

amplifier



 *go new places.™*

**Atlas continues
to go new places.**
Where's your new place?



Chairman's Message

Approaching the turn of another year, we know the days of "business as usual" are a faint memory. In every arena, the world over, we can see big challenges. If we look deep enough, we can also find opportunities.

In the last issue of the Amplifier, Atlas introduced a freshened brand message, *Go New Places™*. Now, we look a little deeper into what this means for our opportunities.



Cooperation is central to our brand promise, and we're strengthening it here and overseas. New agents, service affiliates, and corporate partnerships mean new business. A bold plan to grow military volume will secure increased hauling opportunities year round. A new business unit, AWG Logistics, will grow share in a vital industry segment. We're supporting an increased capacity with 83 new driver positions, which we successfully filled during the second and third quarters.

Preparation is fundamental to opportunity, and we've done our homework. Once again, Atlas is ranked in the upper tier of the InformationWeek 500 technology innovators. Our service energy remains strong, as seen in the quality performance of our award-winning agents. In Canada, we prepare to mark 50 years that have seen our brand grow into the country's undisputed industry leader.

But our best advantage is our people and the energy they bring to work every day. They are the incredible customer service that turns opportunities into successes. They make me proud to be part of Atlas, and encouraged about the opportunities ahead.

Glen Dunkerson
Chairman and CEO

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Volume 63 Winter 2012

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For more information on Atlas and our services, visit atlasvanlines.com
Atlas Van Lines, Inc. is an ISO 9001 certified company.



The Atlas Amplifier is published by Atlas World Group, Inc., 1212 St. George Rd., Evansville, IN 47711.
All material for publication must be submitted to the Corporate Marketing Department.
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go new places.™



Atlas continues to go new places.

Where's your new place?

Earlier this year, Atlas introduced a new message and a new way of thinking about moving: *Go New Places*™. A global network of professionals deliver on this promise with resources, know-how and flexibility. They bring proven systems in corporate relocation, home moving, logistics, and commercial, office and industrial moving.

The message is simple, and the answers are as unique as people themselves. Your new place may be simply finding a new way of doing things in your organization. Or your new place might involve moving a household to an entirely new spot on the globe. Or maybe you need to move many things to many spots on the globe, all at once. "*Go New Places... on the map, in the mind, or in the heart,*" that's what a video on the home page of atlasvanlines.com says. We know that even the smallest moves can have significant impact on families and businesses. That's why, no matter the challenge, you can trust Atlas to help you *Go New Places*.



Scan the QR Code to watch.

Every day, you Go New Places. The Atlas promise to help you go there comes to life in a 50-second video, shared via YouTube and on www.atlasvanlines.com

New Partners Mean New Business.

"Keeping our promises leads to new partnerships," says Vice President of Corporate Marketing Ryan McConnell. "We work closely with our partners to bring them ideas for added value."

Atlas currently nurtures special relationships with AAA, RealLiving®, Cartus®, and The PGA of America™, among others. These typically include preferred pricing and services tailored to the organizations' members. A growing list of international partners, licensed to represent the Atlas brand, supports door-to-door service quality globally. Volume from partnerships has grown steadily over the last two years, with referrals coming primarily through online requests for pricing. Atlas matches these inquiries to agents who meet or exceed specific standards for service.

"Partnerships are a great value-added opportunity for our partners' customers, and bring new opportunities for Atlas agents," says Marketing Specialist Sarah Whitaker.



Atlas and The PGA of America are working together to bring quality service and favorable pricing for PGA professionals, affiliated clubs and associates.

From left: Executive Vice President Steve Brown, AMJ Campbell Florida (423); Director of Business Development Sandy Cross, The PGA of America; Executive Vice President of Sales Mike Lombardo, AMJ Campbell Florida (423). AMJ Campbell initiated the partnership and continues to act as a liaison between Atlas and The PGA of America.



Agents building partnerships. Business Development Representative Rex Blakely, Alexander's Mobility Services (218) and Relocation Consultant Max Davis, Imlach & Collins Bros., LLC (1132) visited AAA offices in Irving, Texas for "Discounts Day." They met AAA professionals, learned about the call center operations, and shared perspectives on service.

New Atlas Agents Support Promise with Depth, Commitment.

"Atlas keeps its word with a strong agency network," says Atlas President and COO Jack Griffin. "We're especially pleased when we can welcome a new agent, or celebrate the success when a member of our agency family expands." As members of AMSA, every Atlas agent carries the ProMover certification of quality and ethical operation. And each brings the energy and desire that enable customers to *Go New Places*™

Vector...A Move Ahead, Inc. (2065) joins the Atlas family as a full-service agency serving the Bay Area of California. The company has built a reputation for service that dates to 1989. It supports professional excellence with memberships in the BBB, California Public Utilities Commission, and California Moving and Storage Association (CMSA).

Atlas welcomes **Moyer and Sons Moving and Storage, Inc.** (439) of Clarksburg, Maryland, one of the largest moving companies in the Washington D.C. area. It has been in operation since 1969, earning respect for its service quality, especially among government customers. Nearly three of every four moves the agency performs are for government employees.

'H' Moving & Storage, Inc. (1049), with operations based in Killeen, Texas, joins the Atlas agent family. The company is known for personalized service that simplifies moving for customers. It brings special strengths to household goods and office moves, and supports these with 98,000 square feet of warehouse capacity.

AWG LOGISTICS™

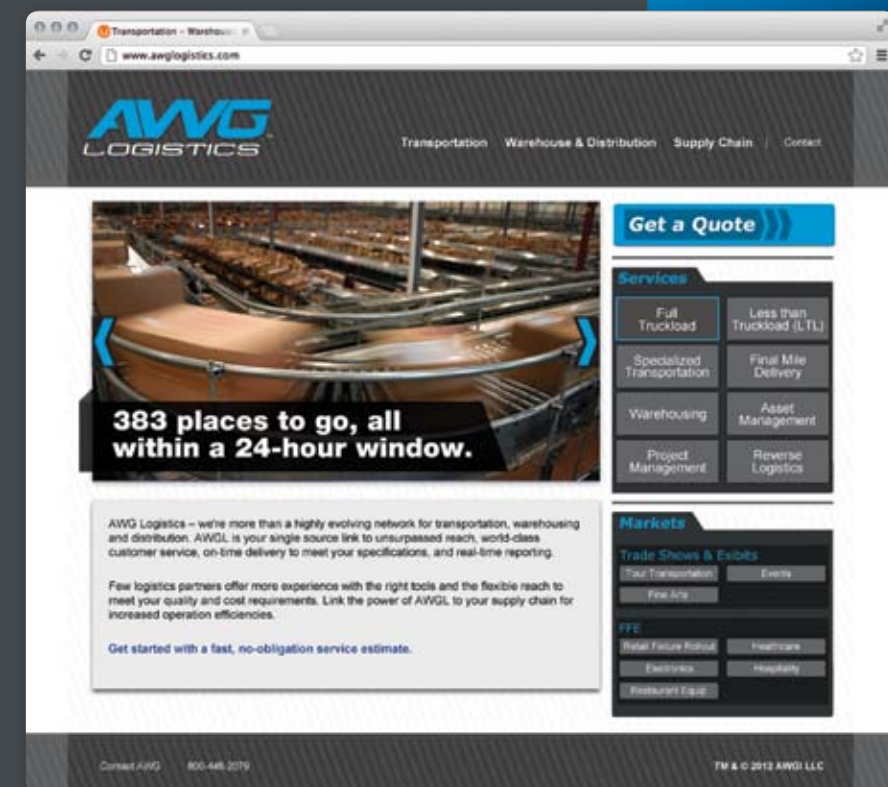
Atlas Introduces AWG Logistics.

When Atlas brand managers met last year to refine the company's marketing strategy, they looked closely at three markets: household goods; logistics and special products; and commercial, office and industrial moves.

"Each market has its own concerns, and we serve each with competitive efficiency," says Atlas President and COO Jack Griffin. "In particular, we found an opportunity to grow share in the logistics segment."

This fall, Atlas World Group launched AWG Logistics (www.AWGLogistics.com). The new company provides total distribution solutions—origin to destination—as well as stand-alone services for transportation, warehousing, final mile, project management, and reverse logistics.

"We're making it easy for our customers to see the results they expect in their supply chain," says AWG Logistics Vice President and General Manager Matt Van der Linde. "We bring the cost efficiency of a non-asset based provider, backed by the extensive transportation and warehouse assets of the Atlas network. We have the flexibility to answer the pricing, timing, and quality requirements of virtually any logistics challenge."



Atlas World Group launched AWG Logistics in September to grow share in the logistics segment, adding to the strength of Atlas Specialized Transportation Agents and the Atlas company Titan Global Distribution. AWG Logistics is a single-source partner with flexibility to answer each customer's requirements. At every step, customers receive unsurpassed service and real-time reporting.



Scan the QR Code to visit awglogistics.com

DriveAtlas Supports Successful Fleet Growth.

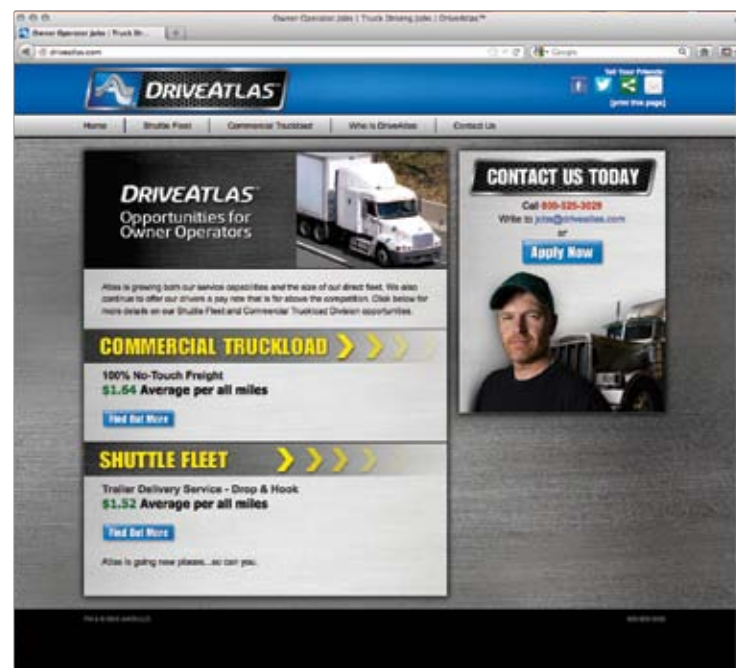
To meet increased demand for Household Goods shipments and to bolster infrastructure for AWG Logistics, Atlas mounted an aggressive campaign early this year to recruit qualified drivers.

Banner advertising on selected trucking sites pointed candidates to DriveAtlas.com, where they learned about the Atlas career opportunity.

"We set an ambitious goal to recruit 100 professionals," says Atlas

Director of Corporate Resources Paul Young. "To date, we have

brought in 83, including owner-operators for our commercial truckload shuttle fleet and our special products division, as well as ten new company driver positions."



Scan the QR Code to visit driveatlas.com

Atlas launches DriveAtlas.com
In its first phase, the website serves as an information tool for recruiting drivers. Phase two will see the site develop as a hub for their professional development and career advancement.

Healthy New Directions.

For Atlas, helping people go new places extends to employees and their need to stay healthy. For this reason, the company has invested in a wellness center on site. It allows direct access to affordable healthcare services for employees and family members who participate in the company's insurance plan.

Services include first aid, treatment for common illnesses, and prescription services, plus wellness services such as blood testing, blood pressure and cholesterol monitoring, and health education.

"We want to help employees maintain healthy lifestyles and take preventive measures to ensure their well-being for many years to come," says Vice President of Human Resources Nancy Priebe.



You're Going There, Every Day.

Because you go new places every day, our promise is to help you do it easier and more securely. And for the thousands of people who proudly represent Atlas, it's even more than a promise. It's a way of life. In the pages that follow, you will see that Atlas people are on the move. Because, like you, our people are not satisfied with things as they are; they're not resting on past successes. Atlas people welcome the move to new places...and the exciting opportunities that come with it.

What new place are you going? Tell us!

Connect and share with Atlas via your favorite social media sites.



Get Evansville Moving.

Evansville, Indiana Mayor Lloyd Winnecke encourages the Evansville community to shed unwanted pounds and feel better via a fitness challenge. And nobody in Evansville knows more about moving than employees at Atlas Van Lines! Check out their fun and funky "Go You Chicken Fat Go" on the Atlas YouTube Channel.



Scan the QR Code to watch the video.



Bold New Look.

An updated Atlas brand prompts the first major revision to graphics on Atlas equipment since the 1970s. The contemporary design supports the new brand promise. (Atlas Agents: For details on equipment painting, see the Departments menu on AtlasNet: Admin/Terminal Services -> Atlas Terminal -> Paint Program.)



PICCS WINNERS

Each month, Atlas honors one employee for their dedication to *Performing Incredible Customer Service.*



Michelle Bergman, Rating & Distribution Services

"I firmly believe in treating people the way you want to be treated: with respect, patience, and honesty."

Michelle is known for her willingness to help and ability to solve problems quickly. She has a masterful way of explaining things that instills confidence and trust in agents and PVOs. She is cool under pressure, and her cheerful, upbeat attitude is contagious. As one agent succinctly stated: "Michelle is a godsend."



Beverly Rolph, Credit & Collections

"Customer service to me means representing the Atlas family with honor and pride...to go the 'extra mile' with loyal, confident, and trustworthy service."

Beverly uses great care and diplomacy in her work of collecting from customers. She double-checks all charges to make sure they are correct, and she handles interactions with the utmost courtesy and respect. Beverly draws on her extensive knowledge of the business to answer questions with ease and consistently resolve difficult issues.



Carla Trent, Corporate Resources

"My personal philosophy is to give the same type of customer service I would expect to get myself if I had a question or problem."

Carla's work in the recruitment of professional van operators has produced outstanding results; at the time of her award, she was instrumental in a 357 percent increase in recruitment over the previous year. Her commitment is evident in six-day work weeks and long hours. Carla has earned the respect of Atlas PVOs, who know she is dedicated to their well-being.



Diane Wolf, Driver Settlement

"I believe that everyone deserves to be treated with respect. I believe in trying to find something positive in every situation."

In her day-to-day dealings with Atlas PVOs, Diane sets an example of consideration and understanding that inspires her associates. She listens to driver concerns, takes the time to understand, and follows through to ensure each feels they have received the best service. Diane always sees the glass as half full, and her positive attitude helps others see it that way, too.



Aaron Chenoweth, Marketing

"I want to astonish each customer by surpassing expectations...I have a personal stake in their success, not just my own."

Aaron has earned the praise of Atlas headquarters associates and agents alike for his can-do attitude, professionalism, and ability to get things done. During the first half of 2012, he successfully completed two trade shows, organized and promoted a successful BRAVO Week for driver appreciation, and oversaw the creation and launch of DriveAtlas, a key initiative for filling new driver positions.



Nancy Menke, IT

"Customer service is about taking care of people...it takes a lot of listening to the customers to understand their needs."

The quality and professionalism of Nancy's work is consistently exceptional. She is known for double and triple checking to exceed customer expectations. As one agent wrote, Nancy brings "Excellent technical skills, common sense, a pleasant personality, and a desire to investigate and understand all details." Nancy shows a servant's heart in her personal life, too: on a recent mission to Belize, she was key in building a home for a family in need.

Atlas STG Agents Are Top Performers.

Atlas Specialized Transportation Group Quality Award

The transportation of special products presents its own set of challenges. Day in and day out, Atlas STG agents bring unfailing creativity and energy to answer the diverse needs of their customers. Their logistical finesse serves shippers of fine art, store fixtures, trade shows, electronics, and unique or unusual products.

Inspired by the Milton M. Hill Quality Award, The Specialized Transportation Group Quality Award recognizes what it takes to excel in this uniquely demanding segment of the transportation industry. Among the criteria, agents must:

- Do business as a full-service agency, meeting or exceeding the eight quality standards of the Atlas World Class Commitment.
- Earn a facility rating of 5.0.
- Have operated as an Atlas agent for a full convention year.
- Achieve combined booker and hauler revenue of at least \$1,000,000 in Specialized Transportation business.

Congratulations to the 2012 Atlas Specialized Transportation Group Quality Award Agents.

- Advance Relocation Systems (59) Baltimore, MD*
- Alexander's Mobility Services (208) Hayward, CA*
- Alexander's Mobility Services (210) Portland, OR*
- Alexander's Mobility Services (214) Baltimore, MD*
- Action Moving Services, Inc. (238) Burnsville, MN*
- Avatar Relocation of NY, Inc. (444) Yaphank, NY*
- Atlantic Relocation Systems (1253) Indianapolis, IN*
- Atlantic Relocation Systems (1427) Carrollton, TX*
- J. W. Cole & Sons, Inc. (1772) Detroit, MI*
- Weleski Transfer, Inc. (2151) Tarentum, PA*





Excellence

Is a Way of Life...

Take a good look at the 51 names on the opposite page. They represent a professionalism to which all aspire, but few can claim. These are deserving recipients of the 2012 Milton M. Hill Quality Award, achieving unrivaled excellence in all aspects of their businesses.

Exceeding the Highest Standards

Eligibility extends to full-service agencies with combined booker-hauler revenue of at least \$1,000,000 over an entire convention year. Recipients meet or exceed all 12 quality standards of World Class Commitment, earn a "superior" facility rating, and achieve the Hauling Excellence Award. ■

"Every member of our Atlas family applauds the Milton M. Hill Award winners for their example. They remind us excellence is a way of life, lived every day."

- Atlas Chairman and CEO Glen Dunkerson

Lived Every Day.

Congratulations to the 2012 Atlas Milton M. Hill Quality Award Agents.

Ace World Wide Moving & Storage Co. (16)
Elgin, IL

Ace World Wide Moving & Storage Co., Inc. (24)
Cudahy, WI

Ace Relocation Systems, Inc. (25)
Long Beach, CA

Ace World Wide Moving & Storage Co., Inc. (29)
Austin, TX

Advance Relocation Systems (59)
Baltimore, MD

Ace Relocation Systems, Inc. (62)
San Diego, CA

A-1 Movers, Inc. (68)
Superior, WI

American of Virginia, Inc. (103)
Waynesboro, VA

Alexander's Mobility Services (207)
Tustin, CA

Alexander's Mobility Services (208)
Hayward, CA

Alexander's Mobility Services (210)
Portland, OR

Alexander's Mobility Services (214)
Baltimore, MD

Alexander's Mobility Services (215)
Eagan, MN

Alexander's Mobility Services (216)
Poway, CA

Alexander's Mobility Services (217)
Nashville, TN

Alexander's Mobility Services (218)
Garland, TX

Action Moving Services, Inc. (238)
Burnsville, MN

A-1 Metro Movers - Omaha (251)
Omaha, NE

Collins Brothers Moving Corporation (547)
Larchmont, NY

Collins Brothers Moving & Storage, LLC (573)
Dulles, VA

Celina Moving and Storage, Inc. (592)
Celina, OH

Croft & Smith Moving & Storage (646)
Landing, NJ

DMS Moving Systems, Inc. (800)
Canton, MI

DMS Moving Systems of Alabama, Inc. (801)
Bessemer, AL

Herren's Twin City Moving & Storage, Inc. (831)
Lafayette, IN

Daniel's Moving and Storage, Inc. (875)
Phoenix, AZ

Golden Van Lines, Inc. (991)
Longmont, CO

Atlantic Relocation Systems (1008)
Sarasota, FL

Atlantic Relocation Systems (1021)
Houston, TX

Atlantic Relocation Systems (1038)
Phoenix, AZ

Winter Moving and Storage, Inc. (1077)
Bentonville, AR

Imlach Group (1130)
Trenton, MI

Imlach & Collins Brothers, LLC (1132)
Irving, TX

Atlantic Relocation Systems (1253)
Indianapolis, IN

Lytle's Transfer & Storage, Inc. (1302)
Tipton, PA

Merchants Moving & Storage, Inc. (1401)
Boise, ID

Atlantic Relocation Systems (1427)
Carrollton, TX

Nelson Westerberg (1505)
Elk Grove Village, IL

Prager Moving & Storage Co. (1555)
Naperville, IL

Paxton Van Lines, Inc. (1610)
Springfield, VA

Atlantic Relocation Systems (1651)
Denver, CO

Powell Relocation Group (1657)
Grand Rapids, MI

Reads Moving Systems, Inc. (1711)
Hatboro, PA

Reads Moving Systems of Richmond, Inc. (1701)
Petersburg, VA

Walker Transfer, Inc. (2114)
Kenova, WV

Wayne Moving & Storage Company, Inc. (2118)
West Chester, PA

Weleski Transfer, Inc. (2151)
Tarentum, PA

Wm. Duggan Co., Inc. (2189)
Walpole, MA

Bekins Moving & Storage Co. (2501)
Mountlake Terrace, WA

Bekins Moving & Storage Co. (2502)
Tacoma, WA

Philpot Relocation Systems (2611)
Tucker, GA

Undeniable Dedication

Atlas Agents Clear High Bar.

"The Milton M. Hill Quality Award and World Class Commitment are high hurdles. The agents who clear these bars reach deep within themselves and their people to bring out the very best. They deserve not only recognition, but our thanks."
 - Atlas Chairman & CEO
 Glen Dunkerson

Similar to the Milton M. Hill Quality Award, the Atlas World Class Commitment Award shows a dedication to excellence that is earned over a smaller volume of shipments. The criteria covers 12 critical areas, among them are customer satisfaction, estimating accuracy, and claims experience.

Commitment to Improvement.

Atlas regularly reviews its quality standards and continually refines them. This process of continuous improvement supports our agent network in their pursuit of total customer satisfaction. Like Milton M. Hill Quality agents, World Class Commitment agents bring valuable insight to this important effort. ■



Congratulations to the 2012 Atlas World Class Commitment Award Agents.

- Ace Relocation Systems, Inc. (8)* - Orlando, FL
- Ace Relocation Systems, Inc. (15)* - Upper Marlboro, MD
- Ace Relocation Systems, Inc. (43)* - Kent, WA
- Ace Relocation Systems, Inc. (64)* - Elgin, IL
- Ace Relocation Systems, Inc. (66)* - Kyle, TX
- Ace Relocation Systems, Inc. (75)* - San Jose, CA
- Ace Relocation Systems, Inc. (96)* - Phoenix, AZ
- A-1 Moving & Storage (87)* - Jupiter, FL
- All Star Moving Systems, Inc. (90)* - Muncie, IN
- Bisson Moving & Storage Co. (272)* - Westbrook, ME
- Apex & Robert E. Lee Moving & Storage Co., Inc. (278)* - Antioch, TN
- Finkbiner Transfer & Storage, Inc. (344)* - Springfield, MO
- Brouwer Relocation, Inc. (406)* - Sioux Falls, SD
- Avatar Relocation of NY Inc. (444)* - Yaphank, NY
- California Moving Systems, Inc. (533)* - Sacramento, CA
- Discover Moving & Storage, Inc. (539)* - Great Falls, MT
- Coastline Relocation/Goldsboro (633)* - Goldsboro, NC
- Jackson's Relocation Services (790)* - Sedalia, MO
- Dixie Moving & Storage, Inc. (799)* - Huntsville, AL
- EC Moving & Storage, Inc. (845)* - Eau Claire, WI
- Gellings Moving & Storage, Inc. (979)* - Idaho Falls, ID
- Guardian Relocation Inc. (1032)* - Indianapolis, IN
- Noffs/Atlantic Relocation Systems (1039)* - Arlington Heights, IL

- Hopkins & Sons, Inc. (1102)* - New Castle, DE
- Atlantic Relocation Systems (1148)* - Anaheim, CA
- DeVries Moving-Packing-Storage (1217)* - Spokane, WA
- Atlantic Relocation Systems (1287)* - Tampa, FL
- Locker Moving & Storage, Inc. (1324)* - Canton, OH
- R. C. Mason Movers, Inc. (1362)* - Peabody, MA
- Daniel's Moving and Storage, Inc. (1370)* - Wichita, KS
- Daniel's Moving and Storage, Inc. (1380)* - Grandview, MO
- Nelson Westerberg (1511)* - Carrollton, TX
- Nelson Westerberg (1517)* - Mableton, GA
- Nelson Westerberg (1523)* - Somerville, NJ
- NMS Moving Systems, Inc. (1533)* - Simi Valley, CA
- Paxton Van Lines, Inc. (1611)* - Sandston, VA
- J. W. Cole & Sons, Inc. (1772)* - Detroit, MI
- Spirit Movers, Inc. (1818)* - Sarasota, FL
- Prairie Van & Storage (1883)* - Clive, IA
- NMS Moving Systems, Inc. (2015)* - Oxnard, CA
- Wagoner Moving Systems, Inc. (2138)* - North Canton, OH
- Kearney Moving Service (2199)* - Kearney, NE
- Bekins Moving & Storage Co. (2504)* - Pasco, WA
- Bekins Moving & Storage Co. (2505)* - Yakima, WA
- EDC Moving Systems (2601)* - Houston, TX

Showtime in San Antonio



In May, the Atlas sales and marketing team showed relocation professionals how to *Go New Places* at the Worldwide ERC National Relocation Conference in San Antonio, Texas. Over 1100 attended, including many from the military and real estate sectors.

"There was a great turnout representing a wide range of corporations," says General Manager Steve Hunt, Paxton Companies (1614). "Not only were we able to maintain contact with our current customers, we expanded our contact base... working with the Atlas team has produced positive results."

National Account Manager John Dulin, Alexander's Mobility Services (207), says his involvement with ERC stems from a personal commitment to the industry. "There are two of these shows a year, and I usually attend at least

one," says John. "Participation in ERC supports my professional development...it enables me to better serve my clients."

"ERC is a great place to be when you're looking for new business," says Relocation Consultant Andrew Bridges, EDC Moving Systems (2601). "Not only is it fun to work the show, I had my best sales month ever in August, thanks to contacts I made at ERC." ■



Visitors to the Atlas booth enjoyed a little extra sizzle — a random drawing for a new iPad. The winner: Senior Global Mobility Consultant Sherry Yerger, Disney Worldwide Services. Josh Flatt and John Dulin, Alexander's Mobility Services (207) with iPad winner.



Networking with other young professionals at the YP40 mixer. From left: Sarah Whitaker, Josh Flatt & Andrew Bridges.



Forum 45 Snapshot

"Challenged. Inspired. Connected."

In April, the Windy City saw a group of forward thinkers gather downtown for two days. Together, they wrote the latest chapter in an ongoing discussion on the industry and its challenges. The Atlas Forum, 45 years young, continues a bold experiment in open and candid dialogue. It has never been more relevant than it is today.

"We're committed to bringing the kind of thinking our corporate clients want," says Atlas Chairman & CEO Glen Dunkerson. "And we continue to see attendance trending upward. We're hitting their important concerns."

"The Forum is a great place to network with others in the industry, and a great learning opportunity," says Corporate Account Manager Marcia Wilson, Walker Transfer Inc. (2114). "I was inspired by the keynote speakers, particularly Steve Gilliland. So were our agency's guests." Marcia found the Forum's theme, *Go New Places*, most appropriate. "We are all going new places in this economy."

Director of Corporate Business Development Sandi Cook, F. C. Tucker Company, was a guest of Guardian Relocation (1032) and among those attending the Forum for the first time.



"I found it extremely informative about what's happening in the relocation industry, especially the interactive session on policies," says Sandi. "Keynote speaker Carly Fiorina was absolutely superb."

"We expected a great event as usual," says General Manager Jeremy Day, Ace Relocation Systems (62). "We weren't disappointed." In particular, he found the sessions on international strategy and best practices to be a big bonus. But the most valuable aspect, he says, is that the event "showcases Atlas as an industry leader and partner to our clients."

Of the 12 guests Ace Relocation Systems sponsored at the Forum, one had this to say: "From an HR perspective, the Forum connects me with others who are working on the same best practices...I can find out how they are making a difference in their workforces." ■



Scan the QR Code to see more from 2012 Forum.



Mark your calendar for
Forum 46
May 2-3, 2013

Chicago Marriott Downtown
Visit our site for updates:
atlasvanlines.com/forum



Open the Pipeline!

New plan supports growth in military moves.

"We can easily double our volume of military moves," says Avail Senior Director of Military Services Bob Ewing. "We'll do it as a world-class SCAC manager—putting our military service in sync with our reputation for corporate moves."

In July, Avail Vice President Phil Wahl introduced an ambitious plan. It will grow military business throughout the year by optimizing the performance of Atlas-managed SCACs—carriers that provide service to the military.

"At the end of the day, it's our service in the residences that drives satisfaction ratings."

- Bob Ewing, Senior Director of Military Services

Bob and a dedicated military team—Military Specialists Mike Smith and Lisa Weiss, plus Director of Military Services Laurie Fellwock—are now working the plan. The concerted effort will ensure Atlas of military business year round.

Satisfaction Ratings Drive Business.

"At the end of the day, it's our service in the residences that drives satisfaction ratings," says Bob. "That, in combination with rates, determines the volume of military moves that come our way."

"We monitor the performance of every SCAC we manage," says Phil. "We make it a priority to help them meet expectations and grow their business."

If an agent underperforms, Mike and Lisa consult directly with them to help them measure up and make service improvements. Other than objective measures, there are no guarantees of business, "We'll do whatever it takes to compete and win," says Phil. "Even if it means brokering services outside our corporate network."

"The military is a very important customer," says Bob. "This entire effort represents a renewed commitment to them with investments to improve the experience of military families—and create more opportunities for Atlas and our agents."



Q. What is SCAC?

A. The Standard Carrier Alpha Code is a carrier's unique identity for doing business with U.S. government agencies. This includes participation in the Defense Personal Property Program (DP3) for relocating military families.

Q. How is Atlas involved with SCAC?

A. Atlas Van Lines files rates for and manages four SCACs; it also manages 26 SCACs for Atlas agents who move military families.

Q. Why is SCAC management important?

A. SCACs are individually evaluated based on surveys submitted by military customers. These ratings, combined with the carrier's rates, provide the basis for ranking carriers. Carriers with higher rankings get preference for moves; those in the top tier can receive military business year round. ■



Avail SCAC-management processes support the customer's participation in the military's survey of satisfaction. An incentive rewards CSRs for the participation of their customers; a third-party firm follows up as well to encourage customer participation. "Top-ranked carriers consistently see a percentage of survey returns in the high thirties," says Bob. "We're getting there."



Containers in Concert

Atlas Smart Move Plays to Enthusiastic Crowds.



The patented Atlas Smart Move Container is a star performer for small, expedited shipments, with date-specific drop-off and pickup. Atlas Smart Move answers customers across the nation from locations in the top 35 metro markets.

People moving smaller shipments know about the advantages of Smart Move from Atlas. The containerized service delivers coast-to-coast in ten days or less. Goods travel inside a patented Atlas Smart Move Container that provides 262 cubic feet of secure, weather- and water-resistant storage. The container is ideal for shipments of about 3,500 pounds or less that must move quickly.

"Smart Move offers a smart option for both the customer and Atlas," says Smart Move National Sales Manager Todd Russell. "This past summer, when van availability was stretched, Smart Move increased our capacity to serve an expanded market. Customers found Smart Move to be a reliable alternative for moving quickly."

Getting the Container Out

But there's another side to Smart Move, says Todd. And people everywhere are discovering how useful the Atlas Smart Move Container can be for all kinds of applications.

"Atlas agents are involved in their communities in all sorts of ways — food drives, charity collections, emergency relief," says Todd. "Every time our container goes out, it gets noticed. It's good advertising."

An Agent's Advantage

Besides the obvious benefits to customers, Smart Move offers a distinct advantage for Atlas agents.

"Having a containerized option can differentiate an Atlas agent," says Todd. "Customers expect choices. Agents who put Smart Move in concert with van line service set themselves apart. Just having the option opens the door to new business." ■

SMART MOVE

◆ SUMMER ◆ 2012 ◆ TOUR ◆

"COAST TO COAST, 10 DAYS OR LESS"

PROCAMPS FOR YOUNG ATHLETES

JUNE

Dwayne Wade (Ft. Lauderdale, Florida);
Larry Fitzgerald (Phoenix, Arizona);
Phillip Rivers (San Diego, California)

JULY

Sam Bradford (Norman, Oklahoma)

AUGUST

Dwight Howard (Orlando, Florida)

PGA TOUR.COM GREENBRIER CLASSIC

JULY 5 - 8

White Sulphur Springs, West Virginia

PGA CHAMPIONSHIP

AUGUST 9 - 12

Kiawah Island, South Carolina

2012 RYDER CUP

SEPTEMBER 27 - 30

Medinah, Illinois

CEOs & MOVIE STARS

ALL SUMMER

Relocations Nationwide

FEMA: CLASS ONE DISASTER RELIEF

DATES AND LOCATIONS TBD

"Wherever and whenever people need help"

COMMUNITY EVENTS

VARIOUS

USA

Watch for a **New Look** coming for **Smart Move Containers** — being introduced at Atlas Convention.

The Atlas Smart Move entourage crosses the country with outstanding performances at all kinds of venues. Look for Atlas Smart Move to appear at an event near you.

Pet Project



Titan helps Nestlé Purina bring fetching displays to stores.

Here's good news for pet lovers. Thanks to bold thinking from a leader in pet products, it's getting easier to find the pet food, toys, and supplies you want. And shopping for them is more fun, too.

"Nestlé Purina has developed a neat new way to help retailers grow business in the pet aisle," says Titan Senior Account Executive Mark Sesti. "Essentially, it creates a pet department with its own friendly and distinctive character, right in the store."

Titan is managing the logistics and installation services of this new program for Nestlé Purina, which is taking shape at stores across the country, including Kroger, Kmart, Hy-Vee, and ShopRite. Titan ensures the fixtures are at each store according to schedule, and performs

the installation at night so the location is ready for business the next morning. Each installation follows a detailed plan, developed by the Nestlé Purina Retail Experience Team in consultation with the store's management.

"We consult with retailers to create the best shopping experience we can for their customers," says Director of Virtual Design Greg Norsworthy, Nestlé Purina PetCare.

The program has been a big success for the stores, as measured by their improvements in sales and profitability. "Many locations are seeing double-digit growth," says Greg.



Nestlé Purina's Retail Experience Team creates a new, more enjoyable shopping experience in the pet aisle. Unique fixtures, signage and digital technology come together to enhance shopper interest and boost sales and profitability. Titan Global Distribution ensures unfailing logistical accuracy for the delivery and installation of these engaging displays.



"It's a privilege to help Greg and his team at Nestlé Purina bring their innovative ideas to market," says Mark. "Our systems for nailing delivery and installation

deadlines are a good fit for them."

"Our retailer partners are pleased with how

smoothly the installations go," says Greg. "We are counting on Titan's expertise as we continue to introduce the benefits of this merchandising program to retailers across the country." ■



NORTHERN SUCCESS

Atlas Canada to Mark 50 Years!



No Stranger in Your Home.

Over 3,000 Atlas Canada associates have undergone thorough criminal background checks and carry photo IDs. No other van line in Canada provides this assurance of safety and security.



A celebration is taking shape north of the U.S. In 2013, Atlas Van Lines (Canada) Ltd. will mark 50 years in business, a span that has seen it become the leading van line in the provinces.

"When our founding fathers decided to open in Canada, it was simply about having representation here to serve the North American continent," says Atlas Canada President Bob Clark.

Good things have happened since. Today, Bob says Atlas Canada's volume almost exceeds that of two of its rivals combined. The company performs 43 percent of all moves for the federal government, and maintains a total market share just shy of 50 percent. This enviable position is no accident.

"In 2000, we determined our future depends on earning the right to advance," says Bob. "We would earn that right with a focus on the customer — and persuasion through involvement."

One partnership in particular offers a good example of how Atlas Canada has advanced. In 1995, real estate company Royal LePage chose Atlas as the exclusively recommended van line for its 3,700 agents. Today, Royal LePage maintains an agent network of 14,000 professionals in 600 locations across the country.

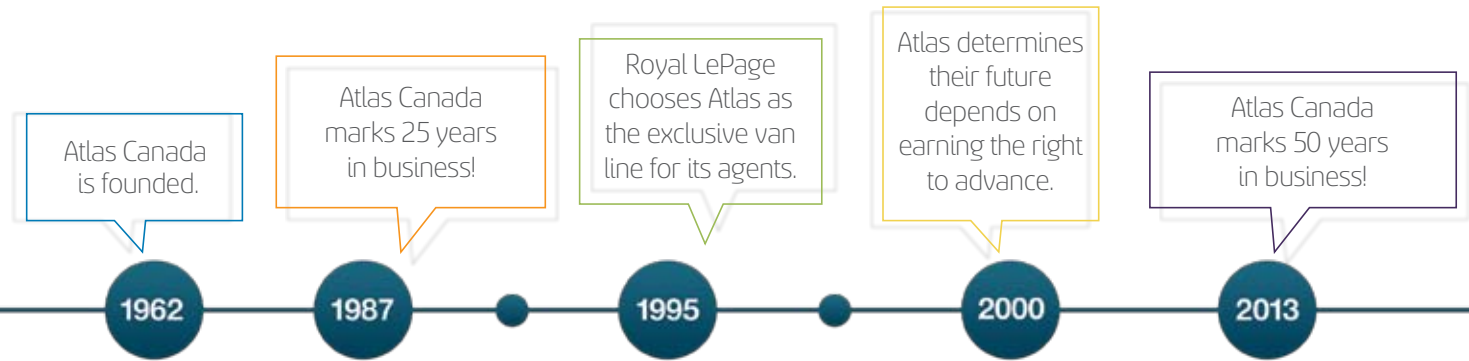
"As we celebrate half a century in 2013, it will be our privilege to help Royal LePage celebrate their 100 years of success," says Bob. "Many assume that because Canada and the U.S. share a common language, we share a common culture," says Bob. "To the credit of Atlas' leadership, they understand there are differences. This has given us an advantage over companies run from outside the country."

"A lot of things have gone right for us. But the biggest reason for our success is our people. I've been in the industry 35 years, and I can say with total conviction that our managers, employees, agents and van operators are the best. Their average tenure is nearly 20 years...some of our agents have 50 years. We're the can-do van line, because of our people. **We owe every one of them, past and present, our thanks.**"



National Garage Sale Day.

In 2010, Atlas joined client partner Royal LePage in one of the most ambitious charity outings in Canada's history. Atlas continues to support this annual event with transportation and storage. Proceeds benefit the Women's Shelter Foundation, which is working to put abuse of women and children "out of commission."



Atlas becoming more Global

Meet Atlas International India

It's the world's seventh-largest country, and the second-most populous. The Republic of India is also the location of the newest official representative for the Atlas brand overseas. Globe Moving and Storage Company Pvt. Ltd. inked an exclusive licensing agreement in June to operate as Atlas International India.

"Globe extends a natural fit to Atlas World Group," says Atlas Partner Director Matthew Hagenah. "They offer both domestic and international moving services, including office and industrial moving and cargo projects." Matthew points out that Globe is adept at the finer points of helping people settle in, with such services as home finding, temporary housing, school searching and city orientation.

"Globe owns its warehouses and trucks," says Matthew. "They also have their own staff, rather than outsource labor, which helps them control the quality and cost of each move." ■

Headquarters: Bangalore

Locations: Chennai, Delhi, Hyderabad, Mumbai
Full-service moving and storage, logistics,
and relocation services, 40+ years of service

Accreditations: FAIM and ISO:9001:2008

Affiliations:

Fédération Internationale des
Déménageurs Internationaux (FIDI)

British Association of Removers (BAR)

International Association of Movers (IAM)

International Pet and Animal Transportation
Association (IPATA)

Worldwide Employee Relocation Council (ERC)

Atlas becomes more "global." Associates of Globe Moving & Storage show their enthusiasm as new members of the Atlas family. The company is now licensed to do business as Atlas International India. The distinctive Atlas branding will soon appear on vans, and customers will experience a total, seamless Atlas move in and out of India.

"Our family of customers includes some of the world's most prestigious corporations, consulates, embassies, and governments," says Director R. Ajit Venkatesh. "Clients choose us not only for competitive rates, but the critical assistance we provide. Our partnership with Atlas enhances our ability to exceed expectations and ensure a smooth move all the way."



> Atlas on Short List for EMMA Award

Atlas International's enhanced service capabilities are getting noticed. This summer, the Forum for Expatriate Management put Atlas on the short list for an EMMA Award. Atlas was nominated in the Best International Moving Company of the Year category for U.S., Europe, and Asia. The EMMA's recognize excellence in global mobility and consider such things as innovation, service improvements, and cost management.

"We are gratified by this recognition," says Atlas International Vice President and General Manager Jim Gaw. "It only underscores our commitment to bring an excellent move experience, anywhere in the world."

> Euromovers Conference Supports Collaboration

During the second week in April, Atlas Van Lines President & COO Jack Griffin and Atlas International Vice President and General Manager Jim Gaw addressed the delegation at the Euromovers 2012 Conference in Nice, France. Euromovers companies represent Atlas in Benelux, Switzerland, Germany, Mexico, Spain, and the U.K.

"The conference offered us a good chance to share our perspectives on challenges facing our industry in Europe and North America," says Jack. "We are committed to strengthening our partnership so we may continue to provide the best international move experience for our customers."

"Our European partnerships are key to our continuing efforts to further awareness of the Atlas brand and grow our business around the world," says Jim.



Centralized Service Delivery Teams for International Moves

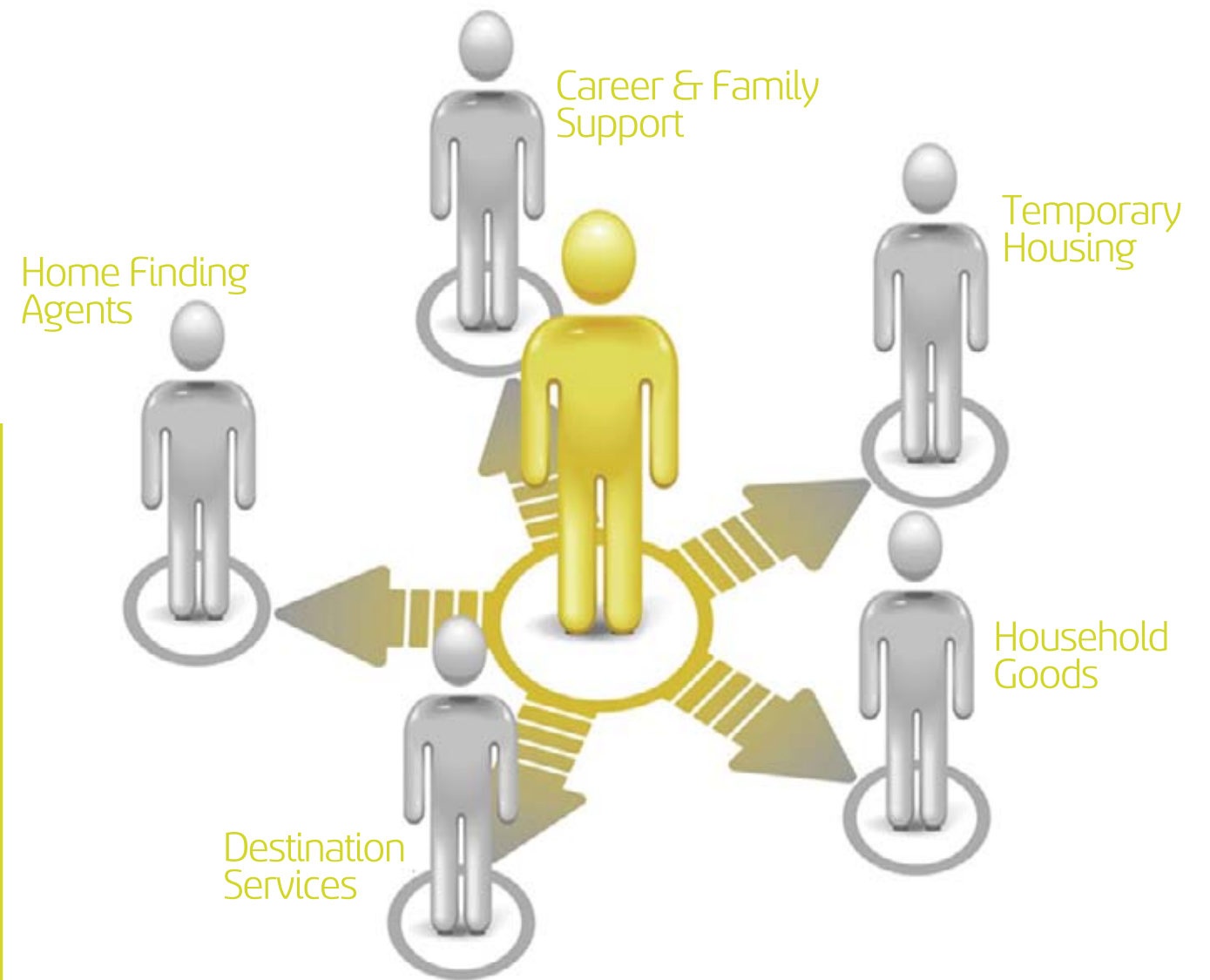
The Benefits of Keeping It All Under One Roof:

Imagine building a house without a contractor. Instead of one person to manage the process, you work directly with each subcontractor. You spend a lot of time giving direction to the plumber, framer, electrician, etc., hoping they will work together, within your budget and schedule, to meet your objectives. However, you will likely end up with a house that is over budget, behind schedule, and way below your expectations. A better idea would be to use a centralized approach (in this case, a contractor) to ensure services are performed on time, within budget, and to your expectations. Such is the case for centralized service delivery on international moves.

International moves can be complicated, with many moving pieces. From global freight forwarding to language and acculturation training...from visa and immigration issues to home sale, home finding and expense management...a mosaic of intertwining services calls for careful management. Working in multiple time zones across different continents makes the process even more challenging. Trying to deliver services in a decentralized fashion from multiple regions often results in inconsistent service delivery. And it can be a nightmare for the client who must manage a disparate group of regional contacts, each working in a separate silo with their own processes and procedures.

A centralized service delivery that includes a robust technology infrastructure for international moves offers many benefits not seen with decentralization, including:

- **Simplified accountability:** client questions can be answered with a phone call or email to a single point-of-contact who is knowledgeable about all aspects of the relocation program.
- **Superior service:** consistent, efficient service delivery meets or exceeds the client's needs.
- **Better collaboration:** a unified service team encourages teamwork and engages employees.
- **Flexible staffing:** shifts in workload, including scaling-up for strategic initiatives, are easily accommodated.
- **Access to subject matter experts:** expertise is readily available from a concentrated knowledge base and a central repository of client-related items.
- **Shared learning:** knowledge shared among staff members results in process improvements.
- **Executive management support:** if an issue escalates, an executive is available to address the situation.
- **Uniform metrics:** common standards and methodologies allow for proper measurement and evaluation of results.
- **Cost savings:** eliminating redundancies and sharing resources results in cost savings which can be passed on to the client.



Responsiveness to client needs, no matter when or where in the world a need may arise, is key to the success of a centralized approach. Through the use of flexible schedules, smart phones and 24/7 access to web-based applications, centralized service teams can maintain a high degree of responsiveness to clients and with service providers around the globe.

Keeping service delivery for international moves "under one roof" translates into cost savings and efficiencies for the service provider, as well as positive results for clients. These include cost reduction, improved employee morale and performance, increased service quality, and long-term client satisfaction. ■

Maximum Gratitude

Agencies show appreciation in BRAVO

BRAVO (April 16th to 20th) took many forms throughout the Atlas agent network. But all the events had at least one thing in common: deep appreciation by every member of the Atlas family for their professional van operators. Atlas headquarters provided assistance with planning and promotion, including a website with time-saving tools.



PVO Kevin Brown, Ace World Wide of Nevada (711), tends a sizzling ribeye. He and fellow PVOs Fred Metzler, Dennis Robertson, and Allen Heitzman took home some nice prizes (thanks to vendors Pioneer Packaging, CDS, and Pat Taylor Truck & Trailer).

"BRAVO gives our entire company a chance to come together and do something special for Atlas Professional Van Operators," says Marketing Specialist Aaron Chenoweth. "We want to make it as easy as we can for agents to post their activities and for PVOs to see what events are taking place throughout the U.S. and Canada."

This year, the Atlas marketing team introduced an online registration form for agents, as well as a searchable database so drivers could quickly find an event near them. More than 150 agencies took part—some for the entire week—with shows of appreciation that included food and personal perks for their guests of honor. As a special thank-you, Atlas sent a canvas tote bag to every one of its nearly 3,000 registered van operators.

"For 25 years, Atlas agencies have been participating in a company-wide celebration of the men and women who not only drive the trucks, but also play a key role in managing shipments and providing face-to-face service," says Atlas President and COO Jack Griffin. "The originality and creativity of the agents' BRAVO events make all the difference for our Atlas van operators, and underscore our appreciation for their hard work, great skill, and personal attention to customers."



BRAVO Best of the Best

To further the recognition of Atlas van operators during BRAVO, Atlas Van Lines hosted a "Best of the Best" contest. Forty-eight operators received nominations from their Atlas agencies. In a blind evaluation process, Atlas operations experts selected the top ten based solely on objective performance measures. Public voting via Facebook determined the winners. A total of 1504 votes were cast, with 663 going to the first-place winner. Congratulations to all!



Grand Prize Winner (iPad3)

Abel Cruz, Ace Relocation Systems, Inc. (96)

Grand Prize Runner Up Winner (Kindle Fire & \$200 gift card)

Dave Dague, Avatar Relocation of NY Inc. (444),

Runners Up (\$200 gift card)

Scott Tilley, Winter Moving and Storage, Inc. (1077)

Tony Phillips, EDC Moving Systems (2601)

Gary Desormeaux, Outaouais Moving, Inc. (8950)

The Rest of the Best (bragging rights)

Frank Loconte, Carroll's Martha's Vineyard Rapid Transit (545)

Terry Condon, Ace Relocation Systems, Inc. (15)

Mike Wilson, Shetter Moving & Storage, Inc. (1830)

Jim Shreve, Bekins Moving & Storage (2501)

Frank Lucovich, Garrett Transportation Services, Inc. (60) ■



Scan the QR Code to watch for news & information about BRAVO 2012.

SHRM Visitors Go New Places.™

Booth Team Enjoys Success



Director of Human Resources David Hardy, Meggitt Polymers & Composites, was the lucky winner of the iPad3 drawing. "It's light and convenient for carrying on business trips for email and internet use...I just love it!" Photo: Andrew Bridges, EDC Moving Systems (260), David Hardy, Ann Burkart, Alexander's Mobility Services (215), John Donovan, Ace World-Wide (24).

Want to know what it means to Go New Places?

Scan the QR code to learn more!



Atlanta, June 24-27 – More than 13,000 relocation professionals gathered for the annual SHRM conference and expo. A well-organized and polished Atlas sales & marketing team engages those looking to "Go New Places."

"SHRM was a great experience for me — I couldn't be more pleased," says National Account Sales Representative Randy Durham, Kwick-Way Transportation (1347).

As a former HR professional, Randy is familiar with the event. But this year was his first as a vendor. Of the prospective customers he met in the Atlas booth, some were less than satisfied with their current move provider.

Others had grown to the point of needing a formalized relocation program.

"I'm working through the leads now, and I expect to gain several new clients from my experience at SHRM," says Randy. "I'm a happy Atlas camper."

"I enjoyed the chance to talk with prospective clients and find out what their potential

relocation needs might be," says Vice President and General Manager Wayne Dennis, Nelson Westerberg (1517). "I also

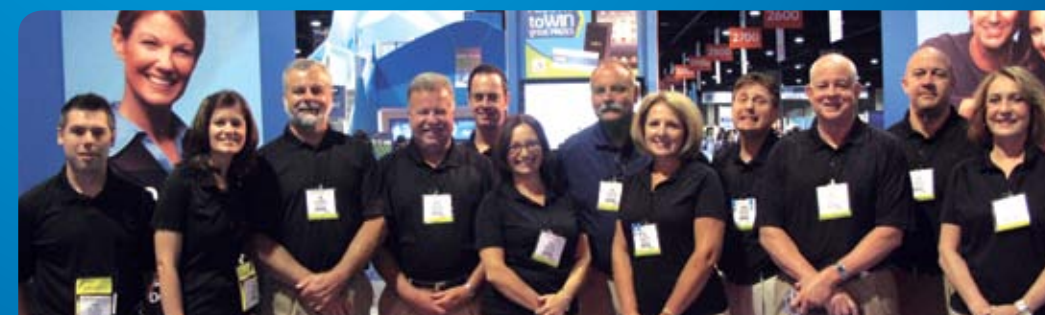
liked working with my fellow Atlas agents. It was good to connect with many of the fellow agents in the Atlas family who help us serve our customers."

"My first few follow-up calls resulted in a nice booking for a global automotive manufacturer, as well as a couple of possible RFP opportunities," says Corporate Account Manager Tracy Barker, Weleski Transfer (215).

The Atlas booth provided a learning opportunity for Director of Human Resources David Hardy, Meggitt Polymers & Composites (whose good fortune included winning one of the prize drawings). "I was not aware that Atlas worked with corporations to formulate a plan and develop a corporate relocation proposal," says David. "Atlas takes much of the administrative work from the company by getting to know the specifics of the company's moving policy and adapting their services accordingly."

Sage Advice: Do it!

If you've wondered what the SHRM event might mean for you, Tracy has some simple advice: "Do it! SHRM is not like many other events where attendees are looking for that giveaway item or a chance to win your raffle item. These folks really do want to talk with you and learn about your services and how you can help them." ■



Dear Top Sales Producers,

I look forward to seeing you at Dove Mountain... it will be fabulous!

Jack

2011-2012 President's Club Winners

	Salesperson	Agent
Sales \$2,500,000 or more	1 James W. Cole, Jr.	J.W. Cole & Sons, Inc.
	2 Gary Louderback	Ace World-Wide Moving & Storage
	3 Don Hill	Alexander's Mobility Services
	4 Ken Niesner	Specialty Moving Systems, Inc.
	5 Tim White	Imlach Group
	6 Richard Clarke	Ace Relocation Systems Inc.
	7 Michael Quigley	Ace Relocation Systems Inc.
	8 Dennis Sorhagen	Crofutt & Smith Moving & Storage
	9 Greg Koehlinger	Nelson Westerberg
	10 Fred Paxton, III	Paxton Van Lines, Inc.
	11 Larry Lammers	Ace Relocation Systems, Inc.
	12 Chris Wing	Powell Relocation Group
	13 Ken Imlach	Imlach Group
	14 Keith Morse	DMS Moving Systems, Inc.
	15 Steve Delane	Alexander's Mobility Services
	16 Jennifer Acosta	Ace World Wide Moving & Storage Co.
	17 Richard Meyer	DMS Moving Systems, Inc.
	18 Michael J. Boone	Lytle's Transfer & Storage, Inc.
	19 Thomas Philbin	Nelson Westerberg
Sales \$1,000,000 to \$2,499,999	20 Wayne Curtis	Comtrans Ltd.
	21 Jay T. Maynard	Walker Transfer, Inc.
	22 Gregg Imlach	Imlach & Collins Brothers, LLC
	23 John Dunlin	Alexander's Mobility Services
	24 Michael Donnelly	Wayne Moving & Storage Company, Inc.
	25 Wes Wodka	Specialty Moving Systems, Inc.
	26 Donna F. Gann	Nelson Westerberg
	27 Bob Akers	Nelson Westerberg
	28 Bob Fox	Atlantic Relocation
	29 Julie Cibelli	Nelson Westerberg
	30 Mark Smith	Avatar Relocation of NY Inc.
	31 Chet Grisso	Alexander's Mobility Services
	32 Chris Lechner	Alexander's Mobility Services
	33 Carrie Corless	Ace Relocation Systems, Inc.
	34 Roger Sorhagen	Crofutt & Smith Moving & Storage
	35 Randy Durham	Kwik-Way Transportation Co.
	36 Eric Manfredi	Weleski Transfer of Cleveland, Inc.
	37 Ronald Grove, Jr.	Merchants Moving & Storage, Inc.
	38 Tucker Espie	Dedicated Transport Service, Inc.
	39 David Frank	Alexander's Mobility Services
	40 David Hillemann	Advance Relocation Systems
	41 Denise Della-Dora	Alexander's Mobility Services
	42 David M. Zerda	Alaska Terminals, Inc.
	43 Robert McGowen	Roadrunner Moving & Storage
	44 Ross Buckley	Alexander's Mobility Services
	45 Janet Hodge	Nelson Westerberg
	46 Steve Westerberg	Nelson Westerberg
	47 Chris Jones	Apex & Robert E. Lee Moving & Storage Co., Inc.

The Ritz-Carlton at Dove Mountain, Arizona will welcome the 2013 meeting of the Atlas President's Club. Atlas hosts the event each year to recognize and reward sales people who achieve at least \$2.5 million in qualified bookings between July 1 and June 30. Those who reach \$1 million receive a \$200 gift certificate. New members receive a ruby lapel pin (sapphire pin for crossing the \$2.5 million threshold). Congratulations!



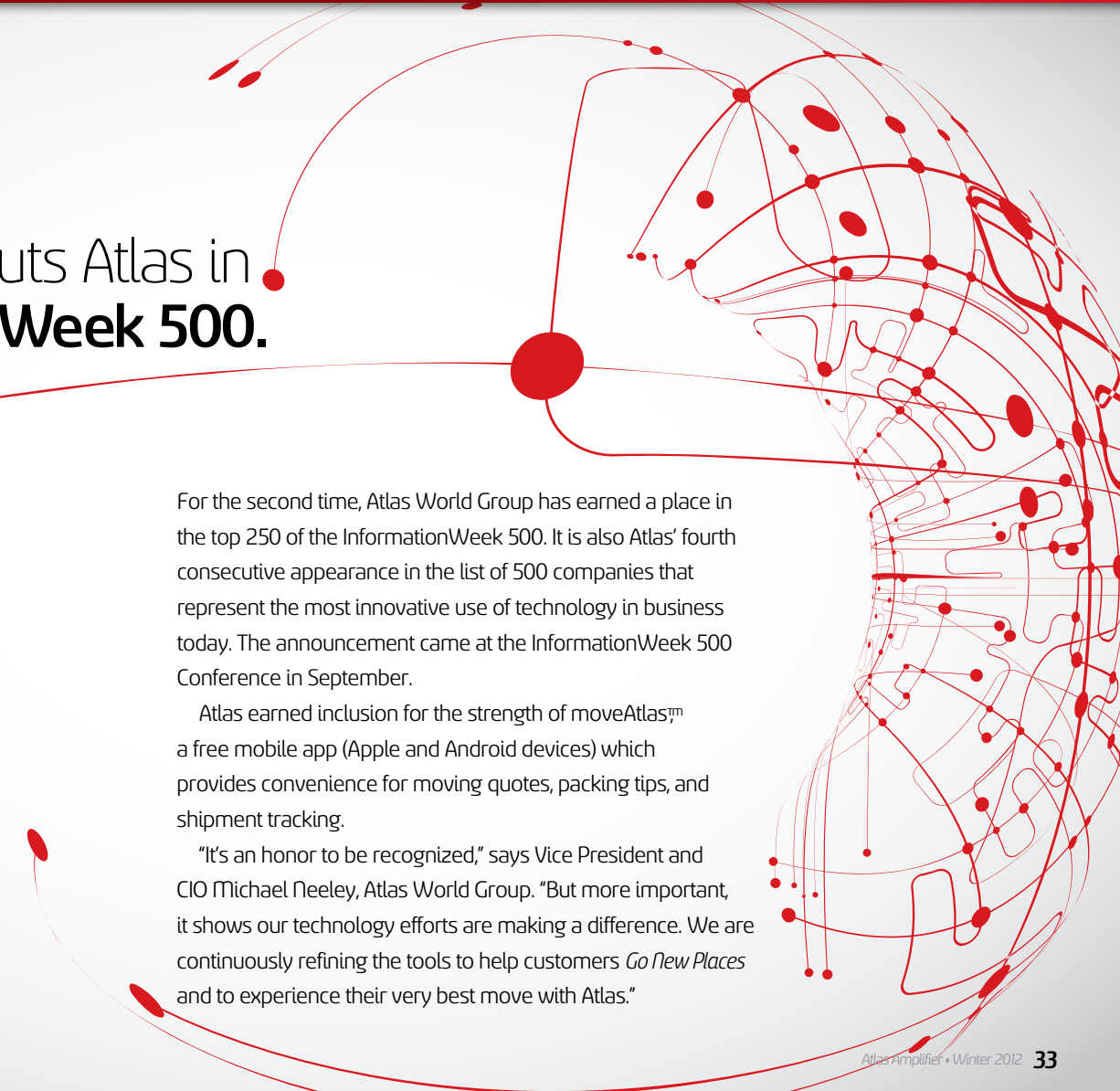
In February, PVO Hubert Powell (809) completed one million miles of safe driving, earning the Atlas Safe Driving Award. A 19-year veteran with Atlas Van Lines, Hubert works for City Transfer & Storage (630). Pictured with him are Vice President and Owner Bart Lassiter (left) and Operations Manager Patrick Swartz (right).

Innovation Puts Atlas in InformationWeek 500.

For the second time, Atlas World Group has earned a place in the top 250 of the InformationWeek 500. It is also Atlas' fourth consecutive appearance in the list of 500 companies that represent the most innovative use of technology in business today. The announcement came at the InformationWeek 500 Conference in September.

Atlas earned inclusion for the strength of moveAtlas™, a free mobile app (Apple and Android devices) which provides convenience for moving quotes, packing tips, and shipment tracking.

"It's an honor to be recognized," says Vice President and CIO Michael Neeley, Atlas World Group. "But more important, it shows our technology efforts are making a difference. We are continuously refining the tools to help customers *Go New Places* and to experience their very best move with Atlas."



Agency Moves into New Facility

Silver Eagle Relocation Services, Inc. (408) has moved its operations from Carson City, Nevada, to 6640 Echo Avenue in Reno, Nevada.

On August 21, agency staff officially welcomed visitors with a ribbon-cutting and tour of their new offices and warehouse. The new location features 30,000 sq. ft. of secure, climate-controlled storage with sprinkler and alarm systems.

"A majority of our clientele are located in the Reno-Sparks area," says President Richard Wenschlag. "Our new location allows us to provide more timely service and reduce costs."



A Chamber of Commerce representative holds the ribbon as the Silver Eagle Relocation team officially opens for business at their new location. From left: Principal Richard Wenschlag (orange shirt), Principal Shelli Wenschlag, Office Manager Mariah Sanford, and General Manager Dan Cooper.



The annual Shriners Fest in Evansville, Indiana, is known for its crowd-wowing air show. For the last two years, Atlas has hosted the pilot safety briefings in the Atlas headquarters boardroom. Marketing Specialist Aaron Chenoweth snapped this picture of the happy acrobats. "Both the pilots and those behind the scenes commented on their appreciation of Atlas' sponsorship," says Aaron. "These meetings are usually held in a cramped corner of a hot airplane hangar." The event took place the first week in June.

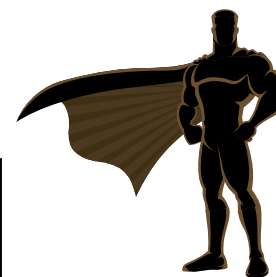
Macy Movers Steps Up for CMSA

The California Moving & Storage Association benefited from the assistance of Macy Movers (1364) in April. The Atlas agent transported materials for the California Moving & Storage Association's convention in Sparks, Nevada.

"It's a tradition my father started years ago," says Mark Macy, agency president. "He would pick up the supplies in southern California and deliver them to the convention site the day before it started. He felt by doing it for free that none of the other member movers could beat his price."

Says CMSA President Stephen J. Weitekamp: "Macy Movers has been a longtime member of our association, and has continued to lend a hand by transporting convention materials for over fifteen years."

Mark adds the tradition has been interrupted only once. "The convention was held in Maui a few years ago, and we didn't have a truck going in that direction."



DMS to the Rescue!

DMS Moving Systems (800) unleashed a fundraiser in June to benefit Pet Ownership Education Team (POET), a nonprofit agency that saves homeless pets in Michigan. Animal lover and DMS Business Development/Account Executive Alex Meyer organized and promoted the event with the help of friends, email, Facebook and Twitter. People brought donations of cash and pet supplies to Champps Restaurant in Livonia, Michigan. In return, they received chances in a raffle for prizes donated by local merchants, as well as refreshments courtesy of DMS. The event brought in almost \$400 — plus enough dog and cat food and supplies to fill an SUV. The proceeds will help provide spaying, neutering, and basic care services so cats and dogs can find good homes.

"When I dropped off the money and supplies, I learned the director had just given the last two bags of food to a foster family," says Alex. "Our donation couldn't have come at a more critical time."





Top Honors Go to Imlach

Imlach Group (I130) has earned top honors from a major global relocation company. The Atlas agency outperformed transportation providers throughout North America, Central America, the Caribbean and South America to become

"America's Transportation Provider of the Year" for TheMIGroup. Vice President of Sales Tim White accepted the award in April at TheMIGroup's Worldwide Partner Network Awards in Stockholm, Sweden. "Considering their stringent commitment to quality, and the caliber of their provider network, it's an absolute honor to be recognized by TheMIGroup," says Tim. Pictured with Tim (center) are: Vice President EMEA Debbie Clack, TheMIGroup; Vice President Supply Chain Management Dwayne Waldrop, TheMIGroup.



Student Employee Receives Industry Scholarship

Move Management Coordinator Sarah Esche is getting an education boost, thanks to the Moving & Storage Institute, the philanthropic arm of the American Moving and Storage Association (AMSA).

Sarah received an email message earlier this year from Atlas Human Resources about the availability of MSI scholarships. The grants help deserving students pursue their education for the improvement of the industry. So, she submitted an application. She was notified in May that she would receive \$2,000 for tuition assistance.

"I was excited when the letter came," says Sarah. "I've been working two jobs, which is difficult when you're carrying 18 college hours. Now I can quit one and place greater focus on my education."

Sarah will keep her job with Avail Move Management. She plans to graduate in the fall of 2013 with degrees in accounting and finance.

"I want to make my career in accounting...I would welcome an opportunity to stay with Atlas."



Atlas Awards \$12,000 in Scholarships

Atlas is pleased to congratulate the recipients of the company's college scholarships for the 2012-2013 academic year. Three students each receive \$4,000 to offset the costs of tuition and books.

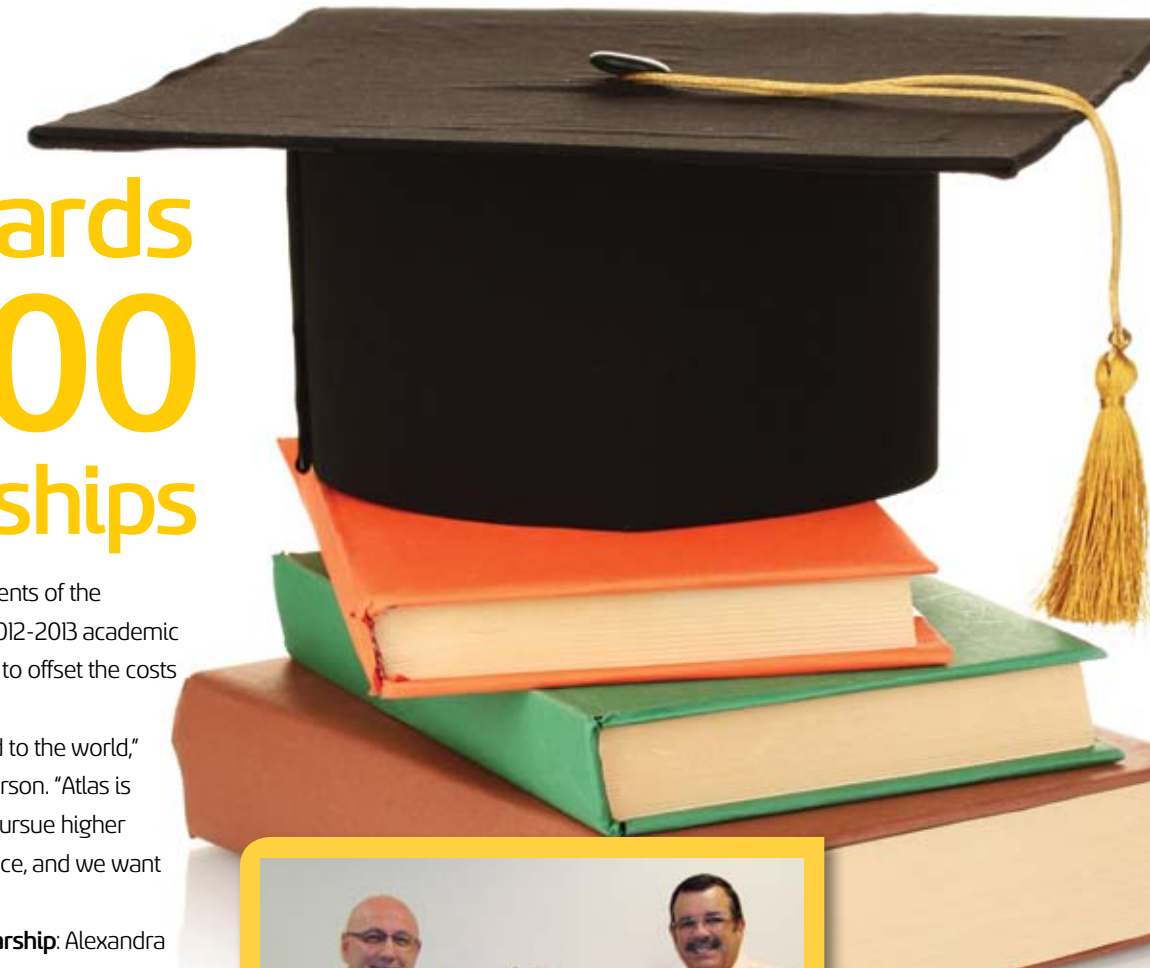
"Education is crucial to our industry and to the world," says Atlas Chairman and CEO Glen Dunkerson. "Atlas is proud of our families and students who pursue higher education. They aspire to make a difference, and we want to help."

Atlas World Group Chairman's Scholarship: Alexandra Marquis, daughter of Tom Marquis, IT, Atlas Canada. Alexandra is a senior majoring in psychology at the University of Guelph in Ontario, Canada. Any child of a full time employee at any Atlas World Group Location in the U.S. or Canada may apply for this award.

Atlas World Group President's Scholarship: Rachel Puckett, daughter of Kyle Puckett, Transportation Services, Atlas Van Lines in Evansville. Rachel is studying English at Trinity University in Texas. She is a junior. Any child of a full time employee at an Atlas World Group company may apply for this award.

Atlas Van Lines Professional Van Operator Scholarship: Grace Morgenstern, daughter of Steve Morgenstern, Alexander's Mobility Services, Inc. Grace is a junior at California State University in Fullerton. She is studying child and adolescent development and early childhood education. Any child of an Atlas-qualified professional van operator may apply for this award.

How Awards Are Determined: Eligibility requires a cumulative GPA 3.0 or higher (4.0 scale) and full time enrollment as a junior or senior in an accredited university. Winners are selected randomly from qualified applicants.



Alexandra Marquis



Grace Morgenstern



Rachel Puckett

Keep our service men and

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

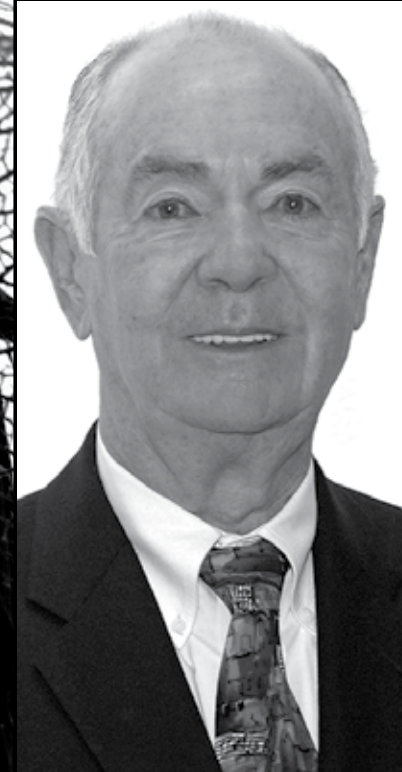
Atlas Associate	Service Member	Relationship	Atlas Associate Position
Farrell Allsup	Clayton Mounce	Son-in-law	Van Operator, Daze Transfer & Storage, Inc. (723)
Cindy Atherton	Jeffrey Atherton	Son	Claims Representative, Headquarters
Roger Babbitt	Kevin Lacy	Brother-in-law	President, NMS Moving Systems, Inc. (1533)
Meredith Baggett	Wesley Ruedlinger	Nephew	Move Management Coordinator, AVAIL
Steve Bailey	William B. Bailey	Son	National Account Sales Manager, Nelson Westerberg (1517)
Ed Bean	Jessie Bean	Son	Van Operator, Ace Transfer & Storage Co. (1406)
Richard Bland	Elliot Timms	Nephew	Central Planner, Specialized Transportation Group, Headquarters
Rick Brimley	Don Allred	Son-in-law	Vice President & General Manager, Mountain States Moving & Storage Co., Inc. (1451)
Carroll Britzell	Colten Powell	Grandson	Customer Service, Ace Relocation Systems, Inc. (75)
	Clayton Powell	Grandson	
Ron Bowman	Ronny Bowman	Nephew	General Manager, Lee Moving & Storage (1317)
	Rich Bowman	Nephew	
Frank Budd	Steve Budd	Nephew	President, Myers Transfer & Storage Systems, Inc. (1450)
Clyde Byrne	Brian Cummings	Stepson	General Manager, Ace Relocation Systems, Inc. (15)
Phyllis Cain	David Lynn	Nephew	Executive Assistant, Ace Relocation Systems, Inc. (62)
Joel Cohen	Aaron Pierce	Nephew	Van Operator, Metropolitan Van & Storage, Inc. (1418)
Larry "Doc" Criqui	Brett D. Criqui	Son	President, Kansas Van & Storage Criqui Corporation (1286)
Vivan Dao	Richard Daniel Joyner	Husband	Administrative Assistant, AWG International
	Joseph Hue Nguyen	Uncle	
Fred Falla	Ryan DeCoste	Grandson	President, Falla Cartage & Movers (8570)
Nichole Dyke	James L. Shade	Brother	Shipment Auditor, Rating & Distribution Services, Headquarters
Bob Ewing	Eric Alden	Nephew	Sr. Director, Government Business, Headquarters
Michael Fazio	Robert Szeligowski	Nephew	Van Operator, Imlach Group (1130)
	Jason Szeligowski	Nephew	
Bonnie FirstRaised	Astacia Anderson	Daughter	Administrative Assistant, Discover Moving & Storage, Inc. (539)
Debra Hodgson	Jason Hodgson	Son	Customer Service Representative, Atlas Canada
Thomas W. Hoffa	Keith W. Hoffa	Son	Warehouseman, Collins Brothers Moving Corp. (547)
Jim Hough	Jeff Hough	Son	Residential Sales, Ace Relocation Systems, Inc. (66)
Kelly Howard	Wayne Howard	Husband	Sales Coordinator, Guardian Storage, Inc. (1012)
Greg Hurley	Justin Harpel	Nephew	Van Operator, Ace Moving & Storage, LLC (1407)
Mary Johannes	Kirk Linder	Nephew	Sales, Reads Moving Systems of Florida, Inc. (1724)
	James Hobby III	Stepson	
Gina Jones	Ryan M. Jones	Son	Mail and Supply, Headquarters
Patrice Jones	Dawn Link	Daughter-in-law	Van Operator, Daze Transfer & Storage, Inc. (723)
Rick Kaster	Raymond Kaster	Son	Operations Manager, Kaster Moving Co., Inc. (1240)
	Jessica Kaster	Daughter-in-law	
Pat Kelly	Justin Casey	Son	Van Operator, Crofutt & Smith Moving & Storage (646)
Carolyn Kimbrel	Brooke James	Daughter	CSR, AVAIL
	Mark James	Son-in-law	
Audrey Kingsland	Kenneth Clifford Montross	Cousin	Inventory Specialist, Cornerstone Relocation, LLC
Teresa Kintop	John Kintop	Husband	Revenue Accounting, Ace Relocation Systems, Inc. (62)
Jane M. Kiser	Kyle M. Kiser	Son	Moving Consultant, Atlantic Relocation System (1148)
David Ledford	Mark Ledford	Brother	Safety Manager, Ace Transfer & Storage Co. (1406)

women in your heart.

Atlas Associate	Service Member	Relationship	Atlas Associate Position
Shannon Martin	Michele Mathews	Sister	Revenue Accounting, Ace Relocation Systems, Inc. (62)
Christa McCraw	Tom E. Evans	Son's Father	Credit and Collections, Headquarters
Gail McDowell	Tyler McDowell	Nephew	Supervisor, Safety Department, Headquarters
	Matthew McDowell	Brother-in-law	
	Casey McDowell	Nephew	
Angie Mattingly	Dustin Mattingly	Son	Agency Dispatch/Canadian Coordinator, STG Group, Headquarters
Annie Mejias	Mason Cruz	Son	Relocation Coordinator, Collins Brothers Moving Corp (547)
Jack Mier	Jack A. Mier	Son	Van Operator, Imlach Group (1130)
Tammy Miller	Virgil I. Ebrecht, Jr.	Brother	A/R Senior Coordinator, Headquarters
Patricia Miranda	Jose Herrera	Son-in-law	West Coast Receptionist, Ace Relocation Systems, Inc. (62)
	Alex Trinidad	Nephew	
Pam Moesner	David Betz	Nephew	Administrative Assistant, Headquarters
	Jason Carlisle	Son-in-law	
	Jesse Sellers	Son-in-law	
Frank Moreno	Tracy Otto	Sister	Operations Manager, Ace Relocation Systems, Inc. (66)
Imelda Navasca	Jason Weintraub	Brother-in-law	Claims Manager, AWG International
	Joshua Weintraub	Nephew	
Carole Overton	Bruce Overton	Son	President, Affordable Transfer & Storage Company, Inc. (338)
David O'Brien	Kevin O'Brien	Son	Van Operator, Collins Brothers Moving Company (547)
Ken Niesner	Melissa Rieger	Granddaughter	President, Specialty Moving Systems (1811)
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, Reads Moving Systems of Richmond, Inc. (1701)
Theresa Russell	Justin Mayer	Stepbrother	Bookkeeper, Roush Moving & Storage, Inc. (1773)
	Steven Washechek	Brother	
John Scott	Justin Scott	Son	Director, Region I RSG, Headquarters
	Kristopher Scott	Son	
Chris Shipp	Nicolas Mello	Nephew	General Manager, Ace Relocation Systems, Inc. (25)
Lynn Skillman	Matthew O'Malley	Niece's Husband	President, Discover Moving & Storage, Inc. (539)
Robert Stannard	Matthew Stannard	Son	Operations Manager, AMJ Campbell Florida (423)
Rex Stierhoff	Jacob T. Stierhoff	Son	Van Operator, Superior Mobility Services, LLC (1902)
Jerry Tallent	Ken Lanning	Son-in-law	Operations Manager, Affordable Transfer & Storage Company, Inc. (338)
Monique Tennison	Starr Love-Phillips	Niece	Revenue Accounting, Ace Relocation Systems, Inc. (62)
Sue Tonkel	Nicholas A. Tucker	Son-in-law	Operations/Dispatch Manager, Guardian Relocation, Inc. (1040)
Steve Warner	Timon Davis	Son	Vice President, Warners Moving & Storage (2144)
Tammy Warrick	Joshua Shaw	Nephew	Customer Service, Ace Relocation Systems, Inc. (43)
Mike Wathen	Scott Wathen	Son	Retired, IT, Headquarters
Christie A. Willet	Joseph E. Willet	Son	Maintenance, Headquarters
Cindy & Barney Wint	Jesse Woods	Nephew	Financial Planning & Reporting (Cindy), Atlas Terminal (Barney), Headquarters
	Ethan Woods	Nephew	
Belynda Woodruff	Barry Woodruff	Husband	Accounting Department, Ace Transfer & Storage Co. (1406)
Debbie Wright	Lacie Barela	Daughter	Sales Coordinator, Atlantic Relocation Systems (1427)
Robert Wright	Lacie Barela	Daughter	Sales, Atlantic Relocation Systems (1427)

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

In Remembrance



Thomas L. Hoover
1939 – 2012



Thomas L. Hoover, 73, passed away on August 4 at his home in Chesterfield, Missouri, after a valiant struggle with pancreatic cancer. He was president and owner of ABC Moving and Storage (20) and had served as a director on the board of Atlas World Group from 1988 to 2010. Tom was a gifted athlete, attending Purdue University on a basketball scholarship. Following college, he enlisted in the U.S. Army, where he attained the rank of corporal and was a jumpmaster in the 82nd Airborne Division. A true competitor on the links, Tom was a match play champion in the Gateway Section (Missouri) of the PGA. Survivors include his wife, Becky; daughter, Kelly; and brother, Greg. Share condolences at baue.com.

Kenneth "Ken" Lee, 63, passed away April 13 in St. Tammany Parish, Louisiana. He was president of Lee Moving & Storage (1317).

Dale Morton, 61, passed away June 17 in Jackson, TN. He was the owner of Morton Moving & Storage (1492).

Larry Henderson, 70, passed away June 28 in Plymouth Meeting, Pennsylvania. He had worked as a van operator for 35 years with Ace World-Wide Moving & Storage (39).

Richard Cordova, 85, passed away July 25 in Mancos, Colorado. He had worked as a van operator (1974 to 1977) with Metropolitan Van & Storage (1419) and (1978 to retirement) with Nelson Westerberg (1505).

Dagmar Wherley, 63, passed away August 24 in York, Pennsylvania. He was formerly with the Leonard-Wherley family moving business and most recently employed by Reads Moving Systems (1711).

Robert "Bobby" Tompkins, 60, passed away August 26 in Waterford, Michigan. He was a van operator for over 30 years with DMS Moving Systems (800).

Nate Gooch, 31, passed away August 30 in Hueytown, Alabama. Nate was employed by DMS Moving Systems (801) where his father, Keith Morse, is sales manager.



Catherine L. Winter
1942 – 2012

Catherine L. Winter, 70, passed away on July 13 at Hospice Care Center in Louisville, Colorado.

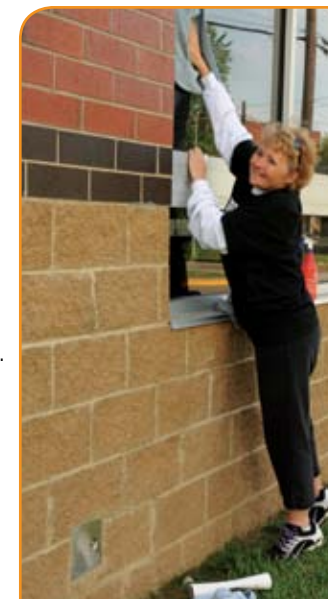
Cathy and her husband, Kenneth, were principal owners of Golden Van Lines (991) in Longmont, Colorado. They joined the Atlas family in 1960 and were instrumental in extending the operating authority of Atlas Van Lines to the Rocky Mountain states. Golden was one of the first and largest special products agents for Atlas and played an important role in developing the specialized transportation business for the van line. Catherine was preceded in death by Ken in 1996. Survivors include her mother Anna Ballinger, son Todd Winter, daughter Kristi Davidson, brother Ben Ballinger, and four grandchildren. Share condolences at howemortuary.com.

A Big Heart for United Way Atlas Leads in Compassion

United Way is one of the largest philanthropic efforts helping people in southwest Indiana. It's also the single biggest philanthropic focus of Atlas headquarters and employees. This year, the company gave over \$100,000 to the cause; nearly 75 percent of which came through employee contributions.

As a Pacesetter Company, Atlas sets an example for others to follow. Employees roll out the campaign early and Atlas is among the first to report results to the community. Employee involvement is a hallmark of the Atlas effort; they sell barbecue, wash cars, and reach into their own pockets to make a difference.

"Atlas Van Lines is a true community leader," says Gretchen Ross, United Way interim campaign director. "We are blessed to have their headquarters in Evansville."



Good deed doers: Atlas employees make it fun. During the annual day of caring in September, Atlas employees pitch in to help their neighbors in a variety of ways.

Towering Success

"Double-A" Partnership Helps Devon Energy Go New Places

A new building scrapes the sky over Oklahoma City: the 50-story headquarters of Devon Energy. The consolidation of five offices into a single location presented a huge undertaking. It required a top team with a good plan.

The RFP went out in October; Alexander's Mobility Services (214) was invited to bid based on an established relationship with the move management firm. The Devon Tower consolidation project in Oklahoma City would be the biggest commercial relocation ever to take place in the Sooner State. It was irresistible.

"Ours was one of four companies invited to bid," says Vice President Steve DeLane, Alexander's Mobility Services. "We knew the competition for this job would be stiff."

Steve and his team also knew the excellent reputation of Ace Moving & Storage (1406) in Oklahoma City.

"We called, and they were interested," says National Account Representative Zeke Oakes, Alexander's Mobility Services. "So we developed a proposal based on a partnership: Alexander's would act as project manager, and Ace would provide physical resources on the site."

The proposal was strong enough to earn a face-off with the incumbent of 15 years. The Alexander's-Ace team prevailed in the final round.

"This is one of the biggest, most highly publicized commercial jobs I have seen in my 32 years with Atlas," says Ace CEO David Howell. "We've been thrilled to be part of it."

"The little things, the details, make a difference," says Steve. "From clean uniforms and tucked-in shirts, to the appearance



The new world headquarters for Devon Energy scrapes the sky above Oklahoma City, Oklahoma. Atlas agents Alexander's Mobility Services and Ace Moving & Storage partnered to provide the consolidation and relocation of offices for 2300 employees here. The massive project unfolded in sixteen phases between March and October and entailed the transport of 600 truckloads. "The Alexander's team was excellent to work with," says President Ernie Dean, Ace Commercial Moving & Storage (1408). "Their experience and leadership made a big difference."

and quality of the equipment — our partnership has brought the very best to this project."

"The onsite project managers, Ron Turner (Ace) and Eric Carmello (Alexander's), poured a ton of sweat equity into this job," says Zeke. "They, as well as every team member, helped make this project hum."

Alexander's Mobility Services has been an Atlas agent since 1982. The company operates from eight locations in the U.S., with headquarters in Tustin, California. The company has earned a reputation for excellence in large relocation projects, including the Department of Defense Base Realignment and Closure Program (BRAC) for which they have moved over 18,000 government employees.

Ace Commercial Moving & Storage Company has been an Atlas agent since 1980 and operates from two locations in Oklahoma. The company's newest entity, Ace Commercial Movers, brings total capabilities for office, industrial and logistics services.



A new world record for transporting records? The team packed, transported and unpacked nearly 3,000 carts in 12 days.



Paxton Makes Big Party Preparations

Paxton Van Lines of North Carolina (1614) knows firsthand: political gatherings can be moving occasions. To help Charlotte, North Carolina prepare for the Democratic National Convention, the Atlas agent relocated items from the convention's venue, Time Warner Cable Arena.

During July and August, Paxton took assets of the NBA Charlotte Bobcats and AHL Charlotte Checkers offsite, freeing up space needed by the committee. Following the convention, the Atlas agent moved the teams back into their home digs.

"The scope of the work changed continuously," says Paxton's Director of Corporate Accounts Brooke LeBlanc. "We walked through the arena multiple times to assess the space needs and make sure we answered every concern. We are pleased to have helped the city prepare successfully for such a large event."



A Paxton truck is ready to transport goods offsite from the Time Warner Cable Arena. The Atlas agent relocated the NBA Charlotte Bobcats and AHL Charlotte Checkers offsite to help Charlotte, North Carolina prepare for the 46th Democratic National Convention in September.

On the Stick for Gretzky

The Great One

The team at DeVries Moving-Packing-Storage (1217) was honored last summer to answer a special customer — hockey legend Wayne Gretzky. An interior designer contacted DeVries on his behalf. Would they receive and deliver new furniture for Wayne's summer home in northern Idaho? Of course! "Our crews did meet him," says President Mike DeVries. "They said he was a nice guy."



Road Trippin' with the CEO

Last spring, a group from headquarters took to the road to share the latest in sales, marketing, and operations with agency people around the country. While in Baltimore, a few team members joined Atlas Chairman and CEO Glen Dunkerson for a visit to the headquarters of the American Moving & Storage Association (AMSA) in nearby Alexandria, Virginia.



"I was on vacation, and several of us were taking in the sights around Washington on our motorcycles," says Glen. "I had never been to the association's offices and, since we were in the area, it was a good chance to visit." Glen says the AMSA staff were gracious hosts. "All of us enjoyed the chance to exchange ideas and get to know one another a little better."

From left: Chairman and CEO Glen Dunkerson, Atlas World Group; President & CEO Linda Bauer Darr, AMSA; Sr. Vice President of Account/Agent/Claims Services Mark Spiehler, Atlas Van Lines; Director of Safety Rick Kirby, Atlas Van Lines; Director of Corporate Resources Paul Young, Atlas Van Lines; Retired CEO and current Board Member Mike Shaffer, Atlas World Group.

Atlas Leads Community Effort for Military Families



Have you thanked a service man or woman today? During the United Leasing Championship, Atlas invited visitors to share a word of appreciation and encouragement for our nation's military members. View comments on the Atlas YouTube channel. **From left: Captain Casey Nunn, USA; Peter Tomasulo, event champion; Ron Romain, event sponsor; Specialist Brenton Sturgeon, USA.**

When the United Leasing Championship took place at Victoria National Golf Club in late June, Atlas Van Lines took an opportunity to support the first event of the Web.com Tour (formerly Nationwide Tour) — and help our nation's military families at the same time.

As a sponsor of Birdies for the Brave® Patriots' Outpost, Atlas provided food and refreshments for military members — plus free admission to the course for 250 veterans as well as all active members of the military. Atlas also answered needs of military families with "Red, White, and Baby" — a collection of baby care items for new and expectant mothers at Ft. Campbell, Kentucky. The effort netted 4,000 donations of clothing, toys, food, diapers and supplies, given primarily by Atlas employees. Atlas supplemented the gift with over \$300 it raised by selling sandwiches, supplied courtesy of Chick-fil-A.



As a sponsor of Birdies for the Brave Patriot Outpost, Atlas pledged a monetary donation per birdie which totaled over \$3,000 to help our nation's heroes.

"It's great to have such a long list of donations to offer our military families," said Director of Armed Services Shirley West, YMCA at Ft. Campbell. "Atlas Van Lines went above and beyond..."

"It's an honor to give back to the families of those who serve our country so bravely," said Atlas President and COO Jack Griffin. "We couldn't have done it without the overwhelming support of our employees, as well as the local community."

During the final two rounds of play, the flag on the 18th green was replaced by the stars and stripes, tended by members of the military, such as Specialist Erin Davis, USA.



Scan the QR Code to watch.

Jack Wins Golden Spatula for Gilda's Club

"It was lots of fun," said Jack. "Best of all, it helps a really great cause."



Atlas' President and COO Jack Griffin knows how to handle a saucepan. In August, he joined Evansville, Indiana community celebrities for 100 Men Who Cook, a fundraiser to benefit Gilda's Club in Evansville. Jack brought his culinary mojo to seared duck tacos and raised \$2,253.

"No one showed more passion for Gilda's Club Evansville than Jack," said the club's Co-Founder and Vice President, Randy Moore. "His tip jar certainly reflected that."

The event raised \$106,000 to support families dealing with cancer. As the single biggest tip earner, Jack took home the coveted "Golden Spatula."

Order Taking vs. Professional Sales

What's it costing you?



Whether you are seller or buyer, you have everything to win—or lose—in the sales transaction.

"The difference between professional selling and order taking shows up in many ways," says Atlas Director of Training Stephen Watson. "It can mean the difference between a career and a job, between fulfillment and discouragement. The biggest difference may be this: sales professionals invariably prosper."

Because agency sales people want to prosper—and because their success affects the entire Atlas organization—Stephen and his team in the Atlas Academy are bringing a new, more extensive sales training option to the curriculum. They have developed it with Conquest Training Systems, and it begins with a two-day "quickstart" in December. The course continues throughout the year with weekly one-hour sessions, including personalized coaching.

"Order taking is a slippery slope that leads to lower margins and diminished service delivery," says Conquest CEO Mike Toney. "This training not only equips sales people with techniques to steer the conversation, it changes the way they think. When that happens, nothing can stop them from achieving their personal and professional goals."

"We're at the threshold of a huge opportunity," says Stephen. "If we meet the challenge of sales professionalism, the rewards will be tremendous, for sales people and their agencies. This training opportunity literally hands them the keys to the future."

Meet the challenge of sales professionalism for yourself and your agency. Get in touch with Stephen (stewats@atlasworldgroup.com) and make success your priority for 2013.

Joining the Web

Agents Get "QuickStart" for Internet Marketing

In the not-too-distant future, every Atlas agent will own a piece of real estate on the World Wide Web. Thanks to a new initiative of Atlas Internet Marketing, that day is drawing close. "QuickStart" lets any agent easily obtain a basic website, professionally designed with a branded message, to take advantage of online business opportunities.

"This is a cost-effective way for agents to get on the web," says Atlas Director of Internet Marketing Vic Baillargeon. "We're leveraging the resources of Atlas to make Internet marketing available at a modest price, and supporting the consistency of the Atlas brand."

The website design reflects the Atlas message, *Go New Places!*TM and includes a set of basic features. For example, a quick quote request generates leads through the Atlas iSales application. Users can also verify the business is indeed an Atlas agent with the Genuine Atlas Agent badge—an important assurance for new customers.

"We began working on this project last winter," says Marketing team member Phoebe Hodina. "We've made it easy for agents to take part, just by saying yes."



Rollin' Down the Road



Retired Atlas Chairman and CEO and current board member, Mike Shaffer, recently made an ambitious sweep of the U.S. by motorcycle. From Newburgh, Indiana, he traveled to Key Largo, Florida (the country's southernmost point), then up to Prudhoe Bay, Alaska (northern terminus of the Pan-American Highway). He put rubber to the road for 12,620 miles in 25 days. Traveling companions (from left): John Lowber, Don Johnson, Mike, and Greg Jones.

Tracks



Tracks

Atlas Service is Appreciated

**RE: Tammy Teague, James Kopp, Brian Lewis
Imlach & Collins Brothers, LLC (1132)
Irving, TX**

Sharon Bruce and I would like to thank you for your help on our recent move from Bay City to Austin. You and your staff, on relatively short notice, lined up some of the best people I have ever dealt with. Of special notice was driver JAMES KOPP and his assistant BRIAN LEWIS. This was our first move with a professional mover in a long long time and they put both of us at ease from the time that they arrived. They were polite, well presented and answered all our concerns. They worked, no chit chat, but were personable. Their local help Alfonso Reynoso was also very professional.

Again, thanks for your company's help. We have always had good success with you and will continue to do business with you as opportunities arise.

**Sincerely,
Sandy Mleko and Sharon Bruce**

**RE: Chip, Gail and Ben Jackson
Jackson's Relocation Services (790)
Sedalia, MO**

In May 2012, I contacted three major known moving companies (Jackson's Relocation being one of them) for an estimate to move my belongings from MO to UT.

Frankly, the price per pound was within a few cents of each other. One of the companies came up with an estimate that in the end was well below the actual weight of my belongings. In a very brief, soft voice I recall they said something to the effect that I would be billed for the actual weight, with no guarantee. The other company estimated my belongings at a much more realistic weight. Both of these companies appeared to be professional, but did not explain all the details to me (and really had no personality. I did not have the feeling that they were here to help me, only wanted my money).

Now, Jackson's Relocation (Chip and Gail Jackson) gave me what I felt was a reasonable weight estimate. I got a great price for storage of my belongings until I could purchase a home in Utah. On the moving day, I was impressed with the care given to my belongings, as though they were their own. On delivery, the same care was given...everything was in perfect condition.

I was happy with the price, UNTIL today...today, I have not been happier in my whole life. Chip Jackson called with an apology for a mistake that was made...I was charged for the estimated weight, when in fact the actual weight came to \$1,200 less (that's a lot of money to an old man like me).

Bottom line, Chip and Gail Jackson (and son Ben), Jackson's Relocation, take pride in what they do, and do it the old fashion way – with honesty, integrity and compassion. I would do business with these people and their company on a hand shake. They set the standard for all other movers. God Bless 'em, love 'em.

Jerry Hatch

**RE: Candace Kidd, Ace Relocation Systems, Inc. (8)
Orlando, FL
Scott Marconi, Ace Relocation Systems, Inc. (15)
Jessup, MD**

My wife and I moved from VA to FL. During the past 50 years we have moved numerous times throughout the U.S. and around the world. We were apprehensive when we had to choose a moving company to relocate back to Newport News four months later due to serious health issues. However, after selecting Atlas /Ace Relocation Systems to do our move, we were pleasantly surprised. Our Relocation Consultant, Candace Kidd, was outstanding in every respect. She did a professional, thorough, competent job in discharging her various responsibilities. It was in large measure the demeanor Ms. Kidd exhibited (honesty, enthusiasm and

sincerity) that prompted us to opt for Atlas Van Lines.

On the scheduled date for packing, Scott Marconi, Driver/Supervisor, arrived on time with three colleagues. They were very courteous and friendly; and they did an exceptional job in packing and loading our household goods, making accommodations as requested or as necessary. The handling of our household goods in Newport News was even more impressive. A member of Mr. Marconi's crew had become ill, and the delivery, unloading and placement of our belongings had to be accomplished by Mr. Marconi and one other person. Although having to work into the hours of darkness, Mr. Marconi and his colleague did not become frustrated but retained their sense of humor; and they continued to work diligently, efficiently, and expertly with few breaks. I have never seen two people do such a remarkable job under such demanding conditions. Mr. Marconi and his colleagues are professional, competent, hard-working, no-nonsense relocation employees. The wit and keen sense of humor they continually displayed are valuable assets. Both men are superior representatives of Ace Relocation Systems and Atlas Van Lines. This was easily the best move we ever experienced.

My wife and I would not hesitate to use Ace Relocation Systems/Atlas again in the future, nor would we hesitate to recommend them to relatives, friends, and acquaintances.

**Respectfully,
Dr. John F. Bales**

**RE: Mel Smith, Terry Poorbaugh and Charles Racine
Paxton Van Lines, Inc. (1610), Springfield, VA**

My wife and I used Paxton to move from Bethesda, MD to Charleston, SC in late March and early April. Our move could not have gone better – it was seamless and professional from day one. Customer feedback is important and we want your company to know about the professionals within your organization we came to know.

First there is Mel Smith. Mel kicked off the process by coming to our condo in Bethesda and pricing the job. You are lucky to have someone like Mel presenting the face of your company as a first impression. Integrity and professional are the terms that come to mind with that first impression. We later learned that Mel's estimate was within 100 lbs. for a six ton move. Please pass on to Mel our sincere thanks and 100 percent customer satisfaction.

The complete customer satisfaction rating continues with Terry Poorbaugh who handled the scheduling and paperwork part of the move through the actual movers – Chuck Racine and his two helpers. They were always on time and over delivered on our expectations and timeline. This team worked flawlessly to meet our deadlines.

We will most likely have to move again in the next two years, and you will have a repeat customer with us. It goes without saying that we will continue to speak the praises of Paxton whenever we get the opportunity to do so. Again, we can't express how satisfied we were with the moving experience and the professionalism of the staff.

Please pass on our compliments to the above individuals and our endorsement for your company.

**Sincerely,
Claudia and Ed Vogel, Jr.**

**RE: Chris Jones, Christine Bald and Larry Wilson
Apex & Robert E. Lee Mvg & Stg (278)
Antioch, TN**

I just wanted to express my sincere appreciation for the job you and your team did on Jill Green's move. With the emotions of moving away from Franklin and starting a new life in Arkansas following her husband's death, your attention to making her move seamless and as stress free as moving can be made all the difference. She has stated over and over during the past few weeks that she could not believe how nice and easy the move had gone and how you had personally gone out of your way to ensure it all went smoothly.

Your packers, your driver (Larry Wilson) and your loaders/unloaders were extremely polite, courteous, considerate and in general, just very nice and extremely professional.

Thank you very much for your personal attention to her move. Your level of professionalism and caring for her situation throughout the move was just unbelievable. We so appreciate you being willing to work with her on logistics, timing, pricing, flexibility on which pieces of furniture and household goods were moved.

Overall, I just cannot believe how smoothly the move went and I do believe that it was directly related to how you and Christine handled it all. Just unbelievable.

Thank you again. I enjoyed getting to know you through the transaction and I would highly recommend you to anyone on a move/relocation. Please feel free to use me as a reference and I am more than happy to talk with folks on your behalf regarding relocation services...etc.

I look forward to maybe meeting you in person at some point in the future.

**Jon M. Billington
Chief Accounting Officer
NEWAsurion**

**RE: Mike McCarthy, William Giffen
Golden Van Lines Inc. (991)
Longmont, CO**

Mike, as you may remember, in mid-April, my husband, Brad, and I were relocated with Tri-State, through your company, from Gillette, WY to Westminster, CO.

I wanted to take a moment to commend your staff on the quality of their work throughout the move. Bill and his crew were extremely conscientious in their work and continually checked with me to see if I was satisfied with the progression of the move. Having never been moved professionally before, I was a bit apprehensive about the whole process and more than a little bit concerned about the safety of some of our items. Bill assured me they would do their very best to see that all items arrived safely in Colorado. While we still have not unpacked everything, we have yet to find any breakage, so we are optimistic that will be the case with all of our belongings. I can see, as professional movers, these gentlemen have unique sets of skills and they need to be congratulated on a "job well done."

Furthermore, I would like to mention Ken and Jeremy from SMS. These gentlemen worked diligently to see to it

that all of the taxidermy, artwork, pool table, etc., all made it safely to our new home. Their job was no small task, either, since they had to create several crates for the animals and artwork, tear down and put together a pool table, etc. They definitely went "above and beyond" to see to it that everything was packed safely and securely. In addition, they were extremely pleasant when asked to help out wherever and whenever they were needed. It was indeed a pleasure to work with them.

Lastly, I would like to express my sincere appreciation for the coordinated effort from both crews for executing a safe and successful move for the safe. My utmost concern was for their safety and I could see, after they began to relocate it, that these crews were definitely the "ones for the job!"

Thank you for providing quality and caring professionals for our move, who managed to make a large undertaking, not only successful, but as pleasant as possible. Since both you and Mr. Rey (SMS) made the effort to come to our home on moving day, it is evident to me that you both take an active interest in not only the job to be done, but in those who are on the "front lines." Thank you again.

**Sincerely
Janet G. (J.J.) Hanson**

**RE: Daniel Snyder, Jr.
DMS Moving Systems, Inc. (800)
Canton, MI**

I wanted to tell you about an amazing experience I had using your company to move us from California to Indiana.

I have heard the horror stories about things going wrong, showing up late and broken stuff when people move long distances. We did NOT have these issues but actually had a very smooth and inspiring move provided by your company and Dan Snyder, our driver.

The communication was flawless from Dan's first call and text to me. Our whole family was on vacation when the move started and this communication put us at ease while not being at home to oversee the move. We came home and found that they had picked up everything we had asked and left what we had asked them to leave. The place was in good order and with a little clean up, we were ready to sell the house.

The professionalism on how we were treated both by your staff and also Dan and his crew (James and John), was impressive. As a matter of fact I will try to replicate this work quality myself. I was treated with respect and with integrity.

The unpacking in Indiana was above par also. They had things in the right rooms fast and without incidence. We anticipated that we would have to stay in a hotel for over a week, but because of Dan's organization, we only had to stay there for 3 nights and were able to move into our home. As we unpack I find that there is nothing missing and nothing broken. My wife and the whole family are impressed.

I am not a person who usually takes the time to give good feedback, but I think that Dan Snyder's behavior deserves it. I hope you have many people like Dan. It is people like him I would want to help me complete difficult tasks as moving across the country is.

Thank you for sending me a good one. Please tell Dan thank you again (I told him many times).

**Thank you,
Peter Kruger**

**RE: Laura Connelly, Smart Move
Evansville, IN
Ace World-Wide Mvg & Stg (24)
Cudahy, WI**

I wanted to tell you and your company how pleased I was with my whole move experience with you. From the first call I made to you and initial contact with the sales person to the final drop off and pick up of the storage vaults, my experience was just as you described to me and went very smoothly.

When I was researching and planning our move, I had a difficult time deciding what company to use. I found no credible information out there that I put my faith in regarding your company and service. So, once I made the decision to go with your company, I worried a lot about all that could go wrong. How incredibly pleased and surprised I am today that the entire process was just as you described to me, and none of my items arrived broken, (I did my own packing, however) which means that you handled my four vaults carefully during shipment.

Your flexibility of sending out more vaults than I initially requested but only being charged for what I used was what hooked me on using your service. And even though I did not completely believe it at the time, you really did only charge me for using the four vaults even though you delivered five. Awesome!

The only negative was that you guys put your own locks on the vaults after I had my own locks on them. We had to scramble to find a tool to cut the locks off so we could get the vaults open. Considering all that could have gone wrong and all that I worried about, it was a fairly insignificant issue.

I could add more positive feedback regarding you and your driver's willingness and attempts to work with us on our schedule. I would be interested in providing a customer testimonial if you are interested. That's how pleased and impressed I am with you and your company. Thank you!

**Kind Regards,
Rodney Tobianski**



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JANUARY 2013

- 1 New Year's Day – U.S. & Canada Closed
- 17-18 Atlas Sales Training, Phoenix, AZ
- 23-24 AWG Board of Directors Long Range Planning Meeting, Austin, TX

FEBRUARY 2013

- 11-12 Atlas Sales Training, Evansville, IN

MARCH 2013

- 3-6 AMSA 2013 Annual Education Conference & Expo, Atlanta, GA
- 14-15 Atlas Sales Training, Phoenix, AZ
- 17-21 Exhibitor Show, Mandalay Bay Convention Center, Las Vegas, NV
- 21-23 Mid-America Trucking Show, Kentucky Expo Center, Louisville, KY
- 22-23 Families in Global Transition Conference (FIGT), Silver Spring, MD
- 29 Good Friday – Canada Offices closed

APRIL 2013

- 8-9 Atlas Sales Training, Evansville, IN
- 16-18 Global Shop, McCormick Place, Chicago, IL

MAY 2013

- 1 AWG Board of Directors Meeting, Chicago Marriott Downtown, Chicago, IL
- 2-3 46th Annual Atlas Forum, Chicago Marriott Downtown, Chicago, IL
- 14-19 CMSA 95th Annual Convention, Fess Parker's Double Tree Resort, Santa Barbara, CA
- 15-17 Worldwide ERC National Relocation Conference, Manchester Grand Hyatt, San Diego, CA
- 19-22 American Association of Museums (AAM) Museum Expo, Baltimore Convention Center, Baltimore, MD
- 20 Victoria Day – Canada Offices closed
- 27 Memorial Day – U.S. Offices closed

JUNE 2013

- 13-15 The Great West Truck Show, Las Vegas Convention Center, Las Vegas, NV
- 16-19 2013 SHRM Annual Conference & Expo, McCormick Place Convention Center, Chicago, IL
- 22-25 HCEA Annual Meeting, Austin Convention Center, Austin, TX