

the Atlas

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Amplifier

A World-Class Moving® Publication by Atlas Van Lines

Volume 49 • Winter 2001

GOD
BLESS
OUR
HEROES

Also Inside:

Tariff 400-N
Getting Into Gear

Quest for Quality
Industry-wide Survey
Places Atlas at the Top

I.T.
Polishing the
Information Edge

Hill Awards
Atlas Agents
Earn Distinction for
Stunning Performance



Little can be added to what's already been said about the tragic events of September 11. Of course, I, like you, wish they had never happened. Our lives and our livelihoods have been fundamentally changed, in ways we have yet to fully understand.

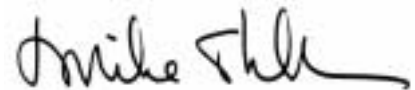
I believe our best course, as our President has told us, is to get on with life, much the same as the people of London learned to do amid the blitzkriegs of World War II. And, there are positive signs that most of us are heeding this advice. For example, our annual convention is fully booked, as was the Atlas Canada convention last month.

I think it's important, too, that we understand how each of us can help those who have been affected personally by the tragedy. At Atlas, we are encouraging the support of humanitarian and relief efforts, such as the United Way's September 11 Fund and the American Red Cross. In particular, we have developed a

program that will allow our employees, agents, customers, and business partners to assist the families of victims. All proceeds from the sale of our 2002 poster calendar will go to the American Red Cross, earmarked for those most in need of help. Please participate to the extent you can.

Although little more can be said about what has happened, there is much more that can be done. For starters, we've identified within Atlas a spirit to "Keep America Moving."

We think this phrase not only applies to our niche in the industry, it describes the active approach that we as citizens must take during this time of trial. By working together to keep America moving, we are doing our part to win a lasting victory for liberty and justice.



Mike Shaffer
Chairman & CEO



Pluralism. Tolerance. Freedom.

To order the Atlas 2002 poster calendar and help the families of the September 11th victims, turn to page 24.

the Atlas Amplifier

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Named for the late Milt Hill – a driving force behind Atlas' quality programs – this award is Atlas' highest level of recognition.

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LET US ALL DO WHAT WE CAN TO "KEEP AMERICA MOVING."



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



The Atlas Amplifier is published quarterly by Atlas Van Lines, Inc., 1212 St. George Rd., Evansville, IN 47711. All material for publication must be submitted to the corporate communications department. Atlas is an equal opportunity company. © Copyright 2001, Atlas Van Lines, Inc. MC 79658



Getting Into Gear

Industry Preparing for Shift to Tariff 400-N

Tariff 400-N

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The Future

Unless you've been asleep for the last 18 months or are brand new to the relocation industry, you've no doubt heard about Tariff 400-N. All van lines, moving agents, their customers, drivers, and affected third parties are getting ready for the introduction of the new pricing method, which will replace the current Tariff 400-M on January 1, 2002.

Tariff 400-N is a project of the Household Goods Carriers' Bureau (HGCB) Committee, an autonomous 26-member body of the American Moving and Storage Association. The HGCB is federally authorized to conduct collective rate making on behalf of the industry, representing the voice of nearly 2,000 certificated interstate household goods carriers.

The HGCB's effort to simplify the way moves are rated began in earnest during 1998, when it gathered data on thousands of household goods shipments in the U.S. Publication of the new tariff was expected late in 1999 or early in 2000 (it was originally referred to as "Tariff 2000"). However, in accordance with oft-quoted Murphy's Laws, the delayed introduction seems to



substantiate that “nothing is ever as easy as it looks,” and “everything takes longer than you think.”

The good news is that the end result represents the best work of a thoughtful industry coalition. It is sure to make life much easier for everyone involved with estimating or rating household goods shipments.

Revenue Distribution Unchanged

Perhaps the biggest question on everyone’s mind is: How will Tariff 400-N affect the way income is allocated?

“Revenue distribution will be primarily unchanged,” says Gene Wagner, assistant vice president of Agency Services & Pricing with Atlas Van Lines, and an HGCB committee member.

“The service providers performing pickup or delivery services will continue to receive all of the tariff revenue allocated for those services.”

However, Gene points out that the pricing of some moves will be affected more than others.

“For instance,” says Gene, “small moves with few services may cost a little more under the new tariff, but large, complicated moves requiring many additional services may cost less.”

While different individual shipments will produce different pricing results, the overall average with 400-N will be approximately 3.5% higher than under the current method. This number is based on thousands of shipments.

“The modest increase, coupled with the built-in efficiency and simplicity, makes adoption of 400-N a logical decision,” says Gene.



ATTENTION ATLAS SALES PEOPLE:

As an agent, you must contact your contract national accounts in advance and outline their choices to use the new 400-N or remain temporarily on their current tariff.

Detailed information and guidance for educating contract accounts will be forthcoming.

Much Much Easier to Use

Gene says that it’s important to remember that Tariff 400-N was developed in response to customers’ requests for pricing that is easier to use and understand. “Tariff 400-N answers their concerns as a much simpler way to rate household goods shipments,” says Gene.

As an electronic tool, the tariff resides in a digital format (published on CD). Using a CD-ROM-equipped computer, a user simply enters a few key variables and gets a result instantly.

“Revenue distribution will be primarily unchanged. The service providers performing pickup or delivery services will continue to receive all of the tariff revenue allocated for those services.”

Gene Wagner,
Assistant Vice President of
Agency Services & Pricing,
Atlas Van Lines



“Essentially, all you need to rate the basic charges for a shipment between any two points in the U.S. and Canada is the weight and the zip or postal codes where it’s picked up and delivered,” says Gene.

Gene says that in addition to being a more logical approach that is simpler to use and easier to understand, Tariff 400-N offers several important advantages over its predecessor.

- New full-service packing and unpacking rates, based on the shipment weight, greatly simplify rating on complete pack jobs. The need to calculate individual cartons and packing rates is eliminated. The new tariff also allows the flexibility to figure custom pack jobs on a per carton basis.
- The inclusion of most basic services will reduce the need to verify with employees that accessorial services were performed. It also will mean fewer instances of unexpected destination accessorial services and “surprise” charges.
- The new rates reflect prices that have been indexed to

actual costs and take into account differences of doing business in high-, medium- and low-cost areas.

- Fewer accessorial services and a streamlined process mean less reliance on expensive third-party audit firms to verify the accuracy of charges. The time savings will make it easier to meet billing deadlines. Bulky articles have been simplified with one single rate, applicable for all types of articles.
- Script items, such as specific shipper items, BLD, Binding, APPs, etc., will continue to be published in Tariff 104-G (currently 104-F).
- Independently filed Service Area changes will be incorporated into an electronic file that AMSA will provide to each carrier. A carrier may make the file(s) available on its web site for all users in its system. Downloading and saving the files into the directory with the electronic 400-N will allow the rating software to incorporate carrier-specific changes into the rates.

For more information

Atlas Van Lines is making every effort to ensure its associates are well-informed about the new tariff. Mailings to agencies, their salespeople and drivers will include a brochure comparing 400-N and 400-M. Additional copies are available from Atlas, request publication MC79658.

Atlas is now developing training programs for people who work in sales, customer support, and operations functions. Although the simplicity and automation of Tariff 400-N makes it extremely easy to use, the van line is working to ensure that every one of its affiliates can make the transition without missing a beat.

Atlas will ship one copy of the new tariff to each full service agent. Additional copies may be purchased from Atlas by agents at their discretion. ■



Atlas Earns Top Rankings Among High-Value and Household Goods Carriers

Atlas Van Lines won awards in both of its categories—high-value carriers and household goods carriers—in the annual “Quest for Quality” survey conducted by Logistics Management & Distribution Report. Published in the magazine’s August issue, the results were based on surveys of more than 3,000 respondents who purchased transportation or third-party services during 2000.

Reflecting the commitment of its Specialized Transportation Group, Atlas Van Lines ranked as the number one carrier of high-value goods in assessments of on-time performance, value, information technology, customer service, and equipment & operations. Atlas also scored as one of only two award-winning carriers in the household goods category, a tribute to the extraordinary performance by the van line’s Relocation Services Group in the same quality categories listed above.

According to Logistics Management & Distribution Report, the “Quest for Quality” program is the only industry-wide survey in the transportation field and is viewed within the transportation industry as the equivalent of the Baldrige Award, a highly regarded corporate program that rewards excellence in management.

“Atlas’ Specialized Transportation Group has

been fine-tuning its expertise for a number of years, building a reputation for exceptional service that has paved the way for the growth we’re seeing,” says Jim Stamm, president and COO, Atlas Van Lines. “Atlas has always excelled in providing household goods transportation. We’re proud that this year’s “Quest for Quality” results bear this out.” ■



“The will to win is important, but the will to prepare is vital.”

These words of Joe Paterno could well serve as a mantra for the information technology experts at Atlas Van Lines.

“We started developing our web-based systems in 1995, well before the other van lines,” says Jim Stamm, president and COO, Atlas Van Lines. “Most of our competitors didn’t start on the web until 1998. Basically, we have a three-year head start.”

Today, the will to prepare has made Atlas the only major van line to offer all its electronic information capabilities via the Internet. This translates to a cost advantage for Atlas agents and their customers. It’s an edge that can be especially significant for smaller agencies.

“Our users do not have to lease dedicated transmission lines, invest in special equipment, or purchase expensive software,” says Dick Arneson, vice president of Information Technology. “Yet our services are available to them wherever they are—at home, in the office, at a customer’s office—anywhere in the world.”

I.T. Gives Users Options

Agents who access Atlas I.T. tools over the Internet have a choice between two interfaces, Agency Connect and Intranet. Both work through a browser, either Netscape® Navigator™ or Microsoft® Internet Explorer®.

Agency Connect is designed to deliver the ultimate in speed.

“We’ve designed Agency Connect screens with minimal graphics, so they load as quickly as possible,” says Dick. “Our intent is to keep these applications sporty. They are designed for people who have work to do, to help them get it done as efficiently as possible.”

Intranet is for users who are accustomed to the Internet, applications accessed in this manner

using the familiar navigation features of their software.

Dick acknowledges a trade-off between Agency Connect and Intranet applications in terms of speed and appearance. But each, he says, has an important place in a strategy to provide users the I.T. resources they want.

I.T. Is Organized For Functional Access

I.T. menus are organized so users have convenient access to the tools that help them do their jobs.

On the Agency Connect side there are areas for Estimating/Rating, Operations, Claims, Registration, Driver/Equipment, and Quality. Many applications are of benefit to several different job functions, so they appear in two or more menus.

Polishing the

may seem friendlier. For example, users can move around screens

“Most of our competitors didn’t start on the web until 1998. Basically, we have a three-year head start.”

Jim Stamm,
President and COO, Atlas Van Lines

On the Intranet side, information is organized under Applications, Departments, Documents, Presentations, and Training.

“When we first show our systems to new agent prospects, they often tell us we are head and shoulders above what their cur-



Atlas **i.t.** I.T.'s more than you think.

rent van line offers,” says Dick. “And they find it hard to believe we don’t charge for the use of our technology.”

While Dick believes Atlas has much to be proud of, he’s quick

competitive edge.”

On the relocation playing field, such ongoing preparation will be a major factor in Atlas’ favor. Undoubtedly, Joe Paterno would approve.

duced. Like many agents, he uses the information to find tonnage and fill out his trucks. Another valuable use of this screen, says Skip, is forecasting warehouse demand. He looks up the

Information Edge

to point out that there’s still plenty to do.

“We’re not resting on our laurels,” says Dick. “We have a lot of plans to update and improve. We want to continue to offer programs that are user-friendly, easy to navigate, and will help our agents sharpen a

.....
Example 1:

New Shipment Query Is Dynamite


Skip Bean, president of Bean Moving & Storage in Hattiesburg, Mississippi, has relied on the dispatch planning screen since it was first intro-

inbound shipments headed his way to see what kind of storage requirements he’ll face in the immediate future.

“It’s good to get a ‘heads up’ on what is coming,” says Skip. “If necessary, we can deal with a situation before it becomes a problem.”



HGAM



Trailer No	Actual Load Date	Delivery ETA	Actual Delivery Date
44-000001	09/24/2001	10/08/2001	09/28/2001

points to the number of requests she gets from other agents who call her merely to ask for a registration number.

“An agent can easily find a registration number using basic information, such as the customer’s name and city of origin,” says Pam. “They could save themselves time—and save us time—by conducting the shipper cross reference themselves.”

Example 3:

SUDS: Cleaning Away Needless Work

Dan Pekrul, Network Manager/Programmer with Ace Worldwide Moving & Storage in

Milwaukee, has been running Atlas’ SUDS (Shipment Upload Download System) for over three years.

“The biggest advantage with SUDS is that our customer service people don’t have to enter information twice,” says Dan. “This gives them more time to attend to customer needs, to provide quality service.”

SUDS acts as an electronic interface. It collects information from the agent’s system and, conversely, when Atlas changes information on its system, it sends an update to the agent’s system. In essence, the Atlas and agent systems “talk” to each other to ensure that shared information is consistent.

Dan says that other van lines use different data formats, such as EDI (Electronic Data Interchange),

an emerging standard for trading partners. While there can be advantages to standardization, the software that use such protocols require more expensive hardware.

“...we decided to let agents pick the software they want, and we’d make our system compatible with theirs.”

Dick Arneson,
Vice President
of Information Technology

“Essentially,” says Dick Arneson, “we decided to let agents pick the software they want, and we’d make our system compatible with theirs. And because SUDS operates over the Internet, there are no special networking requirements.”

“SUDS is an excellent system, and Atlas keeps improving it,” says Dan. “However, the best part about using SUDS may be the quality of the help I get. Any time there is a problem, Atlas support people go to work on it immediately.” ■

For more of Atlas IT’s many benefits, see the IT booklet distributed to Atlas agents in November 2001.



you think.

More than an award.



The Milton M. Hill Quality Award was established in honor of the late Mr. Hill, a principal of Alexander's Moving & Storage and member of the Atlas Board of Directors. Mr. Hill was a driving force behind a quality program called the "Atlas World Class Commitment," which was developed and implemented throughout the entire Atlas network beginning in January 1993.

If relocation were an Olympic event, twenty-nine Atlas agencies this year would be wearing gold medals. These creme de la creme of the Atlas agency network have earned the coveted Milt Hill Quality Award, the highest level of recognition Atlas confers on any agent.

To earn the award, the agent must meet or exceed

exceptionally difficult performance standards in the areas of hauling, quality performance and warehouse/facility operations.

To be considered for the Hill award, an agent must first earn the Hauling Excellence Award, maintaining a minimum of \$500,000 in household goods revenue. Customer evaluations play a key role in measuring performance.

But that's not all...

On top of Hauling Excellence, the agent must earn Atlas' ultra-demanding World-Class Commitment Award through extraordinary performance on 12 quality criteria. This award emphasizes training and inspections to attain superior estimating accuracy, customer satisfaction and claims experience.

In addition to the Hill Award winners, Atlas is extremely proud to recognize 49 agents this year for their attainment of Atlas' World Class Commitment Award. ■

2001 Milton M. Hill Quality Award Winners

Ace Relocation Systems
Long Beach, CA

Ace Relocation Systems
Kent, WA

Ace Relocation Systems
San Diego, CA

Ace Relocation Systems
San Jose, CA

Ace World Wide
Moving & Storage
Huntington Beach, CA

Alexander's Moving & Storage
Tustin, CA

Alexander's Moving & Storage
Hayward, CA

Alexander's Moving & Storage
Portland, OR

Alexander's Moving & Storage
Eastern, Baltimore, MD

Alexander's Moving & Storage
Minneapolis, Bloomington, MN

Alexander's Moving & Storage
San Diego, CA

Alexander's Moving & Storage
Nashville, TN

Collins Brothers Moving Corp.
Larchmont, NY

DMS Moving Systems
Canton, MI

Golden Van Lines
Longmont, CO

Imlach Movers
Trenton, MI

Imlach Movers of Ft. Wayne
Ft. Wayne, IN

Imlach & Collins Brothers
Irving, TX

Southwest Transfer and Storage
Phoenix, AZ

McCormack-Payton
Storage & Moving Co.
Grandview, MO

Mabey's Moving & Storage
Albany, NY

Nelson Westerberg of Illinois
Elk Grove Village, IL

Nelson Westerberg of Texas
Carrollton, TX

Powell Moving & Storage
Grand Rapids, MI

Spirit Movers
Sarasota, FL

Stonehocker Moving & Storage
Davenport, IA

Walker Transfer
Kenova, WV

Weleski of Johnstown
Johnstown, PA

Weleski Transfer
Tarentum, PA

2001 Atlas World Class Commitment Award Winners

ABC Moving & Storage Co.
Lee's Summit, MO

Admiral Storage & Van
El Paso, TX

Ace Relocation Systems
Long Beach, CA

Ace Relocation Systems
Kent, WA

Ace Relocations Systems
San Diego, CA

Ace Relocation Systems
San Jose, CA

Ace Transfer & Storage Co.
Broken Arrow, OK

Ace World Wide Moving
Rochester, MN

Ace World Wide
Moving & Storage
Huntington Beach, CA

Alexander's Moving & Storage
Hayward, CA

Alexander's Moving & Storage
Nashville, TN

Alexander's Moving & Storage
Portland, OR

Alexander's Moving & Storage
San Diego, CA

Alexander's Moving & Storage
Tustin, CA

Alexander's Moving & Storage
Eastern, Baltimore, MD

Alexander's Moving & Storage
Minneapolis, Bloomington, MN

Bekins Northwest
Eugene, OR

Collins Brothers Moving Corp.
Larchmont, NY

Commercial Storage &
Distribution Company
Shreveport, LA

Celina Moving and Storage
Celina, OH

Corvallis Moving & Storage Co.
Corvallis, OR

DeVries Moving-Packing Storage
Spokane, WA

DeVries Moving-Packing Storage
Auburn, WA

DMS Moving Systems
Canton, MI

Golden Van Lines
Longmont, CO

Imlach Movers
Trenton, MI

Imlach Movers of Ft. Wayne
Ft. Wayne, IN

Imlach & Collins Brothers
Irving, TX

Lee Moving & Storage
New Orleans/Covington, LA

Mabey's Moving & Storage
Albany, NY

Mallory Van & Storage
Moberly, MO

McCormack-Payton
Storage & Moving Co.
Grandview, MO

Merchants Moving & Storage
Boise, ID

Mountain States
Moving and Storage Co.
Salt Lake City, UT

Nelson Westerberg of Illinois
Elk Grove Village, IL

Nelson Westerberg of Texas
Carrollton, TX

Powell Moving & Storage
Grand Rapids, MI

R.B. Burnham Van Service
Montgomery, AL

R. Blinderman Motor Lines
Waterford, CT

Read's Moving
Systems of Daytona
Daytona Beach, FL

Sea Island Bonded
Storage of Georgia
Savannah, GA

Southwest Transfer & Storage
Phoenix, AZ

Spirit Movers
Sarasota, FL

Stonehocker Moving & Storage
Davenport, IA

Thompson Moving & Storage
Clarksville, TN

University Van Lines
Linden, NJ

Walker Transfer
Kenova, WV

Weleski of Johnstown
Johnstown, PA

Weleski Transfer
Tarentum, PA

DEERFIELD MOVING & STORAGE OF ARIZONA, INC.

Phoenix, Arizona

Soft Management Inspires Hard Work

Varied talents under one roof helps agent grow.



“We are a family-owned company,” says Bob, “and the people who work here are an extension of our family. Their dedication to our customers and their support for one another is what you expect to find only in a close-knit family.” A relaxed atmosphere and open-door policy are cornerstones for cooperation that give Deerfield a competitive edge, Bob says.

The company’s biggest strategic flank has been COD household goods relocation, which accounts for two thirds of the firm’s volume. In May this year the agency recruited Bob Flecken, a 24-year industry veteran with a

And Still Growing:

Bob Butkowski has helped make Deerfield a growing leader in Arizona van line companies.

Right:

Operations manager Bobby Powell, seated, with general manager, Bob Flecken, are keys to the firm’s quality and growth.

Since Bob and Cheri Butkowski took the reins of Deerfield Moving & Storage in 1987, it has bloomed like a wildflower in the desert. Revenue is now six times what it was when they purchased the Atlas agency; last year it joined Atlas Van Lines’ exclusive Millionaire Club.

Riding the rising tide of the nation’s second-fastest growing

city has been a challenge, say the Butkowskis, compounded in their immediate market by an abundance of competitors—155 at last count. When asked about the forces behind their steady climb, the Butkowskis acknowledge that a “soft” management style and plenty of sweat equity have helped Deerfield become an integral cog in Arizona’s relocation industry.



penchant for COD development as General Manager. "We're currently ranked 15th in COD sales among all Atlas agents," says Bob Flecken. "And we're moving up." Not surprising, the agency has garnered sales growth awards for five of the last eight years.

The potential to grow COD business is particularly strong, Bob says, due to a proliferation of 'snowbirds' who retire to the warm and dry Arizona climate. A recent service innovation will make Deerfield a more attractive provider for these customers; each will be assigned a dedicated move coordinator.

Deerfield is also bullish on the military sector, which accounts for about one fifth of sales volume. "We have become a preferred agent for Luke Air Force base, and have the privilege to handle many of their moves, including their top brass," says Bob Butkowski. "This is an accomplishment we are quite proud of, and would not have been possible without our people's reputation for quality service."

A quality orientation is underscored by the many Atlas

Van Lines awards Deerfield has accumulated in recent years, including superior packing awards for each of the last three years. As one might expect, such high performance draws energy from experienced people. Among the 35 full-time employees are five key people whose combined length of service totals 108 years. The staff is supplemented by 15 part-time workers.

In addition to COD and military customers, Deerfield maintains a consistent effort to cultivate corporate relocation and specialized services. Major projects include the relocation of offices for AT&T and for Giant Industries. The company also has been instrumental in relocating the Phoenix office of the U.S. Attorney General.

"Firms are attracted to the moderate cost of living and doing business here," says Bob Butkowski. "The influx is giving us new opportunities for national account business."

Given the Deerfield team's savvy for hard work, chances are good that new doors are sure to open. ■



Above and Below:

With two warehouses providing nearly 30,000 sq ft of vaulted space, Deerfield manages a brisk storage business. "It seems we're always bulging at the seams," says Bob Butkowski. "We are seeing a need within the next five years to expand our facilities."



Teamwork:

Deerfield employs five over-the-road drivers and maintains owner-operator relationships throughout the lower 48 states. The company's fleet includes 10 city tractors, 18 vans, 5 bobtails and 4 pack vans.





Relocation Overload *Information Abounds*



Several years ago, one quiet Saturday morning, I needed information on a health care matter. I dialed the insurer and, as I should have known, my attempt to reach “Call Center Team 7” was futile. Not only was Team 7 out for the weekend, I was unable to leave a message. Thankfully, it wasn’t an emergency and the solution was easy.

Still, I was annoyed. I had to call back when it was convenient for them. I didn’t understand why this was so. I remember thinking: I should be able to get the answer myself. It was obvious that existing technology could provide the information. But no one had invested the time or resources to make sure it did.

I remembered that incident when we sat down to begin the design of Cornerstone’s web-based information system, ReloTrackStar.SM The needs of our clients and transferring employees are similar to those of the insurer and insured. While the majority of relocation issues are not life-or-death situations, timely answers and guidance are a welcome source of comfort. With many of our clients moving to flexible work schedules, our objective became clear. We simply had to make certain that our e-commerce infrastructure provided the answers our clients and transferring employees needed, when they needed them, wherever they were, in an easily understood format.

Ten years ago that may have been an impossible task. The disparities among different system architectures and the lack of high-speed Internet access provided formidable barriers. Now it’s a different story. Today’s Internet provides an excellent medium for solutions to our objectives. Development of integrated systems on the web has become commonplace. New tools that make it easier to communicate are introduced every day.

As a result, ReloTrackStarSM provides a custom web site for each transferring employee that can be accessed from his or her corporate intranet. They can obtain real-time information 24 hours a day, 7 days a week regarding frequently asked questions like the status of payments or expense reports submitted online. An automatically-adjusting timeline assigns dates to the sequence of events that occur in each relocation. Benefit policies can be viewed online or downloaded for easier reference.

Clients can obtain up-to-the-minute information on an individual relocation, a whole division, or all of their transfers. Reports run quickly and are easy to interpret. Status reports on individual transfers can be electronically transmitted and relocation authorizations can be entered online. Withholding and gross-up reports can be downloaded directly into payroll programs. Year-end reports to transferring employees, historically sent out on paper, are available on the web with

supporting detailed listings of all taxable and nontaxable amounts.

The status of household goods shipments is integrated with the Atlas system, to allow precise knowledge of pickup and delivery dates and transit status. Eventually, all suppliers will be required to accept electronic orders and automatically provide detailed status reporting, allowing our internal processes to become even more efficient.

Sometimes it’s funny how a relatively minor issue can give rise to a very significant series of developments. Looking back, I think I was fortunate that Call Center Team 7 was out of the office when I called. The experience has helped clarify our vision for the system.

Now, if I can just figure out why the pharmacy refused to fill my prescription... ■



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



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

Workshops Demystify International Relocation

A customer asks you, the Atlas agent, “What can you tell me about your international relocation services?” In response, you:

- A) meekly admit that you are not an expert in international relocation;
- B) acknowledge the question and promise to get back in touch later with information;
- C) take the opportunity to convey your competence and the expertise of your resources.

If you did not answer “C,” you may have missed your best chance to win international business with this account.

Regardless of how much you know—or think you need to know—international relocation can provide an immediate and viable avenue for growing your sales volume, even in a declining economic environment. Beyond the potential growth in and of itself, international relocation can offer a “back door” into national accounts. A trend among companies to independently manage their international relocation makes it possible to gain access and sell to the account, even though the domestic business appears to be hopelessly locked up. And, if your international forwarder provides complete door-to-door service, as does Atlas International, agency sales people are freed for a more productive use of their time—additional selling.

The Fear Factor

One of the biggest barriers to effective selling can be fear of the unknown. Research has shown that salespeople will find more selling opportunities and become more successful when they know what to expect, have a working knowledge of their industry niche, can draw upon the support of others, and have the tools necessary to present their proposition effectively.

For these reasons, Atlas International has developed a workshop to help agency sales people and relocation coordinators better understand what they should know to succeed in the international arena. The workshop covers the following topics:

- 1. The Sales Process.** Shows sales people how to identify likely prospects, master the qualifying questions that open doors, and use the questioning techniques that get results.
- 2. Answers to Frequently Asked Questions about International Relocation.** Information that helps you stay in control of the call.
- 3. Increments of the Move.** A brief primer that cuts through the mystique and simplifies all you really need to know to make a successful international sales call.
- 4. Marketing Materials and Services Overview.** Explains the tools available from Atlas International, including the AVLI web site, the custom proposal checklist, sales aids and literature, and an open offer to participate on joint sales calls.
- 5. The International Relocation Services Sales Kit.** Highlights the strengths of Atlas International and the Atlas agency family; shows the advantages of TRACS, our innovative traffic routing and communications system. ■

Although the business of managing international relocation is complex, selling the service is not complicated. For more information about sales workshops and marketing assistance from Atlas Van Lines International, call, toll-free, 1-888-669-6031.

R.O.A.D.

On September 11, Atlas headquarters and participating agencies observed the 14th annual Recognizing Our Atlas Drivers Day. Unfortunately, on the same day, our nation suffered a series of tragic events. Our hearts and prayers go out to the families and friends of the victims, and to the American people, as all of us have been affected by this senseless act. Although the entire Atlas family was deeply saddened, we held our heads high and continued the annual tradition of honoring Atlas drivers across the United States and Canada on ROAD Day.

For 14 years now, Atlas and its agents have been honoring their drivers on ROAD Day with an appreciation event that includes everything from homemade meals to massages and giveaways.

This year, drivers were spotlighted as multi-skilled professionals who are more than movers. The new tagline “More Than a Mover™” was an appropriate theme for this year’s ROAD Day because Atlas drivers are more than just movers. They are troubleshooters, family counselors, crisis managers and independent businesspeople. They contribute much to the success of Atlas, and agents all across the U.S. and Canada held a variety of ROAD Day events to say thank you.

This year, drivers at Home Relocation (1111) enjoyed lunch prepared by the staff and a local driver’s parents. Ed’s (823) started the day off with fresh donuts and coffee and later provided boxed lunches to crews off-site and barbecue to those at

the agency. A raffle was held where prizes included \$50 cash, gift certificates from Home Depot, and tickets to a Seattle Seahawks NFL game.

Ace (24/35) teamed up with American (224) to honor their drivers with a catered lunch that included baked ham and chicken, tenderloin tips, along with side dishes and desserts. In addition to receiving a complimentary non-spill coffee mug, drivers had the chance to enter a raffle where they won gift certificates and other prizes.

From California to Florida, the Atlantic agency family showed their support at more than 10 locations across the country. The staff prepared homemade breakfasts and barbecue lunches, as well as giving away free truck washes, free weight tickets and other assorted gifts to the drivers and crews who attended.

Drivers who stopped by headquarters were treated to upper body and neck massages provided by massage therapists. While relaxing in a corporate

massage chair, drivers received an “executive massage” that helped rejuvenate their hands, neck and shoulders after a busy season. A full buffet complete with healthy foods that included baked chicken and ham also was provided.

Congratulations to John Boheman Jr., driver for Specialty Moving, Inc. (1813) located in Kent, Washington, on winning the ROAD Day grand prize. John was given the opportunity to choose between a camcorder and portable DVD player package or a travel gift certificate—both valued at \$2,000! John chose the camcorder and DVD player.

“There’s much more to owning and operating a successful moving rig than just driving the truck,” notes Jim Stamm, president and chief operating officer of Atlas Van Lines. “Our drivers are on the front line for our agents—they work directly with our customers, and they can make or break our business. Atlas highly values the quality of our drivers—and we want to let them know that.” ■

Day 14



ACE



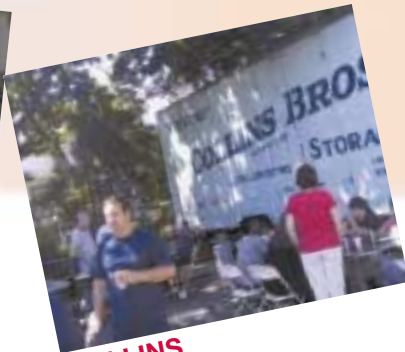
SPECIALTY



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THOMAS



ACE/AMERICAN



ED'S



POWELL



HEADQUARTERS



ATLANTIC



HEADQUARTERS

Alexander's Portland Undertakes Major Expansion

Alexander's Moving & Storage in Portland, Oregon, officially broke ground on a new office and warehouse complex near the Portland International Airport. Scheduled for completion later this year, the facility encompasses some 100,000 square feet of space, enabling long-term storage for office furniture, trade shows and exhibits, as well as improved logistics and distribution capabilities.

"We searched carefully for the perfect location and worked closely with the architects to ensure that the final design met our needs and those of our customers," said Mike Vance, general manager.

Alexander's Moving & Storage first opened in Portland in 1987. Since that time, the company has grown to become one of Atlas Van Lines' top ten agents. It has twice earned the van lines' prestigious Milton M. Hill Quality Award.



Powell Moves Playing Field for Championship Game

In August, Powell Moving & Storage, Inc. in Grand Rapids, Michigan, moved a 12-ton gridiron carpet to the Van Andel Arena for the Arena Football League's August 19 championship game between the Nashville Kats and the champion winning Grand Rapids Rampage.

This is just one of many services Powell provides for its pro sports accounts which, in addition to the AFL, include the AFL2, American Hockey League, and Continental Basketball Association. Earlier in the season, Powell worked with the Houston Thunderbears who, because of attendance problems, had to play all their games on the road. The Atlas agent trucked the home playing field on a barnstorming tour that included cities in North Dakota, West Virginia and Utah.

About the agency's involvement with sports clients, national accounts manager Tom Mieras said, "It keeps us busy. It's not unusual for me to get a call at 3:00 in the morning from a general manager who just made a trade and wants us to move a player's personal belongings."



Pictured above with the championship trophy: (l to r) Michael Trigg, Rampage Coach, Michael Baker, Grand Rapids Rampage, Tom Mieras, National Account Manager Powell Moving & Storage, Bill Powell, President Powell Moving & Storage, Jeff Henderson, Rampage Head Equipment Mgr., Bob Sack, Sr V. P. of D.P. Fox Sports

Bekins Northwest Heads Downstream with its Clients

Employees from Bekins Northwest along with some of their corporate customers from the Boise area took off for an excursion in a jet boat down the Snake River by way of Hells Canyon, located in Oregon.



Alexander's Minneapolis Acquires Panel Installation Company

Alexander's Moving & Storage Minneapolis has acquired Office Concepts, regional provider of panel installation and refurbishment services. Office Concepts opened for business in 1994 and is now one of the top twenty suppliers in the Twin Cities area. The two companies had partnered on a number of projects prior to the acquisition.

"This is a logical progression for us," said Dick Honza, general manager with Alexander's. "As a long-term service partner, Office Concepts shared our drive to provide quality services to our customers. Bringing their talents and expertise in-house will enable us to offer additional services to our customers."

"Alexander's is a company that takes care of its customers and I'm confident that the companies who have benefited from our services will continue to receive the quality they expect," said Gary Eastland, founder of Office Concepts.

No Ark, But One Big Truck

It may be the most unusual trophy collection anyone has ever moved. In August, Weleski Transfer, Inc., in Tarentum, Pennsylvania, relocated nearly ten tons of stuffed animals for Dick and Nancy Finney. Dick is a taxidermist, and he and his wife are accomplished game hunters who have amassed more than 400 specimens from all over the world.



F. Lynn Thompson, Vice President of Weleski Transfer, said that the job was one of the most unusual his agency has ever managed. It took a crew of six people working five days just to crate the goods, which filled an entire van. The shipment was transported overland some 4500 miles to Homer, Alaska, where the Finneys plan to open a wildlife museum.



Before

Weleski Driver Takes the Subway to Weight Loss

Jim Capone, a household goods driver with Weleski Transfer in Tarentum, PA, has shed 135 pounds by following a low-fat diet of the popular Subway sandwiches. Congratulations Jim!



After

Atlantic Earns ISO 9002

After more than a year of hard work, the Phoenix location of Atlantic Relocation Systems has achieved the prestigious ISO 9002 accreditation. Atlantic's drive for accreditation involved a custom design of quality systems by Vision Quest, an ISO consultant to the moving industry, and the participation of every employee throughout the organization, from the receptionist to the warehouseman.

"As an agent for Atlas Van Lines," said Rich Reinert, vice president sales and marketing for Atlantic Phoenix, "Atlantic is already held to the 12 standards of the Atlas World-Class Commitment. ISO enables us to meet and exceed those standards, and it demonstrates our commitment to quality and our customers."



Exciting Changes at Ace World Wide

Ace World Wide Moving & Storage Co., Inc. this summer announced the selection of a new chief executive and the relocation of a major facility.

In August, Alan S. Mileski was named President and Chief Executive Officer of the Ace World Wide Group of Companies. The post was previously held by John W. Steiner, who will continue to serve as chairman.

With this appointment, Mileski returns to the moving industry after a two year hiatus. Prior to that, he served as President, Domestic Agency Group for Nelson Westerberg in Elk Grove Village, Illinois.

In June, Ace World Wide completed the relocation of its Las

Vegas operations into a newer and larger facility. The new location offers 55,000 sq. ft. of combined warehouse and office space. It is staffed by 10 office/warehouse personnel and from 20 to 30 drivers, depending on demand.

"This space gives us the ability to serve the needs of our customers better," said Mike Thompson, General Manager. "It offers more storage area and increased accessibility."

Ace opened its first offices in Las Vegas in November 2000, with an emphasis on serving the area's military and household moves, as well as providing transportation for trade shows and special products.



Atlas Campaign Surpasses Competition

An ad appearing as part of the Atlas Van Lines 2000-2001 trade advertising campaign received the Ad-Q Award For Outstanding Advertising. The ad is part of an on-going campaign directed at human resource professionals who are responsible for relocation decisions.

The AD-Q Award was determined by readership surveys in the February 2001 issue of the trade publication *HR Magazine*. The Atlas full-page ad surpassed all other ads in recall and readership for the product category of Relocation. Of those readers classified as relocation decision makers, 46% recalled the ad by company name, while 19% reported reading the ad.

The Ad-Q study is prepared by a Division of Harvey Research, Inc., consultants in communications research since 1953.

Kitchel Best in Washington State



Scott Kitchel, with Ed's Moving & Storage, Inc. in Tacoma, Washington, was named Driver of the Year for 2000-2001 by the Washington State Trucking Association. The award was presented at the WTA's annual convention outside Blaine, Washington, on May 17. Scott's remarkable record of accomplishment encompasses 540,000 miles over the last 13 years with no chargeable accidents, including 48,000 accident-free miles in 2000.

54th Annual Atlas Convention, Pointe South Mountain Resort

2001 Atlas Convention

The 2001 Convention is set for November 7 - 10 at the Pointe South Mountain Resort. The Convention preliminary agenda is as follows:

Wednesday, November 7, 2001

- 8:00 a.m. GOLF TOURNAMENT, Phantom Horse Golf Course
(Pre-registration required)
- 12:00 noon - 5:00 p.m. Atlas Convention Registration Booth Open
- 2:30 p.m. - 4:00 p.m. EARLY BIRD WORKSHOP
"In Touch With Revenue Accounting"
Carol Garrett, Vice President, Revenue Accounting
Atlas Van Lines, Inc.
Mary Beth Johnson, Asst. Vice President, Revenue Accounting
Atlas Van Lines, Inc.
- 2:00 p.m. - 5:00 p.m. EXHIBITS OPEN/I.T. DEMO ROOM OPEN
- 6:30 p.m. - 8:00 p.m. WELCOME RECEPTION

Thursday, November 8, 2001

- 7:15 a.m. - 12:45 p.m. REGISTRATION/INFORMATION
- 7:15 a.m. - 8:00 a.m. SERVED BREAKFAST
Serving stops at 7:50 a.m.
- 8:15 a.m. - 10:00 a.m. OPENING GENERAL SESSION
Call to Order: **Jim Stamm**, President & COO,
Atlas Van Lines, Inc.
National Anthem of the United States
Invocation: **Marian Weilert Sauvey**, V.P. & General Counsel,
Atlas Van Lines, Inc.
President's Remarks
Keynote Speaker: **Vincent Poscente**
Olympic Athlete & Business Leader
Prize Presentations
- 10:00 a.m. - 10:15 a.m. COFFEE BREAK
- 10:00 a.m. - 12:00 noon EXHIBITS OPEN
- 10:30 a.m. - 11:30 a.m. WORKSHOPS I, II & III
"HIGH AND LOW, WE HAVE INFORMATION
TECHNOLOGIES FOR YOU"
Steve Mumma, Sr. VP, Marketing & Agency Services,
Atlas Van Lines, Inc.
Mike Scavuzzo, Sr. VP, Sales,
Atlas Van Lines, Inc.
Greg Hoover, V.P., Sales,
Atlas Van Lines, Inc.

- "QUALITY & TRAINING: YOUR LINK
TO A COMPETITIVE EDGE"
Dave Daniels, Director, Quality Development,
Atlas Van Lines, Inc.
Sandy Appler, Manager, Corporate Training,
Atlas Van Lines, Inc.

- "TRACKING THE FUTURE"
Glen Dunkerson, Sr. VP, Transportation,
Specialized Transportation Group,
Atlas Van Lines, Inc.
Bill Travelstead, V.P., Operations,
Specialized Transportation Group,
Atlas Van Lines, Inc.
David Coulter, V.P., Sales,
Specialized Transportation Group,
Atlas Van Lines, Inc.
- 11:45 a.m. - 12:45 a.m. WORKSHOPS I, II & III REPEAT
I.T. DEMO ROOM OPEN
- 1:00 p.m. - 2:45 p.m. SALES AWARD LUNCHEON
Presiding: **Mike Scavuzzo**, Sr. V.P., Sales
Atlas Van Lines, Inc.
Introduction of New Agents
Lunch
2001 Sales Award Presentations
Prize Presentations
- 3:15 p.m. - 4:15 p.m. BANQUET RESERVATIONS
- 7:30 p.m. - 10:00 p.m. SWEETS & COFFEE WITH THE EXHIBITORS

Friday, November 9, 2001

- 7:30 a.m. - 11:00 a.m. REGISTRATION/INFORMATION
- 7:00 a.m. - 8:15 a.m. CONTINENTAL BREAKFAST
- 8:30 a.m. - 9:45 a.m. SECOND GENERAL SESSION
Award Presentation - 25 and 50 Year Anniversary Agents
- Chairman's Address: **Mike Shaffer**, Chairman & CEO,
Atlas Van Lines, Inc.
- Tariff Discussion: **Gene Wagner**, Asst. V.P., Agency Services & Pricing
Atlas Van Lines, Inc.
Prize Presentations
- 9:45 a.m. - 10:00 a.m. COFFEE BREAK
- 10:00 a.m. - 12:00 noon EXHIBITS
- 10:00 a.m. - 11:00 a.m. WORKSHOPS IV, V & VI
"RELOCATION SERVICES GROUP:
LOOKING BACK AND MOVING FORWARD"
Dennie Lynn, Sr. V.P., Transportation, Relocation Services Group
Atlas Van Lines, Inc.
John Taylor, V.P., Household Goods Traffic, Relocation Services Group
Atlas Van Lines, Inc.

- "CLAIMS - COMMUNICATING THROUGH
THE ON-LINE SYSTEMS"
Jan Martin, V.P., Claims Administration,
Atlas Van Lines, Inc.
Wayne Wilderman, Director, Claims Administration,
Atlas Van Lines, Inc.

- "IT'S THE LAW"
Marian Weilert Sauvey, V.P. & General Counsel,
Atlas Van Lines, Inc.
Mark McNulty, Corporate Counsel,
Atlas Van Lines, Inc.
- 11:15 a.m. - 12:15 p.m. WORKSHOPS IV, V & VI REPEAT
I.T. DEMO ROOM OPEN
- 1:15 p.m. TENNIS TOURNAMENT
(Pre-registration required)
- 6:30 p.m. - 7:30 p.m. PRESIDENT'S RECEPTION
- 7:30 p.m. BANQUET & ENTERTAINMENT
Master of Ceremonies: **Steve Mumma**, Sr. VP, Marketing & Agency Services,
Atlas Van Lines, Inc.
Acknowledgments
Sports Awards
Milton M. Hill Quality Award Presentations
Special Convention Entertainment
DENNY DENT
Grand Prize Drawing
Reflections Video

Saturday, November 10, 2001

- 7:15 a.m. - 9:00 a.m. FULL BUFFET BREAKFAST &
ROUND TABLE DISCUSSIONS
*Atlas Van Lines, Atlas Van Lines (Canada), Atlas Van Lines
International, and Cornerstone Relocation Group available for
questions and discussion.*
- 6:00 p.m. - 7:30 p.m. FAREWELL PICNIC

Atlas World-Class Service is Appreciated

RE: Steve Bailey
Atlantic Relocation Systems (1427)
Carrollton, Texas

Moving your belongings can be an overwhelming and frightful experience. We interviewed several moving companies, felt the best about the representative from Atlas, and received excellent pre-move service.

The day of the move quickly approached. It began with the van operator, Steve Bailey, and his team. They were punctual, professional, mannerly and even fun! Steve and his team, identifiable in Atlas uniform, worked hard and went above and beyond to be careful with our possessions. Steve remained in contact with us during the next couple of days, which made us feel very comfortable.

"Steve and his team...went above and beyond to be careful with our possessions."

Steve and a different crew then met us at our destination, again, in a prompt, professional manner. Here was another great crew! They were extremely careful with the boxes and the condition of our new home on a very wet and rainy day. Steve even allowed our two Dalmatians to sit in the driver's seat of his pristine van for a photo for our moving announcement!

We truthfully and happily report that there was not one broken item from this move. We give an excellent rating to Steve Bailey and Atlas Van Lines. We would definitely use Atlas for any future moves.

Sincerely,
Cheryl and Kerry Ketner

RE: Kevin Flege
Shetler Moving & Storage, Inc. (1830)
Evansville, Indiana

I wanted to take this opportunity to express my appreciation to you and your organization for the outstanding service I received. The property moved was antique furniture, some 132 years old, and a console piano—all in near perfect condition.

The contact by your staff, the pickup in Mt. Carmel, and delivery in Texas were exactly on the time as promised. All of your personnel were courteous, friendly, caring and very professional. I was present in Texas when the property arrived and didn't find the slightest dent, scratch or rub.

"...your personnel were courteous, friendly, caring and very professional."

As we discussed during my visit with you, I am a retired U.S. Army Transportation Corps officer who is experienced in household moves for myself and other military personnel. I am probably more observant and critical than your average client, but I want you to know that the quality of service I received could not have been better.

Please extend to those responsible my sincere thanks for a job well done!

Sincerely,
Forrest E. Works

RE: John Beaton
KMS Van Lines, Inc. (8033)
Mississauga, Ontario

We feel it is appropriate to send this letter of commendation for Atlas driver, John Beaton. He was our driver on a recent move from Illinois to Canada. John's professionalism and friendly

personality made the move for us easy and reduced the stress usually associated with moves and cross-border shipments. His knowledge and experience were invaluable to us. We had complete trust in his abilities to deliver our property to Canada on time and in its original condition. John came through with flying colors.

"His knowledge and experience were invaluable to us."

It was a pleasure dealing with him and Atlas Van Lines. We will undoubtedly consider Atlas for future moves, as well as recommending Atlas to others, based on our pleasant experience. Please pass on our thanks and congratulations for a job superbly done.

Sincerely,
Kingsley Hubbs

RE: Clifford Johnson
Read's-Imlach Relocation Group (1716)
Baton Rouge, Louisiana

Atlas Van Lines' motto "World-Class Moving" was certainly true in our case. Our move from Louisiana to Texas was accomplished without a problem. There was not a chip or scratch on anything in the huge load.

The people you sent to pack us up were polite, cheerful and anxious to please. Our driver, Clifford Johnson, should receive special recognition for master-minding the entire operation and for his skill in handling the truck.

I will happily recommend him and Atlas to my friends. Thank you for helping to make our move so pleasant.

Sincerely,
Jane Tarrance



RE: Sean McDonald
Lafayette Storage & Moving Corp.
(1262)
Rochester, New York

As a veteran of many interstate moves, I am not in the habit of corresponding with moving companies. However, I now find myself compelled to congratulate you on the wisdom of having Mr. Sean McDonald at your company. Mr. McDonald was assigned to my move from Arizona to New York.

Mr. McDonald, a true professional, is to be commended. The service he provided in the face of extreme adversity (desert heat, torrential rain, narrow streets, and narrow hallways) was exemplary. He was punctual, courteous, and took great care to ensure my move was flawless. Should I ever need another moving company, I would chose Atlas Van Lines, and most especially, Sean McDonald.

Sincerely,
Nancy I. Westrick

RE: Carl Doty
Cardinal Van & Storage (571)
Twentynine Palms, California

I wish to thank you for our recent personal move from New York to Nevada. My wife and I decided to make this move on our own, at our own expense, and were quite worried about all the different things that could go wrong, especially since we were footing the bill ourselves. We didn't know what to expect as neither one of us had made a move like this before.

Thankfully, someone was watching out for us. Not only did we get a good driver from Atlas, but we were blessed

with the best driver from Atlas. Carl Doty, and his partner, were the most professional and conscientious people we could have had to handle our move. They persevered against all odds and successfully moved our belongings with the utmost of care.

I know that most companies look out for the corporate customer, and the people who can afford this type of thing at the drop of a hat, but I must say, Atlas really looked out for the "little guy" on this move. I can't thank you enough, nor can I praise Carl Doty enough for the way he handled our move from start to finish. He is truly the best of the best. Atlas is very fortunate to have such a professional representative.

Sincerely,
Thomas E. Burdick

RE: John Brown
G&M Moving & Storage, Inc. (1242)
Cincinnati, Ohio

We were so pleased with John Brown and his crew that I felt compelled to write this letter. John and his crew conducted our move from Texas to Tennessee. Not only did John make our move smooth and easy, he and his crew were friendly, professional, neat in appearance, and very careful with my life's possessions.

John and his crew worked tirelessly through the large move, without showing fatigue or complaining at all. John stayed until the very end and offered to help move anything else that I needed moved or changed around — which was a lot.

John and the crew had such a calm and friendly demeanor, it made the stressful transition go easier. I certainly hope you recognize what a

"...the most conscientious people we could have had to handle our move."

"He was punctual, courteous and took great care to ensure my move was flawless."

"...this would be the best move we have ever had..."

valuable employee John Brown is. Not only will we ask for him in the future, but we have already recommended him to others we know are moving.

Thank you for sending him our way.

Sincerely,
Margo and Jeff Hunter

RE: Charlie Hearn
Knight Moving & Storage (1261)
Forest, Virginia

The purpose of this letter is to express my sincere appreciation for the exceptionally outstanding service I received during a recent relocation to Virginia. Mr. Charlie Hearn, his son, Charlie Hearn, Mr. George Webster, and Mr. James Van Dyke were the most professional team of movers I have encountered in 15 moves spanning 26 years of military service.

As you know, relocation and moving all of one's possessions is an emotionally trying time. Often, in my experience, the moving team shows up later than anticipated with fewer packers and assistants than promised. Packing and loading often takes far longer than necessary. However, this was not the case with Mr. Hearn's team. The team reassured us that this would be the best move we have ever had—they were absolutely correct!

Packing and loading the truck took less than 1 1/2 days. The team promised to be there early in the morning—arriving ten minutes earlier than stated. Delivery was as promised, again ten minutes early, and was completed in five hours. At the same time, quality was extremely high. All items were noted with great attention to detail.

This entire team is to be commended for their outstanding service. I highly recommend your company and, in particular, this team, to anyone requiring their services. Please pass along my sincere appreciation for a job well done.

Sincerely,
John R. Miller
Colonel, U.S. Army
Senior Dental Corps Staff Officer

KEEP AMERICA MOVING AND KNOW YOU HAVE HELPED THOSE WHO NEED IT MOST! EXHIBIT THE 2002 ATLAS CALENDAR WITH PRIDE

Pluralism. Tolerance. Freedom.

This special edition, 16 x 20 poster calendar – shown above – features an image of hope, conveyed in the faces of children; while, on the back side, it calls out significant events in our nation's ongoing struggle to realize its ideals.

Your purchase can make a difference.

One-hundred percent of all proceeds from the sale of these calendars will go to the American Red Cross to help the families of those who lost their lives in the September 11 attacks. Order your calendar today, and help those who need help the most.

- suitable for framing
- makes a thoughtful gift
- order plenty for your customers, suppliers, and others
- all proceeds will benefit victims' families

TO ORDER CALL 1-800-638-9797 EXT. 2293

DISPLAY YOUR TRUE COLORS WITH FREE ATLAS WEB DOWNLOADS

Inspired by the stars and stripes, Atlas designers have created these distinctly patriotic images so you may use your computer's monitor to show your true colors. Available for both PC and Mac, in either a wallpaper/desktop pattern or screensaver application. Simply go to www.atlasvanlines.com and follow the directions for fast, easy downloading and installation.



Screensaver
PC version (1.4 MB)
Mac version (1.3 MB)

Wallpaper
1024 x 768 (332 KB)
800 x 600 (208 KB)
640 x 480 (140 KB)



MORE WAYS YOU CAN HELP

- To donate blood, call the Red Cross at 1-800-GIVE-LIFE or America's Blood Centers at 1-888-BLOOD-88 to schedule an appointment.
- To donate money to the Red Cross for assisting victims of the attacks, call 1-800-HELP-NOW or visit www.redcross.org.
- To donate to the United Way fund to help the victims of the attacks and their families, call 1-212-251-4035 or visit national.unitedway.org.
- To make donations to the Salvation Army for helping the victims, call 1-800-SAL-ARMY or visit www.SalvationArmy.org.

For information on trauma counseling and scholarship funds for children who have lost parents, visit www.MercyCorps.org.

For a wide range of information and phone numbers, go to www.FirstGov.gov, the official US government Web site.



PLURALISM Keep TOGETHER FOR A BETTER FUTURE AND FREEDOM OF SPEECH

January

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New Billboards Show Atlas' Pride

Shortly after the September 11th attacks, both of the billboards by Atlas headquarters were replaced with the patriotic

messages, "And Our Flag Was Still There..." and "God Bless Our Heroes."

The popularity of these billboards quickly earned some attention from local media, and soon inspired a screensaver and desktop – now available for downloading from atlasvanlines.com.



www.atlasvanlines.com



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