

Amplifier

Volume 61 Winter 2011



**Price it.
Track it.
Move it.**

We have an app for...*it.*



Chairman's Message

With the household goods busy season now in our rearview mirror, it's a good time for reflection. Seasonal surges in volume are part of our industry, but this year we felt the stretch of double-digit increases in select product lines. Forecasting such dramatic upswings is challenging at best in today's business climate. The task is compounded by a market shifting toward an ever greater concentration of moves during the summer months. To take this issue head-on, an ad hoc group of agents and operations personnel convened at Atlas headquarters in late September. According to Senior Vice President Dennie Lynn, it was a solid first step toward a strategy to answer the capacity challenges we all face. You'll be learning more about this in the months ahead.

When it comes to answering challenges, perhaps our resolve is nowhere more evident than in technology. More than a decade ago, Atlas committed to developing a technology platform that would provide a true competitive advantage for our agents (see page

37). Today, coupled with service excellence, our systems have positioned Atlas as the unquestioned leader in the van lines industry. Atlas brings multi-faceted, multi-platform accessibility to the market, especially attractive to tech-savvy consumers who increasingly use many electronic platforms, including mobile devices. Nor have our advances gone unnoticed by tech leaders. For the third consecutive year, InfoWeek has recognized Atlas as a technology innovator (see page 37). Technology is a major part of customer service, now and in the future, and Atlas is committed to developing technology to serve our customers wherever they are.

And while on our way to that future, we are all watching with great interest the events unfolding on the world stage. Until financial and economic conditions allow capital to free up, we are likely to see a continued slow recovery in our industry. However, our industry must invest to move forward.

When it does, Atlas is well positioned to provide the capacity, technology, and service quality that our mobile society demands.



Glen Dunkerson
Chairman and CEO




The Magazine of Atlas World Group
www.atlasvanlines.com


the Atlas Amplifier

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We have an app for...it.



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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.





Price it. Track it. Move it.



We have an app for...*it.*

It's All About Customer Service

Atlas moves even further ahead with customer service and embraces the hand-held digital revolution with the release of moveAtlas™, our free, “all-about-moving” application for iPhone, iPad, iPod touch and Android devices. It’s easy-to-use, easy-to-get and available to anyone – not just Atlas customers. A simple download from the App Store or Android Market, and moveAtlas is yours.

Offering an exciting app to the public is a natural extension of a company recognized nationally as the top service provider among van lines.* According to Jack Griffin, President and COO of Atlas Van Lines, “moveAtlas demonstrates that we are a customer-centric company, focused on embracing the latest technology to empower our customers and bring them value instantaneously. This is the type of technology that will continue to position us as a leader in our field and an innovator in customer service.”

There's a Powerful Menu of Instant Information

For a family or corporate transferee preparing to move, moveAtlas is the power tool for instant access to expert advice, moving quotes and

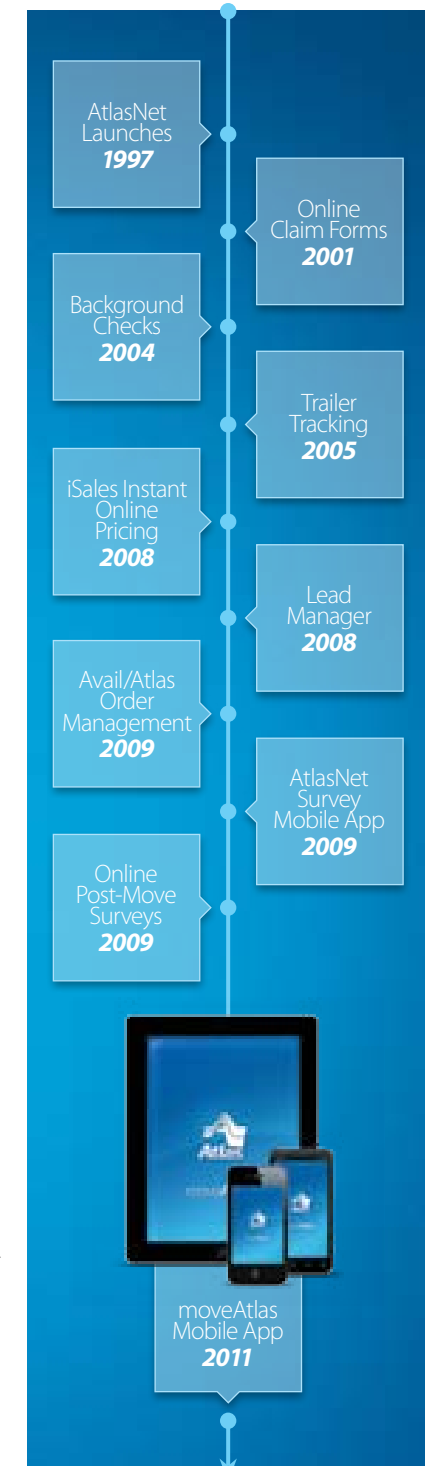
shipment tracking. The app also allows corporate managers to track the shipments of several transferees all at once. Customer service capabilities include:

- A quote feature with options for a Full-Service move or a Smart Move container move;
- Ability for customers to track shipments;
- Pre-move to-do lists, packing tips and a four-week, moving countdown planner;
- A checklist for moving day;
- Assurance that every agent within our network is a certified ProMover, and what that means to customers;
- An instant means of contacting Atlas.

Introducing technology is nothing new to Atlas. In fact, way back in 2008, Atlas was the first van line to offer instant online quotes for families and individuals considering a move. Known to Atlas agents as iSales and Lead Manager, the online process assures that the person's

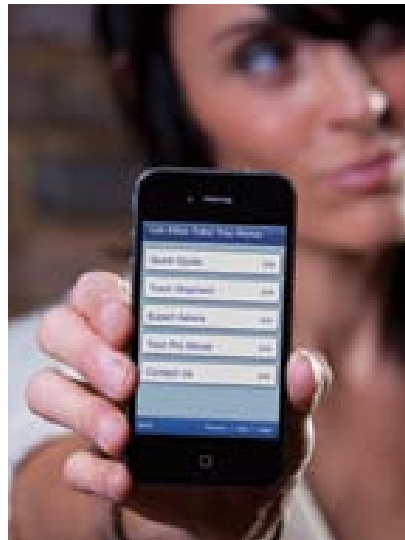
* In the 17th annual Nationwide Relocating Employee Survey® conducted by Trippel Survey and Research, Atlas ranked in the top position of all the HHG companies reported by transferees.

For more information about Atlas ranking #1 with customers, please see the article featured on page 28 in this issue of Amplifier.

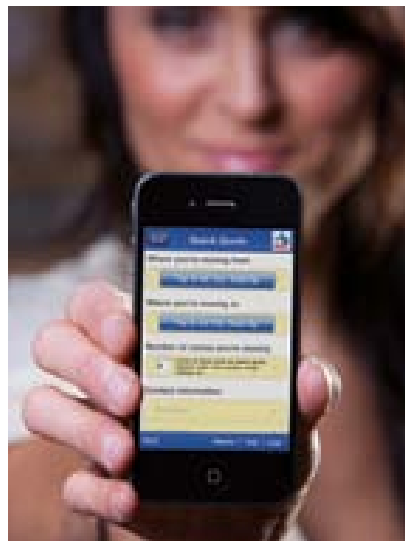


Atlas has a history of introducing new technology. **moveAtlas** is the latest milestone in Atlas customer service.

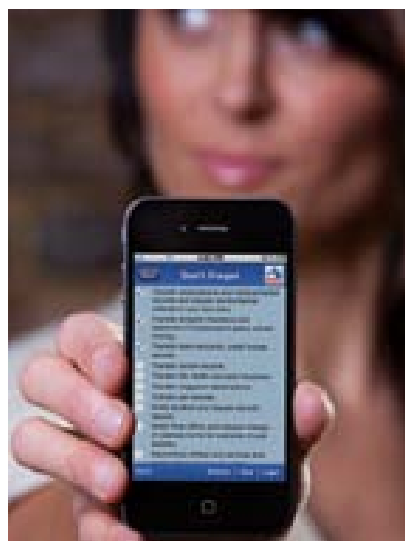
moveAtlas users will find a home menu that gives them quick access to the information and features they need.



Users can access the "Quick Quote" function to receive an instant quote for their move.



moveAtlas includes a number of move checklists to help users remember important milestones and tasks they'll need to perform throughout their move



moveAtlas is easy-to-use, easy-to-get and available to anyone – not just Atlas customers.

contact and shipment information reaches the agent rapidly. Early in 2010, Atlas also successfully launched mobile technology for agents with AtlasNet Survey, the household goods survey and estimating application for use on an iPhone, iPad or Android device. An electronic estimate can be returned instantly on the device when the survey is completed. Atlas agents utilize the app to simplify the visit to the moving customer's home. AtlasNet

Survey is also available on the App Store and Android Market, yet requires password access to use the app.

The Thinking Behind it: Multiple Platform

The big idea is that moveAtlas allows a consumer to interact with Atlas in the same way they can on a desktop or laptop. The mobile app is as robust as the online desktop application, and there's no loss of function for the

consumer or the agent who follows up on the customer lead. "More information in more places where people are is important," explains Vic Baillargeon, Atlas Director of Internet Sales and Marketing. He continues, "Yes, moveAtlas is a mobile app, but the same functions are available on the desktop or laptop. This 'multiple-platform' use is what we're most excited about. The same thinking will apply to many of our new apps already being developed, and to

future apps."

Mike McCarthy, Vice President of Golden Van Lines, Inc. (0991) in Denver/Longmont, CO, shares, "We are already receiving inquiries that originated on the moveAtlas mobile app. That's not surprising to us because we know that many people prefer to use their smart phone for many things." Gregg Imlach, CEO of Imlach & Collins Brothers, LLC (1132) in Dallas/Irving, TX, says that



The *moveAtlas* app can be used on the iPhone, iPad, iPod touch and Android devices.



Explaining Multiple Platforms

Gaming systems are prime examples of multiple-platform use – a single game can be created for Xbox, PlayStation, and Wii in an effort to reach the greatest number of consumers. By contrast, when a game is designed exclusively for one system it is not multiple platform, and its purpose is to drive users to one type of game system. As multiple-platform performers, the Atlas apps operate on multiple devices, or platforms, and are designed to reach the greatest number of customers. These platforms include: iPhone, iPad, iPod touch, and Android devices. Email is also a very common example of multiple-platform capabilities, because you're able to access it via your mobile phone, laptop or desktop.

"moveAtlas is one more tool that says a lot about Atlas' technological capabilities and brings another level of comfort to corporate and private transferees."

Multiple Platform Use Extends to AtlasNet, Too

While moveAtlas is an engaging set of tools the moving public can see, hold, and interact with, Atlas headquarters and agents also use many applications to facilitate the day-to-day business of moving. This internal intranet, known as AtlasNet, is a virtual lifeline throughout Atlas. AtlasNet provides dozens of applications to assist Atlas agents with everything from the initial residential customer interaction – creating quotes, and then developing binding estimates – to booking a shipment, shipment tracking, rating and distribution, as well as final invoicing of corporate accounts per contract language.

Just as moveAtlas is a multiple platform tool for customers, so are many of the agent tools on AtlasNet. Atlas Director of Information Technology, J. J. Mohr, explains, "Our goal with AtlasNet is multiple platform use where it makes sense to do so. Not every application needs to be available across multiple platforms. But, for those where a new platform improves information flow – which improves business – we are targeting those applications." The popular

AtlasNet Survey is already a multiple platform app. Also on the workbench to spread across multiple platforms are AtlasNet PVO Inventory, Calendar Syncing, and Enterprise Shipment Tracking capabilities. Mohr says, "The goal allows a seamless interaction at every step in the customer process across several platforms. We're developing the best functionality, then determining which platform(s) should deliver the services."

Data Sharing is the Key, for Customers and Agents

The dynamic set of AtlasNet applications share information between all facets of the move process, and all sectors of the company. "Each application handles one or more aspects of the move process because the data entered in one phase is the data required for another phase," reports Mohr. Baillargeon adds, "Because the data is application independent, our goal is to spread the data to more places by making the apps available on more platforms – whether the applications are customer-facing, intended for internal Atlas use, or both." Already, AtlasNet and moveAtlas use some of the same dynamic data, allowing relocating individuals to interact with the data added by Atlas headquarters, an agent, or a corporate manager at some point in AtlasNet.

Atlas Technology Wins it

Thanks to multiple-platform usage, the following scenario does not have to be imagined. It's happening now. Robin McCarty, Certified Relocation Consultant, Ace Relocation Systems, Inc. (0015) in the Washington/ Baltimore market, says she's, "Genuinely excited about moveAtlas. I feel so much more connected when I can track a customer's shipment easily from wherever I am. If they haven't already looked themselves, I can call them or shoot them an email with the status of the move; it says so much about how we treat our people when I can provide this information even quicker."

It's this commitment to technology that's landed Atlas on the nation's top IT hit list – the InformationWeek 500 – three years in a row. Before a company can earn recognition in the InformationWeek 500, it must achieve annual revenues of at least \$250 million and be invited to participate. The application process requires a rigorous evaluation of the firm's technology strategies, including quantitative and qualitative assessments of innovation. Editors of InformationWeek evaluate the applications and determine the results.





TOPS!

Atlas Agents Excel in Quality

Atlas Van Lines is proud to honor our finest performing agents for their total commitment to quality. They consistently go beyond the expected for customers to earn Atlas' most coveted distinction – The Milton M. Hill Quality Award.

These 50 Atlas agents have exceeded our highest standards in hauling, warehousing, operations, and customer ratings. The requirements include:

- Warehouse Rating of at least 90 percent based on random inspections that assess appearance, impression, organization, security, and risk management.
- Hauling Excellence with at least \$750,000 in revenue and 175 household goods shipments, high customer satisfaction with van operators (at least 90 percent of customers say they would again choose the agency's services), and superior performance in claims and safety.

These agents lead by example and feed a culture of quality that distinguishes the Atlas brand as a premier mark of service. We are proud to recognize the 2011 recipients of the Milton M. Hill Quality Award.

"Atlas agents who earn the Milt Hill Quality Award raise the bar high and in so doing improve not just our organization – they elevate the industry itself."

- Atlas Chairman and CEO Glen Dunkerson



2010–2011 Milton M. Hill Quality Award Recipients

Ace Relocation Systems, Inc. (0008)
Orlando, FL

Ace World Wide Moving & Storage Co. (0016)
Elgin, IL

Ace World-Wide Moving & Storage Co., Inc. (0024)
Cudahy, WI

Ace Relocation Systems, Inc. (0025)
Long Beach, CA

Ace World Wide Moving & Storage (0032)
East Brunswick, NJ

Ace Relocation Systems, Inc. (0043)
Kent, WA

Advance Relocation Systems (0059)
Baltimore, MD

Ace Relocation Systems, Inc. (0062)
San Diego, CA

Ace Relocation Systems, Inc. (0075)
San Jose, CA

Alexander's Mobility Services (0207)
Tustin, CA

Alexander's Mobility Services (0208)
Hayward, CA

Alexander's Mobility Services (0210)
Portland, OR

Alexander's Mobility Services (0214)
Baltimore, MD

Alexander's Mobility Services (0215)
Eagan, MN

Alexander's Mobility Services (0216)
Poway, CA

Alexander's Mobility Services (0217)
Nashville, TN

Alexander's Mobility Services (0218)
Garland, TX

Action Moving Services, Inc. (0238)
Burnsville, MN

Brouwer Relocation, Inc. (0406)
Sioux Falls, SD

Collins Brothers Moving Corporation (0547)
Larchmont, NY

Celina Moving and Storage, Inc. (0592)
Celina, OH

Croft & Smith Moving & Storage (0646)
Landing, NJ

DMS Moving Systems, Inc. (0800)
Canton, MI

DMS Moving Systems of Alabama, Inc. (0801)
Bessemer, AL

Golden Van Lines, Inc. (0991)
Longmont, CO

Atlantic Relocation Systems (1021)
Houston, TX

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

Home Moving & Storage Co., Inc. (1111)
Columbus, OH

Imlach Group (1130)
Trenton, MI

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

Atlantic Relocation Systems (1253)
Indianapolis, IN

Daniel's Moving and Storage, Inc. (1380)
Grandview, MO

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

Atlantic Relocation Systems (1427)
Carrollton, TX

Nelson Westerberg (1505)
Elk Grove Village, IL

Nelson Westerberg (1517)
Mableton, GA

Nelson Westerberg (1523)
Somerville, NJ

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

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

Paxton Van Lines, Inc. (1611)
Sandston, VA

Atlantic Relocation Systems (1651)
Denver, CO

Powell Relocation Group (1657)
Grand Rapids, MI

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

Roadrunner Moving & Storage (1740)
Houston, TX

Sunset Moving & Storage, Inc. (1971)
Pompano Beach, FL

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. (2502)
Tacoma, WA



A Class Apart

Atlas Agents Bring World Class Commitment

*"Atlas agents who earn the World Class Commitment demonstrate their uncompromising dedication to customers. They are integral to the Atlas culture of quality through continuous improvement."
- Atlas Chairman & CEO Glen Dunkerson*

The Atlas World Class Commitment is similar to the Milton M. Hill Quality Award, earned over a smaller volume of shipments. Atlas agents receive this distinction proving themselves in 12 critical areas, including: customer satisfaction, estimating accuracy and claims experience. In the process, Atlas inspects each agency's operations and agents must address needs for improvement immediately.

As a quality-driven van line, Atlas reviews and refines its stringent standards regularly to continuously elevate the performance of our agent network and further its pursuit of total customer satisfaction. Atlas World Class Commitment winners are integral to this process; we are proud to recognize them here for their uncompromising dedication to excellence. ■



Hats Off!



Atlas Honors Top STG Agents with the Specialized Transportation Group Quality Award

The Atlas agency network brings quality across the transportation spectrum—including the transportation of special products. Atlas STG agents move virtually anything and everything, from aerospace technology to zoo animals. Specifically, they have earned a reputation for providing high-quality service to customers needing to transport fine art, store fixtures, exhibits and electronics.

The Specialized Transportation Group Quality Award is modeled after the Milton M. Hill Quality Award, but tailored specifically to the unique requirements of relocating specialized products. Recipients of the STG Quality Award must:

- Do business as a full-service agency, meeting or exceeding each of 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.



Atlas STG is pleased to recognize these agents with the 2011 STG Quality Award:

- | | | |
|--|--|--|
| Ace World-Wide Moving & Storage Co. (0039)
Fallsington, PA | Action Moving Services, Inc. (0238)
Burnsville, MN | Specialty Moving Systems, Inc. (1811)
Glendale Heights, IL |
| Advance Relocation Systems (0059)
Baltimore, MD | Avatar Relocation of NY Inc. (0444)
Yaphank, NY | Weleski Transfer, Inc. (2151)
Tarentum, PA |
| Alexander's Mobility Services (0208)
Hayward, CA | J. W. Cole & Sons, Inc. (1772)
Detroit, MI | Weleski Transfer of Cleveland, Inc. (2153)
Brooklyn, OH |
| Alexander's Mobility Services (0210)
Portland, OR | | |

2011 Atlas World Class Commitment Recipients

- | | |
|---|---|
| Ace Relocation Systems, Inc. (0015) – Upper Marlboro, MD | Noffs/Atlantic Relocation Systems (1039) – Arlington Heights, IL |
| Ace World-Wide Moving & Storage Co. (0039) – Fallsington, PA | Hopkins & Sons, Inc. (1102) – New Castle, DE |
| Ace World Wide of New York, Inc. (0046) – Rock Tavern, NY | Atlantic Relocation Systems (1148) – Anaheim, CA |
| Ace Relocation Systems, Inc. (0064) – Elgin, IL | DeVries Moving-Packing-Storage (1217) – Spokane Valley, WA |
| Ace Relocation Systems, Inc. (0066) – Kyle, TX | Kilpatrick Moving & Storage (1250) – Northvale, NJ |
| A-1 Moving & Storage (0087) – Jupiter, FL | Atlantic Relocation Systems (1287) – Tampa, FL |
| Ace Relocation Systems, Inc. (0096) – Phoenix, AZ | R. C. Mason Movers, Inc. (1362) – Peabody, MA |
| American of Virginia, Inc. (0103) – Waynesboro, VA | Daniel's Moving and Storage, Inc. (1370) – Wichita, KS |
| American Transportation System Corporation (0136) – Albuquerque, NM | Ace Moving & Storage, LLC (1406) – Oklahoma City, OK |
| A-1 Metro Movers–Omaha (0251) – Omaha, NE | Mabey's Moving & Storage, Inc. (1415) – Rensselaer, NY |
| Bisson Moving & Storage Co. (0272) – Westbrook, ME | Metropolitan Van & Storage, Inc. (1419) – Benicia, CA |
| Apex & Robert E. Lee Moving & Storage Co., Inc. (0278) – Antioch, TN | Mountain States Moving & Storage Co., Inc. (1451) – Salt Lake City, UT |
| Moving Management (0404) – Flagstaff, AZ | Nelson Westerberg (1511) – Carrollton, TX |
| Avatar Relocation of NY Inc. (0444) – Yaphank, NY | NMS Moving Systems, Inc. (1533) – Simi Valley, CA |
| Discover Moving & Storage, Inc. (0539) – Great Falls, MT | Paxton Van Lines of North Carolina, Inc. (1614) – Charlotte, NC |
| Collins Brothers Moving & Storage, LLC (0573) – Dulles, VA | Reads Moving Systems of Carolina, Inc. (1714) – Summerville, SC |
| Certified Van Service of Connecticut, Inc. (0599) – Danbury, CT | Reads-Perkins Moving Systems, LLC (1716) – Baton Rouge, LA |
| City Transfer & Storage Company (0630) – High Point, NC | J. W. Cole & Sons, Inc. (1772) – Detroit, MI |
| City Transfer & Storage Company (0631) – Winston Salem, NC | V. Santini, Inc. (1777) – Mount Vernon, NY |
| Crofutt & Smith Moving & Storage (0649) – Raleigh, NC | Spirit Movers, Inc. (1818) – Sarasota, FL |
| Daze Transfer & Storage, Inc. (0723) – Kingman, AZ | Prairie Van & Storage (1883) – Clive, IA |
| Jackson's Relocation Services (0790) – Sedalia, MO | NMS Moving Systems, Inc. (2015) – Oxnard, CA |
| Dixie Moving & Storage, Inc. (0799) – Huntsville, AL | Valley Van & Storage Co. (2079) – Santa Maria, CA |
| Ed's Moving & Storage, Inc. (0823) – Lakewood, WA | Wagoner Moving Systems, Inc. (2138) – North Canton, OH |
| Herren's Twin City Moving & Storage, Inc. (0831) – Lafayette, IN | Weleski Transfer of Cleveland, Inc. (2153) – Brooklyn, OH |
| EC Moving & Storage, Inc. (0845) – Eau Claire, WI | Bekins Moving & Storage Co. (2501) – Mountlake Terrace, WA |
| Daniel's Moving and Storage, Inc. (0875) – Phoenix, AZ | Bekins Moving & Storage Co. (2504) – Pasco, WA |
| Daniel's Moving and Storage, Inc. (0879) – Tucson, AZ | Bekins Moving & Storage Co. (2505) – Yakima, WA |
| Atlantic Relocation Systems (1037) – Atlanta, GA | Bekins Moving & Storage Co. (2511) – Colorado Springs, CO |
| Atlantic Relocation Systems (1038) – Phoenix, AZ | Philpot Relocation Systems (2611) – Tucker, GA |



Forum Follow-up

Unforgettable

DON'T MISS NEXT YEAR
 The 45th Atlas Forum will take place at the Chicago Marriott Downtown on April 26 and 27, 2012. Watch www.atlasvanlines.com/forum for updates.

Atlas Forum Blends Education, Camaraderie, Entertainment

The 44th Atlas Forum was an event to remember. With political thinking to challenge the status quo, pointers for success on the social marketing frontier, and inspiration to become a better professional and better human being. All of it came steeped in the practical optimism that describes the Atlas culture as much as it does the American spirit.

Atlas' signature client event drew agents and their guests to the Windy City in April. Over the next two days, they experienced what veteran Forum-goer John Dulin describes as "the perfect combination of education and camaraderie...with top notch entertainment."

John is National Account Manager with Alexander's Mobility Services (207), and he says the session on workplace dynamics by Garrison Wynn was especially valuable: "We work closely with our teams and customers every day, and we want to be as effective as possible. Gaining insight into others and ourselves is often the best way to improve relationships."

"The Forum is a great opportunity to network, to catch up with colleagues and meet new people," says Relocation Specialist Susan Lay, from The Cheesecake Factory. "It gives me the chance to focus on things I don't get time to think about day to day."

The Atlas PVO panel made a big impression on Susan: "This was my second time to attend this panel, so I have now heard six different operators talk about how they approach relocation. It helps me sleep well at night knowing they are taking such good care of our employees."

"The Forum offers an enjoyable business atmosphere, an ideal setting to spend time with your clients personally and professionally," says John Puscheck, President, Prager Moving & Storage (1555). It was John's second time to attend the Forum, and he was again impressed with the level of professionalism. "It shows what a first-class organization Atlas truly is."

Among the presentations John took in, the keynote address by Extreme Adventurer Jamie Clarke resonated most strongly: "We all face challenges in business and in life...anything worthwhile is a struggle."

"Atlas treats guests like royalty," says Susan. "From the entertainment to the food, to the panels, everything is flawless... there is always something new and exciting to look forward to at the Forum."

"The Forum was originally conceived as an occasion for Atlas and customers to talk candidly about the challenges we have in common," says Atlas Chairman and CEO Glen Dunkerson. "Forty-four years later, the energy and enthusiasm people bring to this event is amazing. I think it testifies to the vibrancy of our industry and the quality of the people who work in it." ■

"Atlas treats guests like royalty. From the entertainment to the food, to the panels, everything is flawless... there is always something new and exciting to look forward to at the Forum!"

- Relocation Specialist Susan Lay, The Cheesecake Factory

BRAVO 2011

Atlas Celebrates PVOs with Week of Special Events



"If you are motivated by money alone you're in the wrong industry," says PVO David Morris, Alexander's Mobility Services (218). "You have to be motivated by a love of people... you have to care about them. Feeling the appreciation helps me better serve my customers. It makes me a better human being... and a better van operator."

David's words go straight to the heart of why Atlas makes a special effort to show appreciation to its van operators. It's also why the company this year decided to expand its annual recognition of these professionals to a full week. Dubbed BRAVO (Boosting Recognition of Atlas Van Operators), its April debut proved successful throughout the Atlas system.

More than 160 Atlas agents across the U.S. and Canada took part—some for a day, others for the entire week. There were cookouts and catered meals, contests, free t-shirts and weigh tickets—and plenty of good, old-fashioned fellowship. Among the activities:

- Ace Relocation Systems (62) held contests in poetry, writing, and photography.
- Prager Moving & Storage (1555) provided free labor for loading in or out of its warehouse.
- Alexander's Mobility Services (214) held a town hall type meeting for the entire staff to celebrate its PVOs.
- Atlantic Relocation Systems (1021) gave "goodie bags" to operators.
- Atlas headquarters sent each van operator a token of appreciation—a brief bag for securing log books, paperwork, or other items they use in their cross-country travels.

"When members of the Atlas family count their blessings, somewhere near the top of the list are our Atlas Van Operators," says Chairman and CEO Glen Dunkerson. "They are the hands, face, and heart of our organization. BRAVO gives us a chance to show them just how important they are to all of us."

To express appreciation for their service and dedication to customers, Atlas sent its PVOs a brief bag.

With the family's pet bird or lizard in the sleeper cab

BRAVO gave Atlas agencies the chance to nominate their favorite van operators for some added thanks. After an internal review and public voting on Facebook, Atlas announced the winners. The grand prize (\$500 gift card) went to Gregory "Donny" Hoffman, Wayne Moving & Storage (2118). In nominating Donny, his agency family wrote:

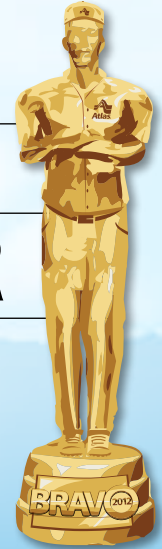
Donny continually raises the bar on what exemplifies a professional van operator. He is always prepared to go above and beyond for our customers, even transporting and caring for the family's pet bird or lizard for almost 3,000 miles in his sleeper (he did this on two separate occasions). His customers typically call him to see when he is available to move them again, even if it means postponing their move date.

Donny is quick to point out that there are two names on his business card, it includes his wife, Rosaire. "For the past eleven years, Rosaire has been my companion and my 'right arm' in the relocation of our customers," says Donny. "We always try to give our customers the best move possible. Our customers are at ease with a husband-and-wife team, and Rosaire puts the 'frosting on the cake' in establishing relationships with them. Thank you, Atlas, for giving us the opportunity to continue a tradition of service."



Atlas Agents:

MARK YOUR CALENDAR



April 16–20, 2012

"We're planning now to make our next BRAVO even better for Atlas van operators," says Atlas Marketing Specialist Aaron Chenoweth. "Our goal is to not only set the stage for expressing appreciation, but to give agents a means to build interest in their businesses, even attract new operators if they wish."

"The expanded format," says Aaron, "gives agencies the flexibility to do as much as suits them—whether for a day or an entire week."

"There are a lot of simple and affordable things you can do, even if your location isn't likely to have a lot of traffic," says Aaron. "The Atlas Marketing team is here to help you succeed. Mark your calendar now, and start planning."

Atlas Agents: Registration for BRAVO 2012 begins in November. Watch your email and check atlasvanlines.com/bravo for updates. ■

Atlas PVOs:

The King of the Road Survey is returning. Watch for communications from Atlas HQ in Movin' Newsletter and on the BRAVO site (atlasvanlines.com/bravo). We can't wait to hear from you!

PVO Gift Card Winners

Thanks to all who participated in the BRAVO gift card nominations. The number and quality of entries is a testament to the commitment Atlas professional van operators bring for every customer.

*Gregory "Donny" Hoffman, Wayne Moving & Storage (2118)
David Morris, Alexander's Mobility Services (218)
Jim Denicola, Paxton Van Lines of North Carolina (1614)
Edward Grover Jr., Wayne Moving & Storage (2118)
Randal E. Briggs, Kwick-Way Transportation (1347)*

PICS Winners Bring "Can-Do Spirit"

Each month, Atlas acknowledges the dedication of its employees by honoring one individual for **performing incredible customer service (PICS)**.

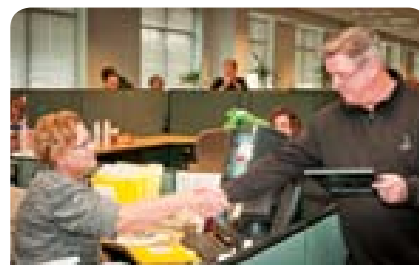
"These individuals consistently demonstrate a willingness to say 'yes' and do what is needed to delight customers," says Atlas President and COO Jack Griffin. "On behalf of everyone in the Atlas family, it's my honor to recognize these employees and thank each personally for their commitment to service. They inspire the rest of us by their example."



"Bob made a major impact here at Atlas and set an excellent example for his colleagues with his great attitude and work ethic." - Jack Griffin, President and COO

JANUARY

Bob Hulan, RSG-Relocation Services. Bob was the first recipient of PICS before his retirement in March. Bob devoted 27 years of his career to giving excellent customer service. Bob was well known and respected throughout Atlas for giving 110 percent, whether at work in RSG Operations or helping out in other departments.



"Good quality customer service has to be genuine and heartfelt. People can tell when you really care about them." - Angela Groves

FEBRUARY

Angela Groves, Customer Service Representative, Avail Resource Management. Angela's warm and positive attitude is so reassuring that relocating employees often request her by name for their relocation coordinator. Whatever the situation, they can hear her "smiling" over the phone. As one agent puts it: "I would rate Angela as one of our top, if not best coordinators."



"To me, great customer service is being able to put myself in someone else's shoes. Once I fully understand their position, I am better equipped to provide tools, ideas and solutions." -Mary Chapman

MARCH

Mary Chapman, Shipment Auditor, Atlas Van Lines Rating/Distribution Services. Mary interacts daily with a host of different customers to ensure excellent service for government and military shipments. Going beyond the expected, earlier this year she trained fellow employees for the collection of outstanding revenue on a large account and resolved issues to ensure future payment.



"I believe that each customer deserves to be treated professionally and with respect. I can't expect to be served well as a customer if I don't serve my customers well." -Ryan Parmenter

APRIL

Ryan Parmenter, IT Specialist, Atlas Van Lines. Ryan has mastered the art of providing one-on-one, distinguished service. Recently, he met the challenge to create an online map of equipment locations for internal use by Atlantic Relocation Systems. Now, the solution Ryan pioneered is available via AtlasNet to agents throughout the Atlas system, providing a valuable enhancement to operations efficiency.



"Customer service is partly based on how you make someone feel. People usually remember how they felt about an experience before they remember whether it was positive." - Jessica Roberson

MAY

Jessica Roberson, Travel Coordinator, Atlas Travel. Over the last ten years, Jessica has helped relocation companies provide excellent travel service to their corporate customers. For the Atlas Convention, she takes the initiative to contact attendees in advance of deadlines to ensure they have made the necessary arrangements. This agent comment is typical: "Jessica is so fabulous! She takes good care of my people and is always proactive."



"I like to go to the customer in person, talk to them openly and honestly. Smile and let them know that I care...It's a great feeling when you can help someone who has a problem." - Kenny McMichael

JUNE

Kenneth McMichael, PC Support/Exchange Admin/Project Manager, Atlas IT. Kenny consistently brings the "Wow!" factor to customer service. As a fellow employee put it, "Atlas has a real gem with Kenny...I can't say enough good things." Recently, Kenny installed advanced phone systems in the home offices of Smart Move employees who work remotely. He developed training videos and spent time with each employee personally to ensure they understood and were comfortable with using the technology.



"Customer service is important to me because it is a reflection of my integrity and on Atlas. Customers deserve answers to their questions. If I don't have the answer, I will find the person who does." - Dee Dee Shanks

JULY

Desiree "Dee Dee" Shanks, Lead Coordinator, Atlas Agency Development. Dee Dee has proven herself to be a valuable asset to the Atlas family with her keen attention to detail, enthusiasm, and personal commitment to excellence. Recently, Dee Dee made an extra effort to thoroughly review an agent's website and suggested a number of corrections and improvements to make it more effective. The agent responded with a personal note of thanks—one of many compliments Dee Dee continues to receive for her dedication to customers.



"I try to be conscientious of the customer's time and give them the best service possible. I believe in doing what I say I will do for the customer, in the most efficient way." -Stephanie Shelton

AUGUST

Stephanie Shelton, Senior Move Management Coordinator, Avail Resource Management. Stephanie's dedication to international customers often requires an extra effort after hours to assist those in distant time zones. As a member of the ISO steering team, Stephanie plays an integral part in moving Avail toward certification. Commenting on her expertise with the client move administration program, Richard Clarke of Ace Relocation Systems says: "She is truly the backbone of the program."



Partners In Progress

Bob Shetler, Chairman and CEO of Shetler Moving and Storage, Inc.

(1830), proudly displays the Partners in Progress award from Sears Holdings. "In recognition of your company's teamwork and contributions as we partner to build lifetime relationships with Sears Holdings Customers." The parent of Kmart and Sears, Roebuck and Co., Sears Holdings Corporation is the nation's fourth largest broadline retailer with approximately 4,000 full-line and specialty retail stores in the U.S. and Canada.



Shetler Earns Prestigious Honor from Sears Holdings

August 9 seemed much like any other day for Bob Shetler, CEO of Shetler Moving and Storage (1830). He had spent the morning calling on a client, Sears Holdings in Chicago, and was planning to take his contacts to lunch. As they were about to exit the building, however, the tables abruptly turned.

Bob's client asked him to step into the company dining room. Inside were about two dozen employees, including several upper level managers. As they introduced themselves, it became apparent to Bob that he was the guest of honor at a special luncheon. For the first time in the company's history, Sears Holdings was presenting its top service award to a retail service provider, Atlas Agent Shetler Moving and Storage.

"I was completely floored," recalls Bob. "I had no idea this was coming."

Senior Vice President Jamie Brooks, Sears Retail Services, presented the award and plaque. Although Sears Holdings CEO and President Lou D'Ambrosio was unable to attend, he delivered his personal congratulations by proxy. In a letter to Bob, he wrote:

"The Partners in Progress award is presented to those suppliers who have demonstrated the highest level of commitment, quality and innovation. I am pleased to present you with the Partners in Progress award and appreciate your dedication to Sears Holdings, our shareholders, associates and customers. I look forward to our continued relationship."

Shetler and Atlas STG Partnership

The award highlights another partnership, the teamwork between Shetler and Atlas STG that has served Sears for the better part of a decade.

"Sears is the leader in training its associates on how to sell to consumers," says Bob. "It's our privilege to be a partner to them in their training."

Bob explains that four product training tours run consecutively throughout the year. These provide Sears sales associates with hands-on experience for appliances, lawn and garden equipment, home electronics, and home fitness products. Manufacturers of the products provide the trainers. For each of the four training tours, Shetler and Atlas STG provide trucks and operators for five distinct routes.

"We make stops all over the country," says Bob. "At each location, we unload and set up the products for demonstration."

Sometimes, when a trainer is detained or can't make it to the event, the PVO steps in to cover. "Our operators are on site all day, every day, as part of the Sears Holdings team," says Bob. "They are very familiar with the operation of the products, and more than glad to do whatever it takes to make each training event a success."

It was this kind of commitment that caught the attention of the Sears Holdings executives, several of whom mentioned to Bob how they appreciated the van operators' willingness to help out in the training.

"Our relationship is built on a strong level of trust," says Bob. "This award recognizes the quality of work our company is capable of providing, and it reflects the dedication of a lot of people—from our operators and helpers to our people here in the office. Everyone involved appreciates this recognition." ■

IN THE SERVICE

First-class attention for relocating military families

How does Atlas bring excellent customer service to the military? To find out, the Amplifier spoke with Senior Director of Government Business Bob Ewing. In his role, Bob works closely with Atlas subsidiary Avail Resource Management. Avail provides the key customer-service link and move management expertise that enables Atlas to deliver consistently on a promise of excellence to the military.

Amplifier: *In your experience, what do military customers expect when they move?*

Bob: The military customers' expectations are similar to anyone who relocates. They want to know their belongings will make it safely to their new home and be there when they need them. However, those in the service typically move with greater frequency, every two to three years. If anything, this makes them especially sensitive to service and keen evaluators of the quality they receive.

Amplifier: *Does their sensitivity to service affect the way you approach military customers?*

Bob: We have a culture of service at Atlas and Avail that stretches back to the beginning of the van line. Much of that experience has been gained as a provider to corporate customers, and we bring that same level of commitment to military customers. But we are also mindful that military families can experience the unique stresses of self-sacrifice, with frequent deployment and absence from family for extended periods.

Amplifier: *In your view, what do Atlas and Avail do differently to create a positive move experience for military customers?*

Bob: For one, we invest in people and in the tools for them to excel. Right now, we have about two dozen professionals within Avail who are dedicated solely to military customers. They understand the military move process and what it takes to keep a military family happy throughout.

Amplifier: *How has the military's new system for managing household goods traffic affected your team's ability to create a positive move experience?*

Bob: We're now in the third year of DP3 (Defense Personal Property Procurement). Generally, this program has been a positive one for us. Prior to DP3, moves were treated pretty much as a commodity. Now, how well you satisfy the customer helps determine your future volume. We believe this gives us an edge, since our business model uniquely blends customer service and efficiency.

Amplifier: *What should Atlas agents know about the way Atlas and Avail handle military moves?*

Bob: I think Atlas and Avail have the right answer for growing military business. For one, we have a dedicated group in-house that is unrivaled in its responsiveness and professionalism. Likewise, we have developed an efficient interface with DPS, the military's online system for managing and allocating moves. We've centralized our processes to mesh with the military's, so we only take on as much volume as our capacity allows while providing excellent service consistently. The bottom line: we have a system that is second to none for military families.

Amplifier: *Thanks, Bob. Amplifier readers should find it reassuring to know our relocating service men and women are receiving the attention they deserve.*

Bob: Thank you.

Voices of Service

To ensure continuity on every military move, Avail assigns a dedicated military move coordinator (MMC) who works with the member from start to finish. Each move coordinator handles a specific geographic location, and has solid relationships with the service providers in those markets. When an Avail MMC needs to convey or receive critical move information, they know whom to reach and how to get answers quickly.

MMC **Terri Scott** works with customers who are moving from California. On one recent move, the customer informed Terri that his wife was of eastern origin and absolutely forbade the wearing of shoes inside her home. The solution? "We used two crews," says Terri. "One inside the house, without shoes, carried items to the door and handed them off to the second crew, who loaded them on the truck."

Terri says she follows the customer-is-always-right philosophy, but there are limits to what is allowed on a military move. "A lot of what I do is manage expectations—so the member understands exactly what they will get. If there is a spouse in the picture, I make sure they are informed at every step."

"A lot of the people I work with are dealing with being deployed, or having their spouse deployed. It makes me feel good to know I have helped relieve some of their stress."

Shirley Halbig coordinates moves for military families coming out of Texas. She has found that some customers need more attention than others—and she makes sure they get it.

"One man was so hands-on, he called me daily to review every detail," recalls Shirley. "He even asked me to guarantee a delivery date, which I can't do, but I promised to get as close as possible. After that was decided, he called to reschedule again, requesting storage with guaranteed delivery at a future date."

Shirley spent the better part of two days on the phone to get things worked out. Afterwards, she received a handwritten thank-you note from the customer.

"Military customers serve our country and I feel like we should do everything we can to support them. They put their trust in me; I want to do my best for them."

At the time of this writing, MMC **Carol Gambrel** was trying to solve an unusual dilemma—what to do with a pool table at delivery that cannot be disassembled and is too big to get into the house.

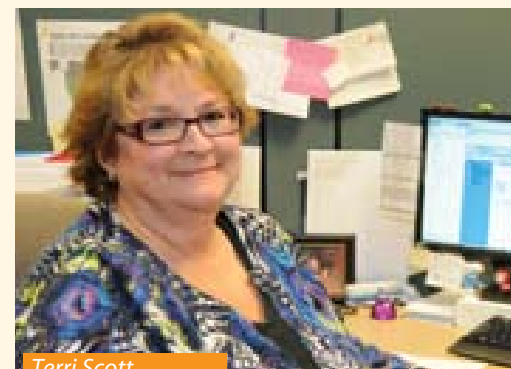
"The delivery agent has taken it back to their warehouse, and there it sits," says Carol. "I'm working toward the best resolution for everyone—I'm sure we'll figure something out."

Such unexpected challenges are all in a day's work for Carol who helps service members moving from the eastern states of Maine, North Carolina, South Carolina, New Hampshire and Rhode Island. She takes her job of helping military families to heart and says moving them during the summer months is "very challenging."

"I love to help people, and I try to go above and beyond to make sure everything goes well," says Carol. "No matter how hard you try, you cannot please everyone. But that doesn't stop me. My customers are making a big sacrifice for all of us. No matter how challenging it can be, they deserve the best I can give them." ■

"A lot of the people I work with are dealing with being deployed, or having their spouse deployed. It makes me feel good to know I have helped relieve some of their stress."

Terri Scott, Military Move Coordinator



Terri Scott



Shirley Halbig



Carol Gambrel



A Business IQ For Results



» The patented SmartVault® provides 262 cu. ft. of secure, weather- and water-resistant storage. Designed to go where other containers cannot, the SmartVault provides convenient ground-level access for loading and unloading.

» Atlas Agents Finding Success with Smart Move® Containerized Moving Solutions

As consumer interest in containerized moving and storage continues to grow, Atlas subsidiary Smart Move Transportation is answering with a uniquely positioned product. Atlas agents are finding Smart Move gives them a number of advantages as they compete for and win new customers. And serving those new customers is getting easier, thanks to Smart Move.

"We first became familiar with Smart Move when the company needed a distribution center in our market for warehousing the SmartVaults," says Forrest Manning, President of Personal Movers (780) in Billerica, Massachusetts. "By the time Atlas Van Lines acquired the assets of Smart Move in 2009, it had become a valuable part of our service mix. Essentially, it gives us another line to sell, a unique service on small shipments. There is definitely a demand—and it's growing."

"For the most part," says CSR Sharon Pellerin, "Personal Movers provides Smart Move services to household customers. Many of these customers are "hands-on" and want to handle their own packing and loading. Smart Move allows us to compete for the do-it-yourself customer," says Sharon. "We are thrilled to offer this solution for customers. We know that if we can't help them, a competitor might be able to. We're glad to be right where they need us."

Sharon points out that Smart Move enables people to take their time to load, clean out their house, and pick and choose what they want to move. "It's perfect for someone who wants to stage a home to sell. They can de-clutter, and we'll store their SmartVault until they are ready to move."

» Premium Value Adds Up to Savings

Although Smart Move pricing carries a premium for its speed, Mike Chick, Vice President of Sales with Weleski Transfer (2151), says customers find they can actually save. "When customers consider the benefits, such as the 28 days of free storage that comes with every SmartVault, it can help them make the decision," says Mike. "Especially on moves of 500 miles or more, Smart Move makes sense."

Don Knapp, General Manager with Personal Movers, agrees. "When you start putting miles on a shipment, Smart Move offers an attractive alternative to the customer who might be thinking about renting a truck...especially with the higher fuel prices."

As well as added value for customers, Smart Move opens a door to added revenue for the Atlas agent. As one of Atlas' busiest ASTEC providers (Atlas Specialized Transportation Express Center), Broadway Specialized Transportation Services Inc. (1106) handles an extraordinary volume of smaller, high-value shipments in the densely populated mid-Atlantic region. Now, as a Smart Move distribution hub too, Broadway handles the ebb and flow of SmartVaults in the region to meet a fluctuating, but steadily growing demand.

"We're blending the Smart Move service in with our regular ASTEC deliveries," says Broadway President Rich Crocker. "Most of the time we have a truck in the area, and picking up or dropping a SmartVault gives us another service we can provide customers."

Although Broadway is a relative newcomer when it comes to booking Smart Moves, Rich sees great potential, given a growing consumer acceptance of containers.

"When customers ask, we have an option for them—especially for smaller shipments that need quick service. That's the beauty of Smart Move."

» Perfect Fit for Small and Temporary Moves

Like Rich, Mike has found Smart Move to be a good fit for smaller shipments, particularly with corporate customers. Case in point: one particular Weleski client relies on Smart Move exclusively for its engineers who go out for six months at a time on temporary assignments. These moves typically involve 1,000 to 2,000 pounds—ideal for the compact SmartVault.

"We've handled about 60 such moves," says Mike. "Customers tell us they like the single-day pickup and delivery, and not having to think about spread dates."

Weleski has also found success with new hires who get an allowance or lump-sum benefit for relocation. One national law firm routinely provides information about Smart Move to the associates it recruits.

"Recently one of the big three accounting firms contacted us about Smart Move, and now they are offering it as an option for their employees," says Mike. "I see corporate America embracing the Smart Move concept more and more as they begin to understand how to use it."

» A Cure for Feelings of Insecurity

Don says security is a big concern for some customers, and the ultra-safe SmartVault puts them at ease. "Our customers like to see their goods being locked and know things are untouched until they are ready to receive them. It reduces the fear of damage or of things being lost."

"It's the wave of the future, especially for small and even some medium-sized shipments," says Forrest. "We've had to rethink how we approach selling. But we've found the change can be made, and it can be made profitably." ■



» SmartVaults provide weather- and water-resistance.

Plus, they travel in enclosed trucks, which adds another layer of security to reassure the customer.

» "It's the wave of the future, especially for small and even some medium-sized shipments."

— Forrest Manning, president of Personal Movers



TITAN AND IMPRESSIONS MARKETING GROUP ANSWER EYEWEAR LEADER

What's best for that store fixture? Should it be REPAIRED or REPLACED?



Those can be tricky questions. Titan Global Distribution is helping Impressions Marketing Group answer them for Luxottica.

"Luxottica is a world leader in eyewear," says Titan Senior Account Executive Mark Sesti. "They are a client of Impressions, which designs and builds premium fixtures and decor graphics for Fortune 500 firms."

Recently, Mark and Titan Project Manager Wilda Poehler met with the Impressions team to review the challenges posed by their client and discuss how Titan could help them answer.

"Impressions must follow up on reports of damage to displays of Luxottica products," says Mark. "They need qualified repair professionals to perform a site survey and either make the repair or provide an assessment that informs a repair-or-replace decision."

– Mark Sesti, Senior Account Executive,
Titan Global Distribution

In the past, Mark says, Titan has helped Impressions with transportation. But this time, other strengths came into play. For one, Titan's network of qualified store fixture installers equates to proven, reliable expertise. Two, Titan's reporting system facilitates decision-making and provides assurances.

"Our clients were particularly enthusiastic about Titan's reporting capability," says Mark. "Combined with our installer network, it positions us to answer Impressions with efficiency and savings."

"Before we left the meeting, they asked us if we could get started on two particular jobs right away," says Wilda. "Since then, we've provided a summary of our installer locations by zip code, so they know where Titan-qualified experts are in close proximity to their store locations." Wilda adds that the Titan network encompasses over 400 such professionals throughout the U.S.

Under the terms of the service agreement, A Titan installer will visit an assigned retail location within 48 hours after receiving a damage report. Upon inspection, the installer will either make the repair or evaluate the requirements for a repair on a return visit. The survey includes photographs and descriptions of the damage as well as the proposed work. Many of the repairs will involve the replacement of plastic laminate that has chipped, come unglued, or is missing.

"Titan is one of only two companies chosen for this project," says Mark. "It entails several thousand locations that will need attention." Mark says the two companies are exploring more opportunities to help clients such as Luxottica. "Our strengths complement one another, which is a basis for a good partnership." ■



Titan is supporting Impressions Marketing Group with in-store service for displays of eyewear made and sold by Luxottica. The global leader in optical wear markets such well-known brands as Ray-Ban and Oakley, which are sold throughout the U.S. at Sunglass Hut, LensCrafters, Pearle Vision, and Target and Sears locations.



BOOSTING VOLUME

“Winning” Social Combination Energizes Customers

Online quote requests are coming in record numbers for Atlas Canada. The reason? A smartly conceived promotional program, “Win Your Move,” offers consumers a chance at \$5,000 toward their household goods move within Canada.

“We’re using the primary social media tools to create awareness and interest,” says Atlas Canada’s Director of Marketing Sandy Campbell. “We’re using Atlas Canada’s practical means to point the consumer to our web for an instant quote, a chance to win, and to educate them on

our No Stranger in Your Home™ back-check initiative.”

The Atlas Canada Facebook page is dedicated to promoting the contest, and a link to YouTube treats visitors to a short movie, *No Stranger in Your Home* (The movie takes a humorous twist - check out the sweetheart with the popcorn).

Tweets enhance the marketing synergy, and QR-encoded URLs enable smart phone users to participate instantly.

The winner, to be determined by a drawing in mid-January 2012, will receive \$5000 toward

their move. To qualify, consumers must (a) be moving within Canada and (b) submit an instant quote through the Atlas Canada website during the contest period (June 1 to Dec 31). If the winner has not yet moved, he or she will receive a voucher for the estimated value of their move, up to \$5000, good for one year.

“It’s gratifying to see the influx of estimates and bookings,” says Sandy. “Compared to last year, we’re up about 31 percent on household goods bookings through our instant quote program.”

“By being involved in the community and having two-way conversations with people, we create real connections that lead to business when people decide to move.”

Denis Cordick, Vice President Marketing, AMJ Campbell

Atlas Canada Agents Plug Into Social Media

“In our industry, opportunities come when people decide to move,” says Denis Cordick, Vice President Marketing with AMJ Campbell. “We need to stay top of mind, and social media gives us that opportunity.”

In addition to maintaining a presence on the primary social media sites, AMJ Campbell has developed a free smartphone app that enables customers to request an estimate and helps them manage their move. It even includes a game for stress relief.

Marketing Coordinator Tim Bonnar, Kings Transfer Van Lines (8136) in Winnipeg, Manitoba, has found Twitter helps him reach people who are moving or planning a move. Earlier this year, the Atlas Canada agency received a block of tickets to the Winnipeg Fringe Theater Festival. A Twitter promotion to give the tickets away netted several new followers.

“The Twitter audience seems to be locally focused and interested,” says Tim. “We can message people without having to know them personally. We’re acquiring good leads this way.”

When it comes to gaining new customers, Office Manager Carly LaPorte with LaPorte Moving & Storage Systems Limited (8740) thinks Facebook’s best feature may be its ability to help people find information.

“It seems the people who like you on Facebook are mainly people you already do business with, or whom you will likely do business with,” says Carly. “We use our Facebook page primarily to share testimonial letters, show our charity work and community involvement, and photos of our employees, families and friends.”

“Social media gives us relevance to potential customers,” says Denis. “It allows people to not only relate to us, but to let all of their friends know that we are a great company to deal with.” ■



Mobile tagging with a QR-encoded URL is making it easy for smartphone users to request an instant moving quote from Atlas Van Lines Canada. The QR code appears on the Atlas Canada Facebook page and is becoming a permanent part of print messages.

“Partner of the Year” Royal LePage Honors Atlas Canada

Canada’s premier national real estate company, Royal LePage, has recognized Atlas Van Lines Canada as “Partner of the Year” for its support of the Royal LePage Shelter Foundation during 2010. The organization funds women’s shelters and education programs in Canada to stop domestic abuse.

Foundation Executive Director Shanan Spencer-Brown presented the award during the Royal LePage Ontario Sales Performance Event at the Metro Toronto Convention Center on March 10. Before a banquet hall filled with approximately 1,000 agents, brokers, and their guests, Shanan praised Atlas Canada for giving back to the community.

“They have worked tirelessly to help us achieve amazing results through the National Garage Sale for Shelter. These are caring, compassionate individuals

with huge hearts, and we are so grateful for all they have done to help women and children escape family violence.”

Accepting the award on behalf of Atlas Canada were VP Marketing & Corporate Communications Carol Davis and Director of Marketing Sandy Campbell.

“This award is a testament to the generosity and hard work of people throughout the Atlas organization,” says Atlas Canada President & COO Bob Clark. “We are proud to be part of this effort, and we are thankful for all the Royal LePage Shelter Foundation is doing to help victims and put an end to domestic violence.”





Atlas First in Nationwide Survey of Relocating Employees

Results from the 17th annual Trippel Survey show Atlas Van Lines to be the highest-rated mover of household goods according to relocating employees. Trippel Survey and Research, LLC conducted the 2011 Nationwide Relocating Employee Survey® during the first half of 2011 and released the findings in August. The survey gathered evaluations from thousands of transferees, homeowners and renters alike, representing 117 U.S. companies. Among the 12 household goods movers mentioned by respondents, Atlas earned the highest score; 726 transferees cited Atlas specifically as the top household goods mover. To see complete results: www.trippelsurvey.com.



Bon Appétit!

Atlas President and COO Jack Griffin recently lent his culinary skills to help the YWCA in Evansville, IN. He joined fellow community leaders who served as chefs in "100 Men Who Cook for 100 Women." Guests who stopped by "Café d' Atlas" were treated to Jack's mouth-watering beef bourguignon. Patrons showed appreciation for the dishes they sampled by stuffing the chefs' tip jars. The event, which marked the 100th anniversary of the YWCA, raised over \$61,000 for programs to support women and children who are homeless or victims of domestic violence. Here, Jack (left) is assisted by his wife, Carolynn. Foodies Kerri Hart and Sarah Whitaker, Atlas marketing, rounded out the chef's terrific team.



The Fruits of Collaboration

Atlas International Nurtures Agent Partnerships

Why do Atlas agents trust AWG International, Inc. (Atlas International) for their overseas forwarding? In a word, partnership. Atlas International makes it a priority to enable the success of Atlas agents in the global arena. As the following agents attest, success is the fruit of genuine collaboration.

Prager Moving & Storage Co. (1555) joined the Atlas family in 2010. Business Development and Account Manager Rick Dussault says Atlas International soon exceeded his expectations of a partner for overseas relocation.

"Atlas follows the golden business rule, they take care of me without reservation," says Rick. "We're all on the same team, working for the best interest of the customer."

Rick cites Atlas' key strengths in global mobility—a culture of quality, supply chain management, corporate expertise—as essential to a strategic partnership. And he says the service he receives from Supervisor Kathryn Albere is exceptional.

"We recently had the good fortune to provide a group move to the UK," says Rick. "Kathryn proved she is a world-class conductress, orchestrating the entire international moving process without notice."

"Our goal at Ace Relocation Systems (75) is a seamless service delivery to our clients," says Michael Quigley, Director Global Relocation Services. "Atlas International's business model allows us to accomplish that."

Michael says he has been working closely with Atlas International for three-plus years. It's a true partnership. "We discuss processes and procedures, work on RFPs and develop pricing programs together. They are extremely flexible."

This flexibility extends to answering special requests. "If I need to use specific service providers around the world, they'll secure the partners of our choice," says Michael. "Their customer service team is extraordinary, Denise Watson in particular. Atlas International is a partner that cares about getting the job done right."

Chris Wing, Vice President of Sales with Powell Relocation (1657), has counted Atlas International as strategic partner for over 20 years.

"The Atlas brand carries clout," says Chris. "When I call on a client, the strength of the one Atlas brand is easy to present and to sell."

The partnership is a true collaborative effort, with both partners always alert to fine-tuning their service. And he appreciates the flexibility to handle as much of the service as his agency wishes, while Atlas makes everything smooth behind the scenes.

"They are especially good at communication," says Chris. "They know how to manage expectations and keep everyone on the same page."

In particular, Chris credits Jim Gaw, Matthew Hagenah and their teams for "making things happen."

"We're sharing the revenues and responsibilities," says Chris. "And it's getting better all the time. It may never be perfect... but the world isn't perfect, and neither is the moving business."

"We're committed to our Atlas agents, and we want to be available whenever they need us," says Laura Hatton Atlas International Vice President of International Commercial Operations. "We want them to know we will answer any questions they may have, and we'll help them clearly understand the process for any international project they quote."

To ensure a continuity of service, Laura says, Atlas International maintains a support group that matches service representatives to agents in western, central, and eastern regions of the U.S. Reps are proactive—working to stay in touch even when they are not actively engaged in a relocation for the agent.

"Our goal is to nurture relationships year round," says Laura. "We're focused on service, growth, and long-term partnerships. We are always ready to answer our Atlas agents, whenever they need us, with whatever it takes." ■



Global Mobility and Talent Management: A Strategic Union



Having the right people in the right place at the right time has long been a goal of corporations wishing to grow. With slowing local economies, corporations have had to “go global” to grow. Deploying talent has become inherently more complicated and costly.

by Doug Weed, VP, Global Services and Supplier Solutions, Cornerstone Relocation Group



The Call to Reduce Costs

During the early years of global mobility, global assignments were difficult to fill. To entice employees, corporations offered generous packages with benefits like paid housing, living allowances, private schooling, country club memberships, and personal domestic help.

But with the tightening of worldwide economies, such programs have come under scrutiny. Companies have done everything they can to reduce costs, including renegotiating with suppliers, reducing the number of assignments, and cutting benefits. Global mobility costs have been reduced to the point of eliminating all but the most critical elements. There are little, if any, additional savings to be had.

The Changing Face of International Assignment Types and Policies

Only after exhausting all other options (such as hiring locally) will companies now consider an international assignment. They have shifted their searches from a broad-based review to a more targeted pool. They are spending their limited financial resources more strategically. They also realize flexibility, rather than one-size-fits-all policies, is needed. For example, if an employee volunteers to go on assignment, the benefits are less than those provided to an employee filling a key role. Likewise, a Gen-Y candidate may want international experience, and a rich policy is not required.

Companies are also turning to alternative assignment types. The traditional three- to five-year commitment is giving way to shorter durations, rotating assignments, remote work programs, commuter assignments and “nomadic employees” (moving to another assignment without returning to the home country).

Global Mobility as a Talent Management Tool

The talent management function relies on global mobility to help structure programs that meet company goals most cost-effectively. In a recent study of over 300 corporations,

the Forum for Expatriate Management discovered that global mobility reports to, or is part of, talent management in 17 percent of companies.

As global mobility professionals take a bigger part in talent management, they provide expertise to senior management for global-assignment decisions. Global mobility input not only includes where and when an assignment might be strategically appropriate; it can provide the best processes for candidate assessment. Companies can no longer afford to look at global assignments as “plugging holes” with candidates. Assignments must be managed proactively to develop employees while filling needs of the company.

ROI – The “Holy Grail”

The real challenge for many global mobility managers is to justify program costs. Return On Investment has become the “Holy Grail.” While it is easy to track the cost of a global assignment, the dollars returned are almost impossible to calculate. So, experts are working on an ROI for global assignments. Its measures include:

- the percentage of executive management with global experience;
- retention of employees who have been on assignment;
- development of employees who have been on assignment vs. those who have not; and
- percentage of non-home country employees in leadership roles.

Spend Smarter

The changes described above are exciting and challenging. Global mobility professionals are being asked to contribute to the success of their employers in more strategic ways. They have a “seat at the table” in higher level decision-making to improve effectiveness of global mobility. Rather than being focused strictly on costs, global mobility professionals are being asked to help companies use their financial resources in smarter ways. A company’s ability to “spend smarter” can make all the difference as it moves into a global economy. ■



The Atlas booth awaits an onrush of visitors before the start of the SHRM Expo in Las Vegas. With fantastic imagery and graphics, the message conveyed how Atlas employs technology to “transform your move.”



A few lucky attendees took home door prizes: Fandango gift cards, a Wii, an iPod touch, and an iPad 2.



From left: Wade Bute - Ace World Wide (711); Rocky Conklin - Advance Relocation Systems (59); Andrew Bridges - EDC Moving Systems (2601); Greg Livingston - ABC Moving and Storage (20); Chet Grisso - Alexander's Mobility Services (216); Dave Wissel - Wissel Reed (1242); Mathieu Belanger - AMJ Campbell (8815); Dan Henry - Paxton Van Lines (1610)

Transform Your Move

Atlas Takes Tech Message to SHRM

You might say visitors to the Atlas booth at the SHRM Expo (Las Vegas Convention Center June 26 - 28) underwent a transformation. Amid special-effects imagery and an array of promotional tactics, they discovered how Atlas uses tools of the digital age to “transform your move.” And while they were learning about Atlas, the Atlas sales team was learning from them.

“Many companies are re-evaluating their current relocation structure and policies,” says Director of Corporate Accounts Brooke LeBlanc, Paxton Van Lines (1614). “They want to know what Atlas sees taking place in the market and learn about the different services we offer.”

“It seems like more and more companies are going toward the lump sum approach in their relo policies,” says National Account Executive Joshua Flatt, Alexander’s Mobility Services (207).

Joshua and Brooke agree that visitors to the Atlas booth showed a high level of interest. “SHRM provided quality time with HR professionals who truly need a household goods moving partner,” says Joshua.

“The SHRM show is a great place to meet people,” says Relocation Consultant Andrew Bridges, EDC Moving Systems (2601). “I met over 100 potential prospects for a national account. I also got the opportunity to see how other sales people sell and learn from my peers.”

All agree, their colleagues should put SHRM on their agendas.

“Attending SHRM is a good way to evaluate competitors’ marketing strategies—and get in front of a large amount of prospective clients to illustrate what Atlas has to offer,” says Brooke.

“I think the industry is constantly changing,” says Joshua. “SHRM is on the front edge each year of that change. So why not attend and stay at the forefront of your profession?” ■

“The Atlas exhibit was very nicely done and those staffing it were friendly and informative... I was thrilled to win the iPad. I think the Atlas employees were as excited as I was!”

*Grand prize winner
Tammy Robinson,
Director of Compensation
& Benefits, ST. JOHN*



From left: Kerri Hart, Atlas HQ; Joshua Flatt, Alexander's Mobility Services (207); Brooke LeBlanc, Paxton Van Lines (1614); Tammy Robinson, ST. JOHN; Kurt Nelson, Daniel's Moving & Storage (1380); Bob Dicke, Ace Worldwide (16); Ryan McConnell, Atlas HQ.

Extreme Home Makeover

Ace Relocation "Goes Extreme" to Help Neighbors



Chances are you've seen Extreme Makeover Home Edition on TV. Each episode chronicles the hyper-kinetic transformation of a home in disrepair and, with it, the invigoration of a family's hopes. The magical mix of show biz and altruism would be impossible without local volunteers... like Ace Relocation Systems (0008), for example.

The Atlas agent shouldered the moving and storage duties to help out the Hurston family. "Atlas had worked with the show before, and there was a comfort level there," says Tom Westwood, General Manager of Ace Relocation in Florida. "When they took on a project in the Orlando area, they approached Atlas again... and Atlas contacted us."

The job was a tall order. A team of six (PVOs Ricky Cisco, Mike Huchro, J.D. Aiken, Chick Johnson—plus Tom and Office Manager Terry Stanley) arrived at the home in the middle of the night,

where they supervised 30 volunteers to pack and load 15,000 pounds in a little over six hours. Their professionalism did not go unnoticed; homeowner Joe Hurston offered this commentary when Ace delivered his family's household items:

"These guys came in and boxed our stuff up with amazing precision and accuracy, and right now they're writing down all the numbers of everything that's come in, and the guys are great. Matter of fact, I've named them 'moving stars' because they're doing such a good job...we really appreciate all that Ace has done to help us with this grueling project...these guys are a real pleasure to work with.

"This is a tough job for them to box everything up so fast and to do it so well is really a remarkable thing."

PVO Joe D'Amico and helper Ernest Smith returned the family's goods from storage. Tom and VP of Sales Gary Bialowas were on hand for the grand reveal (Move that bus!).

"It was a unique experience," says Tom. "The best thing about it, we were able to help out some good people."

You can see video clips of the Ace Relocation team in action for Extreme Makeover Home Edition at: www.acerelocation.com/about/.



General Manager Tom Westwood, Ace Relocation Systems of FL (0008), with an Extreme Makeover Home Edition crew member. The Atlas agency stepped up to help the Hurston family, whose home makeover was featured on the show in February.

Celina M&S Grand Opening

Celina Moving and Storage Invests in the Future

The new facility for Celina Moving and Storage, Inc. (592) stands out like a gem on State Route 29, just east of Celina, OH. It encompasses 62,000 sq. ft. of climate-controlled warehouse space with around-the-clock monitoring of security and sprinkler systems. It has seven docks, including two with ground-accessible doors and an internal dock accessible from three sides. There's also a mezzanine and driver's lounge, break room, fitness center, and AV-enhanced conference room.

On May 20, the Atlas agency held a ribbon-cutting and open house, inviting customers, friends, family and dignitaries to see just what a state-of-the-art moving and storage facility looks like. Among the approximately 300 attendees were State Representative Jim Buchy, Celina Mayor Sharon LaRue, Frank DeBrosse (Aide to Speaker John Boehner), and Celina-Mercer County Chamber of Commerce President Betty DuBry. Representing Atlas Van Lines were Mark Spiehler, Senior Vice President Account/Agent/Claims Services, and Dennie Lynn, Senior Vice President of Transportation Services, Administration.



Celina Moving and Storage (592). President Rob Kraner cuts the ribbon on a brand new warehouse and office complex.

"Although the moving and storage industry has been faced with very challenging times, getting the opportunity to grow in the Atlas family has been extremely positive," says Celina Moving and Storage President Rob Kraner. "Our industry has changed dramatically over the years but watching Atlas and its agents adapt to these changes helped me conclude that this industry is still worth investing in."

Besides investing in the industry, Rob also believes in investing his time into helping children. In the week before the open house, he helped Parkway Elementary School by taking part in Career Vehicle Day.

"There was a firetruck, police car, farm tractor, an ambulance, and our Atlas truck," says Rob. "The kids were very interested in the Atlas tractor and trailer. They asked many questions, including how the furniture got to the truck, and how it was padded and prepared for transport. Getting the opportunity to return to the school that I attended—and where my kids now attend and my peers teach—was a great experience."



Students at Parkway Elementary School in Celina, Ohio, explore an Atlas tractor-trailer during Career Vehicle Day, courtesy of Atlas Agent Celina Moving and Storage.

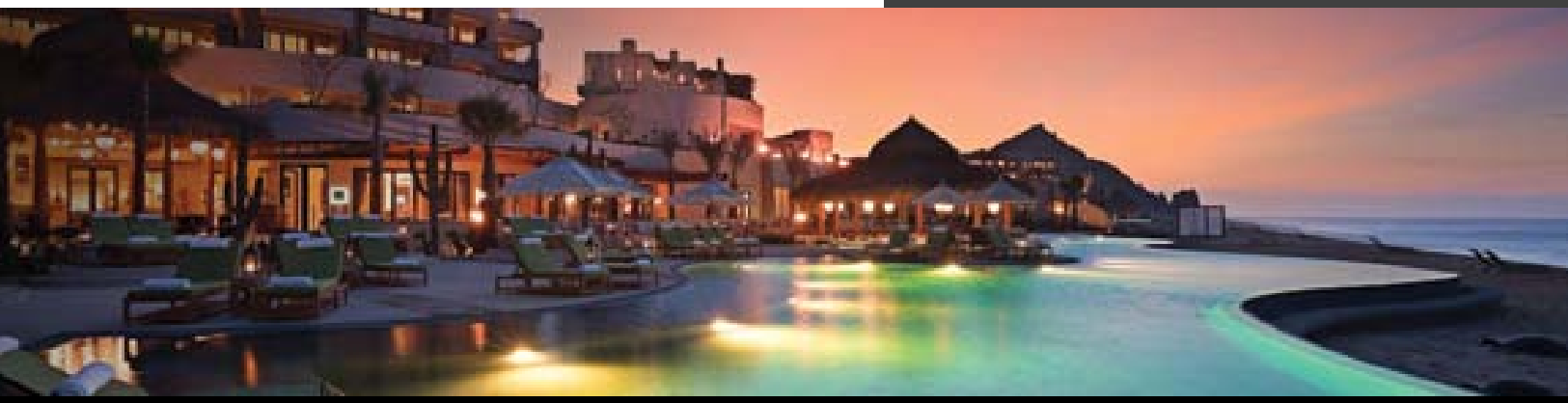
Baja Bliss

President's Club Conclave Slated for March 4-8

Before winter hangs up its jacket and knocks the snow off its boots, top Atlas sales professionals will head to the southern tip of the Baja Peninsula. As guests at Capella Pedregal in Cabo San Lucas, they will kick back, compare notes, and enjoy world-class pampering.

What kind of numbers does it take to be among Atlas' best producers? Invitations to the President's Club conclave are reserved for salespeople who achieve at least \$2.5 million in volume between July 1 and June 30. That equates to roughly \$50k each week.

"Our President's Club producers make a significant contribution to our bottom line, and to the vitality of the Atlas brand," says President and COO Jack Griffin. "It's my honor to serve as their host. I look forward to sharing ideas with them and learning about how they achieve extraordinary results."



Atlas salespeople earn membership in the President's Club by achieving at least \$1 million in qualified bookings through Atlas Van Lines, Atlas International, and Smart Move between July 1 and June 30. Each member receives a \$200 gift certificate. First-time achievers also receive a ruby lapel pin. Those who reach \$2.5 million in sales may, with a guest, attend the President's Club Conference. First-time achievers at this level also receive a sapphire lapel pin.

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

TECHNO HAT TRICK

Atlas again named to InformationWeek 500

For the third straight year, Atlas has earned a place on one of the technology industry's most anticipated and respected rosters of technology innovators—the *InformationWeek 500*. The list was announced in September during the annual InformationWeek 500 Conference in Dana Point, CA. Atlas' achievement this year is owed largely to enhancements the company introduced to its innovative Rating and Distribution System (RADS).

"Our agents are the backbone of this company, and offering this kind of technology allows them to better serve their customers and grow our business," says Vice President and CIO Michael Neeley. "It contributes to efficiencies in payment cycle times and reduces errors."

"Atlas is committed to pursuing, developing and using new technology to help our agents serve customers in the most efficient way," says Atlas Chairman and CEO Glen Dunkerson. "We are honored to once again be recognized for our innovative approach to technology."

To be included in the InformationWeek 500, a company must produce revenue of at least \$250 million and complete a rigorous application that considers quantitative and qualitative assessments of business technology innovation. A panel of InformationWeek editors determines the winners. View the entire list at: www.informationweek.com/iw500/.

Clean Team

Atlas Awards Green to Clean Teams



Environmentally aware students at Central High School in Evansville, IN are establishing a school-wide recycling effort for teachers and students. At St. Joseph Catholic Grade School, students are putting a litter control program in place to keep their building and grounds looking great.

Thanks to \$300 grants from Atlas, these "Clean Teams" now have a financial boost to help them achieve their goals. Earlier this year, Atlas teamed up with Keep Evansville Beautiful to sponsor the Clean Team grants and encourage students to address environmental concerns. Atlas President and COO Jack Griffin presented the awards during a reception at Atlas Headquarters on March 17.



The program also gave students an academic accomplishment as a real-world application of Indiana state standards for social studies.

Keep our service men and women in your heart.

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

Atlas Associate	Service Member	Relationship	Atlas Associate Position
Farrell Allsup	Clayton Mounce	Son-in-law	Van Operator, Daze Transfer & Storage, Inc. (723)
Cindy Atherton	Jeffrey Atherton	Son	Claims Representative, Headquarters
Roger Babbitt	Kevin Lacy	Brother-in-law	President, NMS Moving Systems, Inc. (1533)
Steve Bailey	William B. Bailey	Son	National Account Sales Manager, Nelson Westerberg (1517)
Sue Ballard	Kourtney Weldon	Niece	Supervisor, Credit & Collections, Headquarters
Ed Bean	Jessie Bean	Son	Van Operator, Ace Transfer & Storage Co. (1406)
Richard Bland	Elliot Timms	Nephew	Central Planner, Specialized Transportation Group, Headquarters
Rick Brimley	Don Allred	Son-in-law	Vice President & General Manager, Mountain States Moving & Storage Co., Inc. (1451)
Jennifer Britt	Jamey Parrish	Cousin	Agency Services, Headquarters
Frank Budd	Steve Budd	Nephew	President, Myers Transfer & Storage Systems, Inc. (1450)
Ron Bowman	Ronny Bowman	Nephew	General Manager, Lee Moving & Storage (1317)
	Rich Bowman	Nephew	
Jenny Carter	Matthew Steinberger	Son-in-law	Administrative Assistant, Bluff City Transfer & Storage Co., Inc. (440)
Joel Cohen	Aaron Pierce	Nephew	Van Operator, Metropolitan Van & Storage, Inc. (1418)
Kim Crinigan	Melissa Rieger	Niece	Operations Manager, Ace Relocation Systems, Inc. (64)
Larry "Doc" Criqui	Brett D. Criqui	Son	President, Kansas Van & Storage Criqui Corporation (1286)
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
Robert J. Farrell	Daniel Farrell	Son	Warehouse Manager, Ace Relocation Systems, Inc. (08)
Michael Fazio	Robert Szeligowski	Nephew	Van Operator, NMS Moving Systems, Inc. (1533)
	Jason Szeligowski	Nephew	
Bonnie FirstRaised	Astacia Anderson	Daughter	Administrative Assistant, Discover Moving & Storage, Inc. (539)
Jessica Gonzales	Aulani Martinez	Brother-in-law	Operations, Ace Relocation Systems, Inc. (75)
	Joseph Gonzales	Brother	
Daniel Havey	Christopher Havey	Son	Van Operator, Ace Relocation Systems (62)
Thomas W. Hoffa	Keith W. Hoffa	Son	Warehouseman, Collins Brothers Moving Corp. (547)
Jim Hough	Jeff Hough	Son	Residential Sales, Ace Relocation Systems, Inc. (66)
Kelly Howard	Wayne Howard	Husband	Sales Coordinator, Guardian Storage, Inc. (1012)
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)
Pat Kelly	Justin Casey	Son	Van Operator, Crofutt & Smith Moving & Storage (646)
Rick Kaster	Raymond Kaster	Son	Operations Manager, Kaster Moving Co., Inc. (1240)
	Jessica Kaster	Daughter-in-law	
Jane M. Kiser	Kyle M. Kiser	Son	Moving Consultant, Atlantic Relocation System (1148)
Dan Lammers	Chad Beaver	Brother-in-law	Sr. VP Operations, Ace Relocation Systems, Inc. (62)
David Ledford	Mark Ledford	Brother	Safety Manager, Ace Transfer & Storage Co. (1406)

Atlas Associate	Service Member	Relationship	Atlas Associate Position
Jim Lundy	Joe Weems	Nephew	Quality Assurance Manager, Powell Relocation Group (1457)
Angie Mattingly	Dustin Mattingly	Son	Agency Dispatch/Canadian Coordinator, STG Group, Headquarters
Christa McCraw	Tom E. Evans	Son's Father	Credit and Collections, Headquarters
Gail McDowell	Tyler McDowell	Nephew	Supervisor, Safety Department, Headquarters
	Matthew McDowell	Brother-in-law	
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	Customer Service Representative, Ace Relocation Systems, Inc. (62)
Pam Moesner	David Betz	Nephew	Administrative Assistant, Headquarters
	Jason Carlisle	Son-in-law	
	Jesse Sellers	Son-in-law	
Frank Moreno	Tracy Otto	Sister	Dispatch/Warehouse Manager, Ace Relocation Systems, Inc. (0066)
Kim Niesner	Melissa Rieger	Granddaughter	Log Coordinator, Safety Department, Headquarters
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)
Beverly Rockhold	Jared Mount	Son	Corporate Counselor, Home Moving & Storage (1111)
	Joshua Mount	Son	
Beverly Rolph	Eric Rolph	Son	Credit/Collection Analyst, Headquarters
Ginny Royer	Jason Royer	Son	Customer Service Manager, Ace Transfer & Storage Co. (1406)
Tim Ruddle	Jason Hendrix	Son-in-law	Operations Manager, Read's Moving Systems of Richmond, Inc. (1701)
Theresa Russell	Justin Mayer	Stepbrother	Bookkeeper, Roush Moving & Storage, Inc. (1773)
	Steven Washechek	Brother	
John Scott	Justin Scott	Son	Director, Region 1 RSG, Headquarters
	Kristopher Scott	Son	
Chris Shipp	Nicolas Mello	Nephew	Operations Manager, Ace Relocation Systems, Inc. (75)
Lynn Skillman	Matthew O'Malley	Niece's Husband	President, Discover Moving & Storage, Inc. (539)
Ronald Smith	Phillip Smith	Son	Van Operator, DMS Moving Systems, Inc. (800)
	Geoffrey Smith	Son	
Rex Stierhoff	Jacob T. Stierhoff	Son	Government Business Development, Ace Relocation Systems, Inc. (62)
Ronnette Synovec	Venessa Beck	Cousin	Van Operator, Superior Mobility Services (1902)
Jerry Talent	Ken Lanning	Son-in-law	Operations Manager, Affordable Transfer & Storage Company, Inc. (338)
Karen Vandiver	Michael Vandiver	Son	Insurance Manager, Risk Management, Headquarters
Christie A. Willet	Joseph E. Willet	Son	Maintenance, Headquarters
Cindy & Barney Wint	Jesse Woods	Nephew	Financial Planning & Reporting (Cindy), Atlas Terminal (Barney), Headquarters
	Ethan Woods	Nephew	
Belynda Woodruff	Barry Woodruff	Husband	Accounting Department, Ace Transfer & Storage Co. (1406)
Debbie Wright	Lacie Barela	Daughter	Sales Coordinator, Atlantic Relocation Systems (1427)
Robert Wright	Lacie Barela	Daughter	Sales, Atlantic Relocation Systems (1427)

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

Atlas Announces Scholarship Winners

If education is the foundation of success, three college-bound students in the Atlas family are getting some big help for a firm footing. In August, Atlas announced the winners of its annual scholarships for the 2011-2012 school year.

Ryan Wink, recipient of the Chairman's Scholarship, is a senior at the University of Southern Indiana. Ryan is studying Finance & Business Management. He is the son of Janet Wink, who works in Corporate Accounting.

The President's Scholarship winner is Maria Smith, daughter of Selena Smith, who works in Smart Move Operations. Maria, a junior at the University of Evansville, is studying theater design and technology. She has her sights set on becoming a top designer with a prestigious theater.

Julie Costello received the Professional Van Operator Scholarship. She is the daughter of PVO Donald Costello with Kaster Moving Company (1240) in Stamford, CT. Julie is enrolled in the School of Pharmacy at University of Connecticut. She plans to pursue a career in pharmaceutical research.

"Atlas places a high value on education, and we are pleased to be able to offer scholarships each year to children of our employees, and van operators" says Atlas World Group Chairman and CEO Glen Dunkerson. "Our employees and professional van operators are the key to our overall success, and recognizing the achievements of these students with financial support is another way to reward our employees."



Julie Costello



Ryan Wink



Maria Smith

Taking the LEAD

Atlas employees go beyond the expected for United Way



In every endeavor there are leaders, those whose actions inspire others to put forth their best. As a pacesetter company for the United Way of Southwestern Indiana, Atlas takes a leadership role – and takes it to heart.

"We've been honored to serve as a major benefactor for United Way," says Marketing Specialist Sarah Whitaker. "As a pacesetter, we are one of nine local companies who set the standard for participation throughout the community."

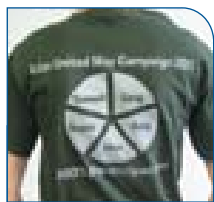
During the August campaign period, the Atlas 1212 Club focused on total participation. Among the tactics: sales of root beer floats; donations to permit wearing of shorts during a hot week in August; chances to win at bingo and take part in drawings for employee perks (such as a day off) and gift cards (dining and movies); and

a "game day" event with competitions in plinko, duck pond, Wii, cornhole, ring toss, and more. Employees also brought their individual creativity to support the effort.

"Twenty different groups from all over the company put together themed gift baskets, which we auctioned online," says Sarah. "Our special events brought in just under \$4300."

While United Way's goal was 75 percent participation among pacesetter companies, Atlas exceeded that mark with 80 percent of employees pledging payroll deductions or making outright monetary gifts.

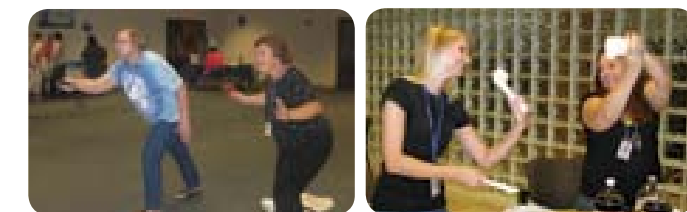
"United Way has been, and continues to be, our largest philanthropic focus," says Atlas Chairman and CEO Glen Dunkerson. "I'm very proud of our people and their willingness to help others in our community."



A design contest among employees resulted in this t-shirt to promote awareness of the United Way campaign at Atlas. Erica Sims, Government Business, and Aaron Chenoweth, Corporate Marketing, each submitted winning designs, which adorned the front and back of the shirt.



Atlas volunteers gather for breakfast before spending the day working for charity on the second Friday in September. Atlas provides the day out of the office with pay for employees who wish to take part in the "Day of Caring." Beneficiaries of Atlas' support included the Boy Scouts, St. Vincent De Paul, Evansville ARC, Goodwill, Lampion Center, Visiting Nurses, United Methodist Youth Home, Habitat for Humanity, Tri-State Food Bank, Impact Christian Health, American Red Cross, and Evansville Legal Aid.



Employees take part in "Game Day," which brought a lot of fun to raising money. Sarah Whitaker & Carole Overton have fun with rootbeer floats.

All told, Atlas was responsible for \$100,000 in donated funds.

Atlas Honored for Support of United Way

In April, United Way of Southwestern Indiana recognized the generosity of Atlas employees with the Spirit of United Way Award. "Atlas is a pillar of our community," said President Carol Braden-Clarke. "Atlas' employees efforts to support and advocate for the United Way of Southwestern Indiana doesn't stop after one campaign; they happen year round."



Soles 4 SOULS

Atlas Foots Transportation for Charity

With help from Atlas Van Lines, several thousand people in need of shoes are now enjoying the gift of footwear. In March, Atlas helped collect 15,000 pairs of gently worn shoes at "Run of Luck," a 7k run-walk event in downtown Evansville, IN. Atlas then transported the shoes to a Soles4Souls warehouse in Alabama, where the charity prepared and distributed them worldwide to people in need.

"Atlas participated in this effort for the first time in 2010," says Atlas President and COO Jack Griffin. "After seeing the widespread impact that a moving company like ours could help make, we were pleased to be there again this year."

Through generous corporate sponsorships, Soles4Souls also donated 4,500 pairs of new shoes to nine Southern Indiana area charities. Atlas brought these shoes back to Evansville.

"Through the generosity of those who donated shoes, we more than doubled the number of charities that received new shoes this year," says Jack.

"We are so fortunate to live in a community where people care about each other and are so willing to support programs like Soles4Souls," says race organizer Jim Bush. "We could not have handled the logistics of this collection event without the help of a major corporate partner like Atlas."

Soles4Souls is a Nashville, TN-based charity that collects shoes from the warehouses of footwear companies and the closets of people like you. Visit www.soles4souls.org to learn more.



HELP!

Atlas Answers Joplin's Call

You've seen the photos of what a twister did to Joplin on May 22. But what you may not have seen was the stream of people who poured in afterwards to help the victims. Among that quiet army were members of the Atlas family.

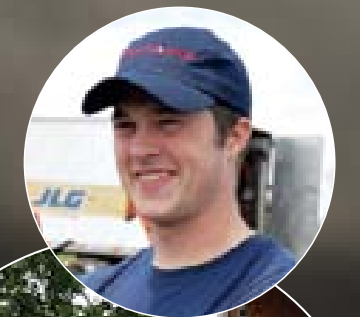
Just a few weeks before, Winter Moving and Storage (1077) had provided a truck to transport relief supplies to tornado-stricken Birmingham, AL. But the Missouri storm was closer to home. "The people in Joplin are our customers and our friends," says Winter's Warehouse Manager David Coberly. "We had to do something."

A message on Atlas' Facebook page indicated that displaced people badly needed temporary storage, so the Winter Moving team sent a truck filled with cartons. At delivery, it became obvious that more substantial storage containers were needed. So, David called Atlas headquarters to ask for help, and several dozen SmartVaults were soon on the way. The SmartVaults provided storage for employees of Freeman Health System and residents of an assisted living community. Catholic Charities used some of the donated SmartVaults to keep supplies of shelf-stable foods, paper goods, clothing and baby items.

"Everyone here and with Atlas worked together to help," says David. "Every time I called Atlas, someone said 'What do you need?' or 'What can we do to help you out?'"

The call for help was also heard in Cleveland, OH, where MedWorks, a provider of free healthcare services to the under and uninsured, asked Berman Moving and Storage to take a load of supplies to Joplin. The Atlas agent dispatched a truck with Operator Karl Daroux, delivering crutches, canes, bandages, disposable gloves and bottled water.

"We've volunteered services to MedWorks for about the last three years," says Berman President Terry Medlar. "They first contacted us through The Gathering Place, a cancer assistance resource we support in Northeast OH. We believe strongly in supporting community resources whenever possible."



MedWorks Founder Zac Ponsky hands fresh water to a volunteer as he and Operator Karl Daroux (inside the van) unload relief supplies.

In Memorium

The Atlas family extends condolences to all who have lost a loved one. In particular, we hold in our hearts the families and friends of these recently departed.

Joanie L. Searles, 70, passed away on March 3 in Auburn, California. Joanie was President of Searles Van & Storage (Atlas agent 1958 to 2010).

Robert Gerard Vaughan, 86, passed away on March 27 in Punta Gorda, Florida. Bob had been affiliated with Nelson Westerberg and Jepsen as Vice President of International Sales.

Terry Bob Mannon, 56, passed away April 14 in Houston, Texas. Terry was a Professional Van Operator with Ace World Wide Moving and Storage (39).

Bonnie Mesing, 50, passed away April 16 in Indianapolis, Indiana. Bonnie was employed at Guardian Relocation (1032).

Sandra Gardner, 66, passed away April 21 in Des Moines, Iowa. Sandy worked as Office Manager for American Moving Services, Inc. (725) for 15 years.

James Andrew Patterson ("JP"), 58, passed away June 5 in Colorado Springs, Colorado. Since 2006, JP was owner of All Season Moving and Storage.

Virgil L. Miller, 60, passed away June 6 in West Chester, Ohio. A former Atlas employee and agent (1997-2002), Virgil was owner of G & M Moving and Storage.

Cora Emily Bennett, 80, passed away on June 28 in Wilmington, Delaware. Cora was Controller and Vice President of American Van & Storage (172) which she founded with her late husband. Cora was still working at the business until 3 weeks prior to her passing.

Dwight Allsup, 58, passed away June 10 in Kingman, Arizona. Dwight had been the Sales Manager for Daze Transfer (723) since 1987.

James Darold Hancock ("Jimmy D"), 48, passed away on August 24 in Salt Lake City, Utah. He was warehouse manager for 16 years and a beloved employee at Mountain States Moving & Storage Co., Inc. (1451).

Bob Johnson, 69, passed away on August 29 in Evansville, Indiana. Before Bob retired in 2006 he had been Manager of Corporate Resources at Atlas headquarters.

Calvin Paxton, 60 passed away on September 30 in Manakin-Sabot, Virginia. Cal had been an integral part of the success of the Paxton Companies.



An Artful “Moove”

In May, PVO James Reed and Frank Dambrosio (pictured), with Macy Movers (1364), escorted this cow sculpture to a Safeway Store for the Lucerne Art of Dairy promotion. When they picked it up at the Foothill High School in Pleasanton, CA, the art class responsible for its decoration wanted to know if the two men had ever moved a cow. Frank admitted it was a first for him. James, who hails from Tennessee, said: “I’ve moved plenty, but they were all alive.”



Strike up the band!

During a recent delivery in Allen, TX, the crew at Atlantic Relocation Systems (1427) enjoyed an unexpected musical treat, courtesy of the Allen High School Eagle Marching Band.



Ace in Space

Quality Control Manager Dave Daniels, Ace Transfer & Storage Co. (1406), recently came across this photo taken in November 1982 of the crew onboard Space Shuttle Columbia. The placard in the hand of Commander Vance Brand reads: Satellite Deployment by Ace Moving Co. Fast and Courteous Service. “We Deliver.” Ace Transfer CEO David Howell admits, “Okay, we didn’t really haul satellites into space, but we still appreciate the free publicity.”



North to Alaska

Atlas Board member Larry Lammers (CEO, Ace Relocation Systems [62]) and retired Atlas Chairman and motorcycling enthusiast Mike Shaffer share a passion: the open road. Over the years, as friends and colleagues, they shared many conversations about cruising cross country. Larry had never taken the ride, but knew one day he would. Last fall he finally took the plunge. Larry acquired a motorcycle and the rest is history.

In early May, Larry left San Diego and headed north. In Calaveras County, he was joined on the road by colleague Richard Clarke, Senior Vice President of Business Development, Ace Relocation Systems, (75). Richard was also pursuing his dream of scenically going the distance by motorcycle. Outside Seattle, the two met up with client Louis Rast and friend, Mario Sylvestri. A meandering route northward took the riders through Dawson City and gold rush country, the Yukon, and Fairbanks. Upon arriving in Anchorage, Larry and Richard were guests of Todd Halverson and David Zerda, Alaska Terminals (1924). There they enjoyed a bird’s-eye view of the Alaskan expanse from Todd’s plane and reeled in halibut on flat seas.

“Every turn was a postcard, especially in British Columbia and Alaska,” says Larry. “It makes me want to see more. I’ll be back.”



Janelle Piatkowski Honored by Worldwide ERC

President and CEO Janelle Piatkowski, Cornerstone Relocation Group, received the Meritorious Service Award from Worldwide ERC at its National Relocation Conference in Las Vegas on May 19. The award recognizes Janelle as an outstanding volunteer member who has given her time and expertise for the betterment of workforce mobility. Along with this award, comes the distinguished Senior Global Mobility Specialist (SGMS) designation. Janelle has served the industry in a variety of ways throughout her career, including positions with the Relocation Management Advisory Board for the Relocation Directors Council and Worldwide ERC’s Program Planning Committee for the 2010 Global Workforce Symposium. She has also served as a speaker and panelist for several industry events and has been interviewed for articles in Mobility magazine. Janelle is an active member of the New Jersey Relocation Council.



“It’s an honor to be recognized by our industry association among a group of outstanding relocation professionals,” says Janelle. “I look forward to continuing to show my commitment to the global mobility industry through volunteer efforts.”



Tracks

Atlas Service is Appreciated

**RE: Larry Gust
Golden Van Lines, Inc. (991) Longmont, CO**

About Larry, in one word...FABULOUS! He is amazing! I wanted to recognize him and hope you will share this with him. I know you run the risk of his head getting bigger. He is so flexible, he has a great attitude and man oh man he is a hard worker. That guy deserves a raise.

We had our truck unloaded in less than 3 hours and a day early. Not a thing was broken and nothing missing. He made this move exciting and fun for us and was always very respectful and humorous, which helps ease the stress of moving. THANK YOU THANK YOU LARRY! Could you please share with him???? Also, I wanted to let him know that in unloading a day early we missed having to move in the rain. It rained ALL day the next day.

**Thank you again.
Kari Hooper-Jones, State Farm Insurance**



**RE: Diane Encardes
Lee Moving & Storage, Inc. (1317)
New Orleans, LA
Jeffrey Vondrell, Sean O'Brien & Stuart Wagner
Celina Moving & Storage, Inc. (592) Celina, OH**

I want to begin this letter by expressing how pleased I am with the service, professionalism and overall performance of your company. I have used movers three times and this is the second time that I have used Atlas Van Lines. I was relocated for work from New Orleans, LA to the Lansing, MI area in mid April 2011. Again, your company has exceeded my expectations, and I just wanted to recognize key individuals for their service.

First, I would like to thank Lee Moving and Storage, Inc. (New Orleans, LA) for their exceptional service. Specifically, Diane Encardes deserves recognition. She was not only professional in appearance and attitude but had a great sense of humor, too. She was amazingly accurate in her estimate (estimate of 12,000 lbs; actual was 11,800 lbs), especially since

there was a mini-storage facility moved in addition to my townhouse. Since this was a company paid move, I had to obtain two additional estimates from your competitors. Both competitors estimated 16,000 lbs and over \$2,000 additional to what Diane estimated. This proves the integrity by which Lee Moving & Storage operates. Also, the packers arrived on time on both packing days and were completed well in advance of anticipated times.

Second, I would like to extend a special thank you to the driver, Jeff Vondrell (Celina Moving and Storage, Celina, OH) and his crew, Sean O'Brien and Stuart Wagner. These guys were amazing. Jeff and Sean arrived early with my encouraging approval to load my belongings and finished loading in one day. There was a mini-storage facility about 10 minutes from my residence, and they were completed with this in four hours. Next, they loaded the townhouse—the same day—and were on the road by 4:45 pm. What pleased me the most is that they were scheduled to finish on April 15, 2011, but instead, I was able to enjoy my last day in New Orleans, LA without having to concern myself with moving. In Grand Ledge, MI, Jeff and his crew arrived on time, had my home unloaded, and fully unpacked by 4:30 pm. I was amazed by their efficiency. Also, I just want to point out that these guys have a physically demanding job and through this move maintained great attitudes and smiles throughout their workday.

I am not sure if one of Atlas' missions is to make customers feel like family, but the staff for my move really proved this to be one of their attributes. I sincerely hope that I can use Atlas for my future moving needs and will highly recommend them to anyone searching for a professional moving company. Once again, I just want to express my sincere gratitude for the exceptional service and to thank you for making this move a pleasant experience.

**Sincerely,
Ryan Viator, Ph.D**

**RE: Lisa Ross
Ace Relocation Systems, Inc. (62) San Diego, CA
Daryl McCullegan & Josh Kiehl, Ace Relocation
Systems, Inc. (15) Upper Marlboro, MD**

My wife and I would like to take this opportunity to express our sincere appreciation for our recent relocation to West Virginia. Lisa, we thank you for your professionalism, tight communication, and detailed follow up with us over the last few weeks.

Most families share high frustration and extreme stress when moving across country for work purposes and for us, it was certainly a huge challenge. For several weeks leading up to the official pack, I was out of town on business and Ace really stepped up to help smooth things out. I am grateful for your timeliness and accommodations.

Compliments to Josh Kiehl and Daryl McCullegan for outstanding "white glove" service both in MD and WV. They were very thorough, understanding and respectful of our family needs and extremely flexible with last minute changes. Josh was organized and so helpful for us during pack, move, and unpack.

We hope this crew will be available to us when we take the next assignment and need a solid relo team!!

**Regards,
David & Jennifer Hooper, Verizon**



**RE: Julia Ives & Michael Mehlfelt
Paxton Van Lines, Inc. (1610) Springfield, VA**

Freddy, I just have to tell you that I have never in my life of moving around the world had such an efficient team of workers as Julia Ives and Mike Mehlfelt put together. It was the most comfortable move for me. From beginning to end, the transition couldn't have been smoother. Julia is proficient in her job, and Mike hired the best of the best to work alongside him.

Paxton Co./Atlas is to be commended, and I would highly recommend you to anyone who asked. Not that I care to move again soon—I will definitely call on your company to do the job!

**Sincerely,
Pat Breth**



**RE: Lynn Taff, Danielle Welch, Shawn Coode
& Jason Eleazer, Alexander's Mobility Services
(217) Nashville, TN**

Any move is stressful, but I really felt confident with Alexander's Mobility Services from start to finish. Lynn Taff was great and made me feel my move was important to her and the company. She kept me informed and provided me with whatever help I needed prior to moving day. Danielle and Shawn checked on me by phone during the move to make sure all was going well. Jason Eleazer was my van operator, and he was efficient and careful with my shipment, as well as the home I was leaving and my new home. He was friendly and courteous and kept track of his workers. He was on time, speedy and tidy. I couldn't have asked for a better crew. I would have no problem recommending Alexander's or my van operator Jason Eleazer to anyone needing moving services.

**Sincerely,
Jan Collier**

**RE: Linda Pouliot, Tim Snyder, Sr.,
Cody Bennett & Matt Wright
DMS Moving Systems, Inc. (800) Canton, MI**

Rick, I will complete the survey once I receive it but I wanted to drop you a note and express how pleased we were with our recent DMS move.

This was our fifth corporate relocation and this move was by far the smoothest move we have had. It started with Linda Pouliot – she kept us informed throughout the process and provided a calming influence with her demeanor and willingness to help out in any way throughout an always stressful period for a family relocating. Specific examples include:

- We had to change our move date two weeks prior to moving due to a hail storm that required us to stay in Kansas City and repair the house – Linda worked with us to reschedule and made sure we would have a crew available in July to move us.
- My relocation company failed to arrange transportation for my 2nd vehicle. When we called Linda in the middle of packing last week, she explained that my company uses a different car transport than the moving company, but she immediately contacted the relocation company and started the process of getting the 2nd car shipped for us (the relocation company eventually used another car transport, but it again just demonstrated Linda's commitment to solve any and all of our problems even though shipping the car wasn't her responsibility – just outstanding customer service).

• She contacted me several times throughout the actual move last week to make sure things were going smoothly and she followed up yesterday to check on any repairs. Linda took ownership of our move the day she was assigned to the Quarles Move, and she saw it through to the end – which says a lot about her focus on customer service; she wasn't on to the next one until she knew everything was wrapped up on our end.

And finally, our moving crew lead by Tim Snyder, Sr. was outstanding. The crew (Tim, Cody and Matt) provided excellent customer service – they were patient, professional, hard-working, and flexible and focused solely on providing terrific customer service. Specific examples:

- Tim's crew worked so hard that we were able to leave for Park City, UT a day early and Tim even was willing to deliver everything on a Sunday, giving me an extra day to unpack and get back to work.
- Cody and Matt patiently rearranged furniture as we changed our mind on where large heavy pieces should go.
- They padded walls, railings both in the old home and new home to ensure they didn't nick or scrape the walls as they moved furniture and boxes – which was something we had never seen before but we were able to leave our old residence without any touch ups – which saved us a tremendous amount of time.

• They provided excellent communication – they told us exactly when they would arrive, and even cleaned up and carried off empty boxes for us.

• They were willing to do anything to help us get moved in (Cody tightened legs on tables and even provided decorating advice which was great, and we joked with him about it. Matt rearranged my third car garage so I could get around in there until we could go through it and decide what to store).



Finally, having served as an executive with the U.S. Treasury Department, H&R Block and now with GE Capital, I am always observing/evaluating leadership skills – Tim Snyder, Sr. exhibited many of the qualities I look for in a leader – I saw him sharing his depth of knowledge on customer service and the moving operations with Cody to build expertise with Cody (who will be a fine leader someday as well) and then he exhibited one of the most important qualities “Focus on the External Customer” – bottom-line we can’t thank DMS Moving enough. Leslie and I hope this is our last move, but if it isn’t we hope our next will be with DMS Moving.

Sincerely,
Greg M. Quarles, CIA, CAMS
Deputy Compliance Officer for ERM & Governance GE Capital Financial Inc.

RE: Steve Magoc & Lee Welteroth Weleski Transfer, Inc. (2151) Tarentum, PA

Greetings. Today the moving van arrived at our Schuylerville, NY house with our shipment from Pittsburgh. The two men who delivered and unloaded the belongings are Steve Magoc and Lee Welteroth.

I am writing to commend and thank them for the good job they did. They were professional and at the same time most cooperative, helpful and pleasant, as was the person in your office with whom we worked to book this service.

It was a good experience working with your company.

Sincerely,
Marilyn Park

RE: Scott Harter & Jennifer Quinn Ace World Wide Mvg & Stg (16) Elgin, IL

I wanted to take the time to say thank you for our recent move. It’s always very hectic and stressful when a family has to relocate and your company made our move one less thing to worry about.

We were pleasantly surprised to find a moving company that did exactly everything they promised, including sticking to our quote. We were concerned that there would be last minute hidden fees or costs associated with our move, but you came through exactly as promised.

From the quoting process all the way down to the day of the move, your entire staff was courteous and professional. Our movers went above and beyond the call as far as I’m concerned. It was surprisingly hot and humid the day of the move, and your team never took a break, other than the drive time to the new home. The furniture that was moved was heavy and cumbersome and had to be hauled up three flights of stairs. Plus the additional furniture, that did not fit, had to be taken over to a storage facility.

Being a military family, we have relocated many times over the years and have found your company and team members to be one of the very best. You should be proud of the service you provide and the associates you work with. It is no wonder that you have an A+ rating with the Better Business Bureau.

Should you need to provide references for future customers, please do not hesitate to contact us.

Kind Regards,
Anita & Jamie Yanas

RE: Corey Fore DeVries Moving-Packing-Storage (1217) Spokane Valley, WA

I am writing to you to express my heartfelt appreciation for the outstanding services I received from your Professional Van Operator, Mr. Corey Fore. Corey was not only professional, but also kind, patient, courteous, prompt, informative, and above all, immaculate! From the moment I laid eyes on the inside of his moving van, I knew immediately that this individual took his job seriously. As a small-business owner myself, your professional appearance speaks volumes to the quality of work you deliver, and Corey was well spoken. I cannot express to you enough the overwhelming sense of relief both my husband and I felt, knowing we were in such good hands.

As if a move is not stressful enough, it was also my first military move. In addition, my husband had been gone for ten months prior, our eldest dog was very sick, and this would be the first time in which I would be moving several pieces of French antique furniture. Again, Corey was amazing! Not only did he painstakingly scrutinize each and every piece of furniture, he instructed several to be crated to ensure their safe delivery. Just as professional as the move began, on the receiving end, the delivery was perfect!

To this day, I am still amazed when I look around at my home, here in Tucson, Arizona and it feels as if someone simply picked up my belongings in North Carolina and gently placed them here. Truly, my family feels blessed by your services! Thank you so very much for attaining such high standards for such a large corporation. You and your staff are to be commended for your outstanding services!

Thank you.
Elizabeth and Shane Smith

RE: Mike Carty AMJ Campbell (8815) Lachine, QC

I wish to express my satisfaction to you and your company in providing a great service to our family when we relocated to our new residence.

Indeed, our move was carried out in a meticulous and conscientious way. We appreciated the speed with which your team of movers carried out each task we requested of them. They were professional and effective from the beginning to the end.

In spite of the fact that the deadlines were beyond what was forecasted with the tender, we wish to thank you for having respected the cost initially suggested.

You managed your team with an iron fist, and it made us feel totally confident with them.

We will recommend you, without hesitation, to all people who would need your services.

Please accept our best regards,
Alain Gauthier



WED 2ND	FRI 4TH
8:00 AM-3:00PM GOLF SCRAMBLE	7:00 AM - 8:15AM BREAKFAST
2:00 PM-5:00PM REGISTRATION OPEN	7:00 AM - 8:15AM EXHIBIT HALL OPEN
7:00 PM-9:00PM BIG BLUE BEACH BASH PROGRAM TO START AT 7:30PM	8:15AM - 10:00AM REGISTRATION
	8:30AM - 9:45AM GENERAL SESSION
	10:00 AM -11:00AM LEARNING SESSION
	11:15AM - 12:15PM LEARNING SESSION
	6:30PM - 7:30PM RECEPTION
	7:30PM BANQUET & ENTERTAINMENT
THU 3RD	
7:00 AM - 12:15PM REGISTRATION	
7:00 AM - 8:15AM BREAKFAST	
7:00 AM - 8:15AM EXHIBIT HALL OPEN	
8:30 AM -10:30AM OPENING GENERAL SESSION & AWARDS	
10:45AM -11:45AM LEARNING SESSIONS	
12:00PM -1:30PM BOXED LUNCH WITH EXHIBITORS	
1:45PM -2:45PM LEARNING SESSIONS	
3:00PM - 4:00PM LEARNING SESSIONS	
8:30PM -10:30PM EXPO AND COCKTAIL RECEPTION	





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January 2012

- 1 New Year's Day
- 2 New Year's Day (Observed) - U.S. & Canada Closed
- 18-20 AWG Board of Directors Long Range Planning Meeting, Naples, Florida

February 2012

- 12-15 AMSA Education Conference & Expo, Las Vegas, NV
- 27-28 Sales Training, Dallas, TX
- 29-3/2 GlobalShop (NASFM) Sands Expo & Convention Center, Las Vegas, NV

March 2012

- 4-8 Exhibitor Show, Mandalay Bay Convention Center, Las Vegas, NV
- 22-24 Mid-America Trucking Show, Kentucky Expo Center, Louisville, KY
- 29-31 Families in Global Transition Conference (FIGT), Washington, D.C.

April 2012

- 2-3 Sales Training, Atlanta, GA
- 6 Good Friday - Canada offices closed
- 10-15 CMSA 94th Annual Convention, Sparks, NV
- 16-20 BRAVO/Atlas Van Operators Appreciation Week
- 25 AWG Board of Directors Meeting, Chicago, IL
- 26-27 Atlas 45th Annual Forum on Moving, Chicago Marriott Downtown, Chicago, IL**
- 29-5/2 American Association of Museums (AAM) Museum Expo, Minneapolis/St. Paul, MN

May 2012

- 9-11 Worldwide ERC National Relocation Conference, San Antonio, TX
- 15-17 GSA Expo, Henry B. Gonzalez Convention Center, San Antonio, TX
- 21 Victoria Day - Canada offices closed
- 28 Memorial Day - U.S. offices closed

June 2012

- 21-23 The Great West Truck Show, Las Vegas Convention Center, Las Vegas, NV
- 23-26 HCEA Annual Meeting, Peabody Hotel, Orlando, FL
- 24-27 SHRM 64th Annual Conference & Exposition, Georgia World Congress Center, Atlanta, GA