserve to be complimented. Keep up the great work!

Sincerely,
Roger and Amy Locklear

RE: Pat Kelly
Crofutt & Smith Storage Warehouse, Inc. (646)
Landing, New Jersey

I wanted to thank you and the Atlas/Crofutt & Smith team for a very professionally handled move. The packing and transporting team, led by Pat Kelly, was

"...unbelievably efficient and effective."

unbelievably efficient and effective. I say this from experience, including over ten moves over the past 30 years. None of them came close to this one. The concept of one person, Pat, following the whole move from start to finish is clearly a winning strategy that you have adopted. Thanks again.

Yours truly,
Andrew G. Mueller
Executive Vice President
International Specialty Products



RE: J.R. Moesh
Alaska Terminal, Inc. (1924)
Anchorage, Alaska

We have moved from Colorado to Alaska and since we had some unpleasant moving experiences in the past, we were quite apprehensive about this move.

This was our first move with Atlas. J.R. Moesh and his staff at Alaska Terminal coordinated our move and were very helpful. They maintained contact with us every few days prior to the move and always returned our calls to answer any questions.

*"...Atlas is
'TOPS' in
movers."*

Everything went smoothly and the scheduling was nearly perfect for pick up and arrival times.

The crew came to the house as scheduled and packed everything very carefully. We were impressed with the fact that they stacked the packed items out of the way so we could move around our home comfortably, instead of moving about an obstacle course. All boxes were clearly labeled when they arrived at our new home. Everything arrived intact and there was no breakage.

In our opinion, Atlas is "TOPS" in movers.

Sincerely,
Paul and Marlene Baetschiger

RE: Brian Johnson and Tom Thien
Bekins Northwest (2510)
Tacoma, Washington

My wife and I would like to express our thanks to Bekins, and especially our driver, Brian Johnson. What a nice person and very professional. Our thanks also go to the crew in Idaho who had to load our furniture in a snow storm and did it quickly, and with great attitudes. We'd also like to thank Tom Thien, who was assuring every step of the way.

"Everyone was professional and made us comfortable..."

Everyone was professional and made us comfortable by handling our prized possessions with great care. Our sincere thanks to all of you.

Sincerely,
Jay and Karen Steinberger

RE: Chuck Racine
Paxton Van Lines (1610)
Springfield, Virginia

The purpose of this letter is to commend the excellent service we received from Paxton Van Lines. In particular, I would like to acknowledge the efforts of Mr. Chuck Racine. Chuck's coordination and supervision of all on-site activities related to the move were exemplary. In addition, Mr. Racine's crew provided stellar performances in all aspects of the move.

Mr. Racine has strong supervisory skills, extensive on-site packing and loading skills, and is detail oriented in both his packing and documentation responsibilities. He was meticulous about filling out and signing forms at each end of the move. In addition, Chuck has

excellent interpersonal skills, a positive "can do" mental attitude, and a gentlemanly manner that put us at ease and made us feel very comfortable.

Chuck and his crew interacted with great harmony and efficiency. Chuck always supervised the large and/or difficult pieces of furniture and art. I sensed the crew had a great deal of respect for him and easily accepted instructions from him. As the week went on, I found him meticulously packing while loading the entire contents of our home onto the large van. It was like watching an artist create a masterpiece. As I watched the process, I realized what high quality service we were getting from Paxton and how fortunate we were. I was feeling excited about the transition, rather than anxious.

"As I watched the process, I realized what high quality service we were getting..."

In summary, I am very satisfied with Paxton and our move. I attribute much of my satisfaction to Mr. Chuck Racine and his crew. Chuck is the consummate hands-on relocation professional, and an honest gentleman with great family values. He provided a sense of comfort and security that made our transition feel effortless. Our highest accolades to Paxton for providing us with such exceptional movers.

Respectfully,
Drs. Gail and Arthur Wasserman



2001 Atlas Forum, Chicago, Illinois
The 34th Annual Forum on Moving

The 2001 Forum is set for April 26 & April 27 at the Hyatt Regency O'Hare, Chicago. The Forum preliminary agenda is as follows:

Thursday, April 26, 2001

Early Bird Workshop
 1:15 p.m. - 2:30 p.m.

"EVERYTHING YOU NEED TO KNOW ABOUT TARIFF 2001/400-N"
 You've been hearing about it for over a year. Here's your opportunity to learn all about Tariff 2001, as a van line representative and an industry spokesman take you through the what, why, when and how.

Moderator: **MARIAN WEILERT SAUVEY**
 General Counsel, Vice President & Corporate Secretary
 Atlas Van Lines, Inc.

Speakers: **JOE HARRISON**
 President
 American Moving & Storage Association

GENE WAGNER
 Assistant Vice President
 Pricing & Agency Services
 Atlas Van Lines, Inc.

3:15 p.m. - 5:00 p.m.

OPENING GENERAL SESSION

Call to Order and Welcome: **MIKE SHAFFER**, Chairman & CEO
 Atlas Van Lines, Inc.

Moderator: **STEVE MUMMA**, Sr. Vice President,
 Marketing & Agency Services
 Atlas Van Lines, Inc.

Speaker: **"KEEPING THE PROMISES WE MAKE TO OURSELVES"**
 Keynote address presented by **JOHN POWERS**, Novelist, Playwright,
 Media Personality and Educator.

6:30 p.m. - 7:30 p.m.

Reception

7:30 p.m. - 9:45 p.m.

Banquet & Special Entertainment

Presiding: **JIM STAMM**, President & COO
 Atlas Van Lines, Inc.

9:45 p.m. - 12 midnight

Music & Hospitality

Friday, April 27, 2000

7:45 p.m. - 9:30 p.m.

Breakfast & Second General Session

Moderator: **STEVE MUMMA**

Speaker: **"HOW TO GIVE EXCEPTIONAL CUSTOMER SERVICE"**
 Keynote address presented by **LISA FORD**,
 Author of several videotape series, Expert on
 Customer Service and Customer Relationship
 Management, and International Speaker.

9:45 a.m. - 11:00 a.m.

Workshops I & II

Workshop I
"THE SOFT ISSUES IN RELOCATION"
 If your policy offers relocating families services such as spousal assistance, school search, elder care and the like, you'll want to sit in as a third party firm executive and two corporate administrators address how firms are using these benefits.

Moderator: **CHARLEY BECK**, CRP
 Director, Marketing Programs
 Atlas Van Lines, Inc.

Panelists: **LAURA HERRING**, SCRP
 President
 The IMPACT Group

MARITA STRICKLIN, CRP
 Manager of Corporate Relocation
 Abbott Laboratories

MARY ANN ZIPF
 Manager of Relocation, Human Resources
 MasterCard International

Friday, April 28, 2000 continued

Workshop II
"USING THE INTERNET AS A RELOCATION TOOL"
 A relocation consultant (and former corporate administrator) discusses the many and varied uses of this amazing source of knowledge and communication — the Internet — and how you can put it to good use in your programs.

Moderator: **RAY WEST**
 Vice President, Information Technology
 Atlas Van Lines, Inc.

Speaker: **PAT MILESKI**, CRP
 Consultant, Principal Account
 Domestic Compensation &
 Relocation Services
 Runzheimer International

11:00 a.m. - 11:15 a.m.

Coffee Break

11:15 a.m. - 12:30 a.m.

Workshops III & IV

Workshop III
"CORPORATE RELOCATION POLICY IDEAS"

In this session, corporate relocation administrators share the details of their companies' policies and the ups and downs they have experienced with them. It's a good chance to compare your own policy with others.

Moderator: **KARL RAU**
 Asst. Vice President, Contract Administration
 Atlas Van Lines, Inc.

Panelists: **TERRY DAVIS**, SCRP
 Manager, Domestic Relocations
 Ernst & Young LLP

MARY MOONEY
 Household Moves, Lodging &
 Customer Service Center Supervisor
 State Farm Insurance Companies

PEGGY SMITH
 Relocation Program Manager
 Microsoft Corporation

Workshop IV
"DEFINING QUALITY & VALUE: AN OPEN DISCUSSION"
 Illusive terms are "quality" and "value." Are there commonly accepted descriptions? This session offers a definition from the van line point of view and encourages you and your peers in the audience to join in an open discussion with your own thoughts on the subjects.

Moderator: **MIKE SCAVUZZO**
 Sr. Vice President, Sales
 Atlas Van Lines, Inc.

Panelists: **DAVE DANIELS**
 Director, Quality Development
 Atlas Van Lines, Inc.

GREG HOOVER
 Vice President, Sales
 Atlas Van Lines, Inc.

12:45 p.m. - 3:00 p.m.

Luncheon & Closing General Session

Presiding: **STEVE MUMMA**

Principal Address: **"THE NEW CHALLENGES OF THE GLOBAL ECONOMY"**
 Presentation by Featured Luncheon Speaker, **STUART VARNEY**, Economist, Former Co-host of CNN's *Money Line News Hour*, and Peabody Award Winner.

Adjournment

This Atlas agent is...



- A** Requesting a list of the best orthodontists in Topeka?
- B** Reserving two nights for Sparky at Happy Hounds kennel?
- C** Confirming the arrival of a move from Bangor to the Baja?
- D** Calling "Dial-a-Pro" for advice on hitting a 2-iron?

The answer?

All of the above – at one time or another. Because relocation, Atlas style, is more than just moving goods from point A to point B.

We're transporting peoples' lives. And it's our job to make every experience a success.

It means less free time on the links – and more time on your job. Maybe that's why we don't hit a 2-iron perfectly. But when it comes to your relocation needs, we can swing just about anything.

Get more than just a mover. Call us today at **800-VIP-MOVE**.

More than a mover.™



June

- 10th–12th** Healthcare Convention & Exhibitors' Association – Minneapolis, MN
 - 24th–27th** Society for Human Resource Management (SHRM) Annual Conference & Exposition San Francisco, CA
 - 29th** Atlas Convention Sales Cut-Off – 5 P.M.
-

July

- 2nd** Canada Day (celebrated) – Atlas Canada Closed
 - 4th** Independence Day – Atlas Headquarters Closed
 - 15th** Atlas Company Picnic
 - 18th** AWG Board Meeting
-

August

- 6th** Civic Holiday – Atlas Canada Closed
- 14th–16th** Tradeshows About Tradeshows (TS2) – Anaheim, CA

2001

www.atlasvanlines.com



P.O. Box 509
Evansville, IN 47703