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FORWARD TOGETHER

How Atlas® is building a future-ready
network - powered by technology,
grounded in people.



LETTER FROM THE CHAIRMAN



This year, Atlas® World Group continues to move forward with confidence, even as the relocation industry navigates ongoing challenges. Shifting market conditions and changing customer expectations have tested our industry, but they have also reinforced what makes Atlas® strong. Across our organization, our Agents, employees, Professional Van Operators, and leaders have remained focused, adaptable, and resilient. That collective mindset is the foundation of our success.

While the external environment requires careful navigation, Atlas has continued to invest in the future of our network. We are advancing our technology and processes to better support our Agents, enhance the customer experience, and operate more efficiently across the enterprise. These efforts are about progress, not disruption. They are designed to strengthen collaboration, simplify how work gets done, and ensure Atlas is positioned to serve customers and partners well into the future.

As we move forward, our commitment to being *future-focused* does not come at the expense of what matters most. Technology will support our growth, but it will never replace the people who define Atlas. After all, making a move is one of life's most personal and stressful experiences – it requires trust, care, and a

human connection. Our people understand that responsibility, and they deliver on it every day with professionalism and pride.

The theme of this year's Forum, "*Future Forward, People First,*" is more than a guiding principle, it's the driving force behind every decision we make and every step we take. Progress at Atlas is not just measured by technological advancements, but by the strength of our relationships, the integrity of our values, and the trust we share across our network. Our legacy of service is the foundation upon which we build an even brighter future. By honoring our past and embracing thoughtful innovation, we ensure that our growth is always grounded in the people who define Atlas. Together, we are forging a future-ready network, powered by technology but sustained by the dedication and heart of our community. Thank you for joining us on this journey, and for being a vital part of moving Atlas forward, always with people at the center.

A handwritten signature in blue ink, appearing to read 'Jack Griffin'.

Jack Griffin
Chairman & CEO
Atlas® World Group, Inc.

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MOVING MOMENTS

GENUINE MOMENTS
SHARED BY ATLAS®
CUSTOMERS



BOUSH MOVING AND STORAGE, INC.

"We experienced a catastrophic burst pipe, which required moving out of our space ASAP to begin the water mitigation process. Boush Moving was at the property the same day we called, and the movers were wonderful! They laughed and cried with us as we began the process of cleaning up. The heated storage kept our stuff safe and in great condition. The move-in process was very professional, and full of supportive customer service. I cannot rave enough how thankful I am for such a great experience."

• **Theresa N.** •



AMERICAN FARGO MOVING AND STORAGE

"Incredible experience with this company. Was worried about moving a piano 100 years old but when I saw the care and expertise they demonstrated it set my mind at ease. A big thank you to Larry for helping coordinate!"

• **Cynthia A.** •



JOHN PALMER MOVING & STORAGE

"If 10 stars was an option we'd rate John Palmer movers with that! Nick did an excellent job as the sales agent. Narcelino skillfully lead his team, and every single crew member was a delight to have in our home. Moving after 30 years in a home is emotional, and these men were caring and supportive. What a delight to spend several days with them all! We highly recommend John Palmer Moving and Storage."

• **Janet F.** •



SUDDATH RELOCATION SYSTEMS OF TEXAS, INC

"We had a positive experience with Suddath Relocation Systems of Texas for our interstate move. The team worked proactively to manage costs while

delivering the service they promised. They were helpful throughout the process and responsive when challenges arose. We would gladly use Suddath Relocation Systems, and Atlas Van Lines, again."

• Matthew S. •



POWELL RELOCATION GROUP

"I will do my best to express the value this company provides. Moving especially over distance is a nightmare and Powell made this easier to make every measurement possible. We were able to manage our family and work while the teams handled the packing, loading, organizing, and delivery of our belongings. Each step was handled with precision and care. The teams moved the goods as we would have to make sure we felt comfortable with how the items were handled. The team was in constant communication across all fronts and with all of the moving parts. I am extremely pleased with the outcome and the entire process along the way."

• Justin P. •



EC MOVING & STORAGE, INC.

"Dirk and his team at EC Moving & Storage did an excellent job supporting our recent department moves at Park Falls. I highly recommend using EC Moving & Storage for your facility and department moving needs! Dirk provided advice based on his vast experience of assisting other healthcare organizations that really proved to be efficient and effective. The team was professional and courteous. Look forward to future opportunities to work with Dirk and his team!"

• Tammy L. •



SANTIAGO WORLDWIDE

"We had a great experience with Santiago Worldwide Moving! This was our first time moving, and the entire team was efficient and worked diligently throughout the process. The office staff made sure everything ran smoothly, and on moving day, the crew was friendly, respectful, and cared about handling our belongings properly. The process was well-organized from start to finish, which made what can be a stressful experience feel seamless. I would absolutely recommend Santiago Worldwide Moving and would use them again!"

• Sabrina N/A. •



MACY MOVERS

"Macy Movers helped me move today for a cross-country move starting in Walnut Creek. The entire team was extremely friendly, thoughtful, and proactive. The owner, Mark Macy, not only contacted me a few times before moving day but will also be the one driving the truck to Maine. All of them went the extra mile and I would hire them again!"

• Kate W. •



THANK YOU!



FORWARD TOGETHER

**How Atlas® Is Building a Future-Ready
Network - Powered by Technology,
Grounded in People.**

“When we stay focused and adaptable, We emerge stronger for our agents and customers.”

Ryan McConnell

Atlas Van Lines President & COO

Atlas® is embracing innovation by modernizing its operations and putting people first. These efforts are driven by the dedication of a talented team across the company, with Atlas® Van Lines President and COO Ryan McConnell among the leaders guiding Atlas toward meaningful progress. McConnell acknowledges the pressures bearing on the moving and logistics sector, but he views this moment as an inflection point. “We’re all feeling the pressure,” McConnell says, “Pressure creates the opportunity to rethink, refine, and grow.”

That forward-looking mindset starts at the top. Atlas® World Group Chairman and CEO **Jack Griffin** has played a pivotal role in leading the company’s new business transformation initiative, advocating for essential investment, a sustainable long-term vision, and a people-centered strategy to achieve large-scale modernization. Griffin emphasizes, “Our technology empowers us to serve customers in new ways, but it’s our people who bring those solutions to life and make the difference every day.” The transformation is designed to remove friction, strengthen decision-making, and help Atlas teams and agents deliver an even better experience for our customers.

At the heart of Atlas’ strategy is a modernization effort McConnell describes as “a business transformation project, not a... ‘replace a system’ project.” What started as a targeted finance and ERP upgrade has become a full-scale overhaul of Atlas’ core business systems. The initiative now encompasses everything from finance and accounting to transportation management, warehouse operations, and customer relationship tools, all being unified into a single integrated platform. The goal is straightforward but vital: create a foundation of consistent, trusted data flowing throughout the enterprise to empower real-time insights and smarter decision-making. This involves transforming complex legacy processes into streamlined, efficient workflows that allow for lower overhead and optimal data utilization, helping Atlas, our agents, and customers achieve shared goals, as McConnell explains.

McConnell even envisions a near future where Atlas achieves an ideal state, as he puts it: a seamlessly connected network, powered by modern technology. In this ideal scenario, data flows effortlessly through one unified system, and teams can act quickly on accurate information. Reaching this stage opens a world of possibility: “If we can



This enterprise-wide transformation is as much about people as it is about technology.

get ourselves set, we can use AI and use the tools and the technology in the way that it was meant to,” McConnell notes. In short, technological modernization isn’t an end in itself; it’s a means to work smarter and deliver greater value. With modern cloud platforms and enterprise-grade cybersecurity, Atlas is not just updating software – it’s fundamentally reimagining how the company operates to stay ahead of customer expectations and industry change.

Atlas’ transformation mantra, “Future Forward, People First,” signifies that new technology and streamlined processes are designed to elevate Atlas’s people. McConnell is adamant that the company’s workforce will remain its greatest asset, supported by significant investments in training and skill-building. “This means everyone here becomes more productive,” McConnell says. Many Atlas team members have decades of experience; capturing their hard-earned knowledge in modern platforms helps preserve that expertise and pass it on to the next generation. In every sense, the initiative’s success will be measured not only by the technology deployed, but by how well Atlas’s people embrace it to better serve customers.

While the technical scope is expansive, the guiding principle is simple: everything “has to start with the Atlas Agents,” McConnell insists.

Atlas’ nationwide agency network is the front line of customer service and the engine of its business. Thus, the modernization effort has been created with an agent-centric strategy, equipping agents with better operational tools, streamlined workflows, and a more connected platform that links sales, operations, and finance in one ecosystem. Atlas’ role, McConnell explains, is to unify and support its network by providing strong branding, financial backing (“the bank”), and integrated technology platforms that seamlessly connect to every stage of the moving process. By tying together, the agents’ sales and operational activities with Atlas’ back-end financial systems, the company aims to make transactions and collaborations within the network frictionless. The result will be a more agile system where information is entered at once and accessible to all who need it – reducing duplicate work, minimizing errors, and ensuring agents can focus on serving customers rather than wrestling with paperwork.

This unified approach is expected to pay dividends in efficiency and service quality. If Atlas’s internal costs and complexities can be streamlined, both the company and its agents can operate with lower overhead and faster turnaround, savings that ultimately benefit customers through more competitive pricing and reliable service. “We have to find any

way we can manage our expenses down so that we can bring value back to the end user of our services – and that’s in conjunction with our agents,” McConnell notes, highlighting the partnership at the heart of Atlas’s strategy. By enabling higher productivity and clearer processes, Atlas believes it can transform today’s market challenges into tomorrow’s opportunities. “When we stay focused and adaptable, we emerge stronger for our agents and customers,” McConnell emphasizes – not just weathering the storm, but emerging future-ready and united in purpose.

Forward Without Friction

Atlas® World Group Executive Vice President & Chief Financial Officer **Stacie Banks** is ensuring the company’s financial and operational foundations support this forward push. Unlike previous technological upgrades that stayed within departmental boundaries, Banks emphasizes that this initiative is distinct in scope and impact, touching every function from sales and customer care to back-office support. She describes the process as a true enterprise-wide evolution, unprecedented in Atlas’s 75-year history, and one that opens the door to new possibilities. “We’re super excited about the opportunity to really transform the business to be more world-class,” Banks says.

Above all, Banks cautions against rebuilding old workarounds in new software. “Make sure we don’t just build a new system around legacy processes we’ve been dealing with for years,” Banks often reminds colleagues. Instead, Atlas is using this chance to simplify processes and adopt best-in-class practices, eliminating friction. By cleaning up workflows now, the company will be ready to fully leverage automation, analytics, and other advanced tools – rather than embedding the inefficiencies of the past into modern systems.

Just as important is preparing Atlas’s people for these changes. Banks’s team has been proactively up-skilling employees, emphasizing the “why” behind tasks so that when processes change, people adapt quickly. “When we go on a new platform, it’s not going to be done the same way,” Banks says. Investing in training and clear communication now will ensure a smoother transition later. With repetitive tasks automated or simplified, Atlas’s people can focus more on decision-making and customer service, becoming more productive and more engaged.

The modernization initiative is set to benefit Atlas’s agents by enhancing efficiency. By implementing a unified system with reliable and consistent data, various processes, from order entry to settlement, will become more streamlined and effective. Many tedious manual steps will disappear. The outcome: quicker billing cycles, faster and more accurate agent compensation, and fewer administrative headaches. “We want to make sure we’re putting as much money back into the service providers’ pockets as we can,” Banks says of the process improvements. Agents will know exactly how they’re paid on each job – no surprises – which helps them run their businesses with greater confidence. With



every department sharing information and goals, everybody is working towards the same end goal,” Banks adds.

Looking further out, Banks is focused on how these improvements position Atlas for growth. One major opportunity is in logistics and specialized services. With integrated systems providing better visibility and control, Atlas can pursue more logistics business – quoting projects faster, managing them more efficiently, and capturing new revenue streams. That diversification will benefit the entire Atlas family by adding resilience and financial strength that can be reinvested in the core moving business and the agent network.

Driving Forward in Logistics

Atlas’s transformation principles are being actively implemented in the logistics sector as it adapts to changing freight dynamics, led by **Phil Wahl**, President and COO of Atlas Logistics®. With capacity on the rise and more trucks available, shipping rates have become increasingly competitive, presenting new challenges and opportunities for maximizing efficiency and margins. But rather than pull back, Wahl’s team is doubling down on customer-centric service to differentiate Atlas Logistics. “We’re not in the business of saying no, we’re in the business of providing solutions,” Wahl says. He describes Atlas Logistics as a “personal, customer-centric logistics company” that leverages Atlas’s nationwide assets and warehouses to solve clients’ challenges end-to-end. Whether it’s final-mile deliveries or managing intricate hotel renovations, Wahl’s team finds a way to say yes and make it happen.

Wahl points to recent wins in the hospitality sector as validation. In 2024, Atlas Logistics handled major hotel remodels and new construction projects, and that momentum has carried into 2025 with even more hospitality and specialized commercial

work. These projects require careful coordination, warehousing, and delivery, playing to Atlas Logistics’ strengths in high-touch project management, and have helped keep the logistics arm growing despite softer general freight volumes.

Internally, Wahl has built a highly adaptable team ready to pivot as demand shifts. Extensive cross-training over the past few years means his staff can “flex” to handle different types of business. If hospitality projects surge this quarter but next quarter brings a spike in retail distribution, the same team can adjust without missing a beat. By retaining key talent through the market’s ups and downs, Wahl has ensured that Atlas Logistics can seize opportunities without the lag of re-hiring or retraining.

Technology is another critical element of staying agile. Historically, Atlas’s various logistics operations used multiple disconnected systems, making it hard to get a clear picture of the business. To fix that, Wahl’s group is unifying its tools and standardizing data. For example, they implemented a common platform for sales and pricing, so all customer opportunities flow into one funnel. This not only speeds up quoting – now aided by data analytics and AI-driven pricing insights – but also ensures everyone is working from the same information. “We have to get consistent and standardized data... if your data’s not good, all the AI technology in the world is going to do you no good,” Wahl says. With cleaner, up-to-the-minute data, Atlas Logistics can optimize routes and capacity, provide more accurate delivery timelines, and respond faster to customer needs.

Wahl is also leveraging partnerships to improve efficiency and service. A prime example is a new agreement with Ryder for fleet maintenance, rolled out in late 2024. Now, all Atlas Logistics company-owned trailers and many trucks are maintained through Ryder’s nationwide network. In just the first few months, this move cut maintenance costs

“The system can do the tasking, so our people can focus on the customer.”

Phil Wahl

VP of Logistics for Atlas Van Lines

and improved Atlas's fleet safety scores. Consistent, preventive maintenance reduces breakdowns and costly downtime, and drivers benefit from quick assistance nationwide when issues arise. Wahl is encouraging independent Atlas agents to opt into the Ryder program as well, so they too can enjoy lower maintenance costs and higher equipment uptime, an instance of Atlas using its scale to help the whole network.

Wahl acknowledges that the logistics landscape is hard to predict. “It'd be tough to say what's going to happen in six months, much less 12 or 24,” he says. But he sees that uncertainty as motivation to stay nimble. The guiding philosophy is to remain flexible and ready. “That's what makes it exciting. You just have to be ready,” Wahl says. Having a versatile team and modern systems means Atlas Logistics can adapt to whatever the market throws at it. That readiness, rooted in both technology and talent, ensures Atlas Logistics will keep moving forward, together with its customers and agent partners, no matter what lies ahead.

Technology-Forward

Bringing Atlas's future-ready vision to life is an ambitious IT agenda spearheaded by **Ryan Parmenter**, Chief Information Officer of Atlas® Van Lines. Parmenter's mantra is that technology should serve people and amplify what they do best. “Technology touches everything, so the solutions have to uplift agents, not override them,” Parmenter says. His IT team works closely with every department – operations, finance, logistics, safety, sales – to ensure new systems fit how team work and deliver real improvements. They prioritize user-friendly design and thorough training, so employees feel confident rather than overwhelmed by changes. With modern cloud architecture and enterprise-grade security coming online, Atlas is becoming more connected and more secure. But Parmenter is quick to add that technology is a means, not the end goal: it's valuable only if it helps people make better decisions and provide better service. When reliable information flows through unified systems, “it gives us the ability to make decisions boldly and quickly,” Parmenter explains. It also frees IT to be a strategic partner rather than a perpetual problem-fixer.

Beneath these customer-facing changes, Parmenter is strengthening Atlas's **digital infrastructure and data integrity** – the bedrock of a future-ready enterprise. The company is moving away from a patchwork of legacy systems to a single integrated

platform for core operations. “The future of Atlas is one source of truth, no more 10 or 20 different versions of the same answer,” Parmenter says. In practical terms, that means an Atlas agent in the field, a van operator on the road, and a manager at headquarters will all work from the same real-time data about every move. This unified approach eliminates duplicate data entry and conflicting information. Everyone sees the full picture, and decisions that once required piecing together reports can now be made quickly with confidence. “When it's clean and all there, you trust it, and act more boldly,” Parmenter explains, highlighting how consistent data leads to more decisive action. It also paves the way for advanced analytics and automation. With high-quality, standardized data, Atlas can fully leverage machine learning where it counts, whether optimizing truck routes, forecasting capacity, or providing predictive insights to agents. As Parmenter puts it, “if your data's not good, all the AI technology in the world is going to do you no good.”

To accelerate this digital overhaul, Parmenter has shifted the IT team to a “configure versus code” mindset. Rather than build every application from scratch (as Atlas often did in the past), the team is now implementing proven software solutions for common needs and focusing their development efforts on integrations and unique capabilities. This lets Atlas benefit

from the latest innovations and update systems more easily over time. The IT department's approach to time management has changed as well. According to Parmenter, his team used to devote most of their hours to maintaining or repairing legacy systems. Now, freed from much of that maintenance, Parmenter's team can devote far more energy to strategic projects and innovations. That not only speeds up progress but also helps attract and retain top talent who want to work on cutting-edge initiatives rather than legacy upkeep.

By investing in digital transformation now, Atlas is ensuring it won't be caught flat-footed by changes in the industry. “We're not resting,” Parmenter says, underscoring that Forward Together in technology means continuously looking for improvements. From strengthening cybersecurity to exploring new customer service tools, Atlas is committed to leveraging its fiscal strength to drive innovation. The payoff will be a tech-enabled Atlas network that's more responsive, efficient, and ready for whatever the future brings.

Safety-Forward Culture

Diane Anderson, Vice President of Safety and Fleet Administration at Atlas® Van Lines leads with a “people first” philosophy, ensuring every driver and employee gets home safely. Anderson has transformed safety from a siloed, compliance-focused task

Modern tools
make jobs
easier and more
rewarding



into a proactive, collaborative process, emphasizing empathy and coaching alongside regulation. By breaking down barriers and fostering trust, her team now supports drivers, listens to concerns, and helps everyone embrace new safety technology as tools for support, not enforcement.

Leveraging real-time data, Atlas now provides agents and drivers with instant access to safety information, shifting from monthly manual reporting to daily management and faster interventions. Technology has streamlined processes, allowing the Safety team to focus on guiding outcomes and developing action plans, rather than just tracking numbers.

Anderson's leadership has cultivated a culture where safety is a shared responsibility, woven into every department and process. Through cross-training and automation, team members are empowered to contribute in new ways, bringing energy and collaboration to the safety group.

By integrating systems and unifying data, Atlas ensures safety isn't isolated, it's part of daily operations, enabling faster decision-making and more effective support for people on the ground. This future-forward, people-first transformation is making Atlas safer, stronger, and more connected, with every employee playing a vital role in the journey.

Agents "All In"

Perhaps the strongest signal of confidence in Atlas's future is coming from the agents themselves. McConnell emphasizes that the strategy Forward Together "has to start with the agents," and agents across the network are stepping up with major investments – effectively declaring they are **all in** with Atlas.

One example is **Apex Moving + Storage**, which recently opened a new 75,000-square-foot warehouse and operations center in Spring Hill, Tennessee, to capitalize on growth in Middle Tennessee. "Being 'all in' with Atlas means committing to the long-term strength of the network and the customers we collectively serve," says **Mitch Hulsey, President of Apex Moving + Storage**. By expanding capacity and capabilities in a booming market, Apex's investment reinforces its commitment to Atlas's future-ready vision and to delivering top-notch service for years to come.

On the West Coast, **Ace Relocation Systems** just cut the ribbon on a 108,000-square-foot warehouse in Auburn, Washington, its first permanent facility in the Pacific Northwest after more than three decades of serving the Seattle market. Ace was born in California, and Seattle was the first place it expanded outside its home state. This new, larger facility "reaffirms our long commitment to the Seattle market and the clients who count on us every day in the Pacific Northwest," says **Arianna Hernandez**, Seattle Manager at Ace Relocation Systems. Auburn was a strategic choice, offering quick access to the region's major business hubs and ports. The location "enables Ace to serve the entire region from a spot that offers us quick access to business hubs and every port," Hernandez notes, which helps Ace be the best resource possible to partners and customers.



APEX MOVING + STORAGE



ACE RELOCATION SYSTEMS



ACE RELOCATION SYSTEMS

“We need engaged agents, and it’s exciting to see that our best agents are growing and wanting to grow.”

Stacie Banks ◦

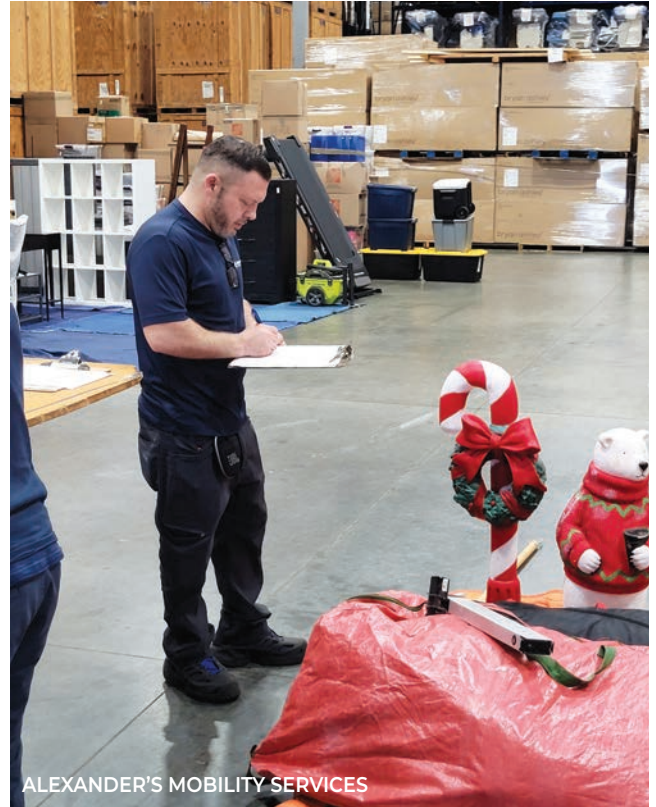
CFO for Atlas Van Lines

Within the Atlas network, other agents are making similar bets on growth. **Alexander’s Mobility Services** in Nashville, for instance, recently moved into a new 112,000-square-foot facility in Gallatin, Tennessee, after outgrowing its longtime location. Complete with training facilities and maintenance bays, the expansive new hub gives Alexander’s the ability to handle more residential and commercial volume than ever before. The investment signals that one of Atlas’s largest agents is building capacity in a key market and aligning with the Forward Together initiative in a very concrete way.

Longtime Atlas agent **Advanced Relocation Systems**, based in Baltimore, has also doubled down on being all in with the Atlas brand. ARS, which has been with Atlas for over 50 years, renewed its agency agreement for another five-year term and recently purchased four new climate-controlled trailers to expand its specialized fleet. ARS has been quick to adopt Atlas’s digital innovations as well, piloting new technology platforms to streamline how moving crews are coordinated. **Dalton Conklin**, President of ARS, believes technology will drive efficiency, but he emphasizes that “the foundation of this industry will always be the individuals providing the service.” ARS’s moves reflect that philosophy: even as they invest in high-tech tools and equipment, they recognize that success comes from empowering their people and diversifying services to meet customers’ evolving needs. After half a century with Atlas, ARS is still charging forward, blending innovation with its people-first values, a true embodiment of *Forward Together*.

Collectively, these agent initiatives reinforce a virtuous cycle. Atlas’s enterprise transformation is enabling agent growth, and in turn, agent investments are strengthening the Atlas network. “We need engaged agents, and it’s exciting to see that our best agents are growing and wanting to grow,” Banks observes. As agents expand and innovate, Atlas’s new systems will help them handle greater volume and complexity with ease. Meanwhile, the optimism and confidence demonstrated by these agents validate Atlas’s strategy and create momentum that benefits everyone.

After 75 years, Atlas is reinventing itself on every level – but one thing hasn’t changed: it’s still all about people. For Atlas, being “future-ready” doesn’t mean a faceless, automated operation. It means technology is used to amplify human expertise and enhance connections, not replace them. It means agents, drivers, and employees all working in sync on a shared platform to deliver seamless service, each of them more effective because they’re supported by the right tools and data. “We’re all on the same team working toward the same goal,” Banks affirms. The road ahead will demand focus, adaptability, and continued investment – in systems, in training, in communication, but Atlas is confident that by investing equally in its technology and its people, it will emerge stronger. Every innovation and process change begins and ends with Atlas’s people, and those people are, as ever – the driving force moving Atlas forward together. As Atlas steps boldly into the future, its unwavering commitment to putting people first makes every transformation not just possible, but powerful, ensuring the entire network thrives, together. •





Atlas Can



Forward Together in
 Uncertain Times:

Atlas Canada's Future-Ready Playbook

After 36 years with Atlas Van Lines Canada, President & COO **Fred Haladay** has seen the moving industry weather storm after storm – from economic recessions and political tensions to evolving family dynamics and the pandemic housing slump. Through it all, Haladay has led with a simple mantra he borrowed from the Bank of Montreal's CEO: "Understand the world with your head up. Execute with your head down." It's a balance of broad awareness and focused action that he believes is the only way to lead through uncertainty.

A Market in Flux, a Resolve Unshaken:

Haladay doesn't sugarcoat the challenges facing Atlas on both sides of the U.S.–Canada border. Consumer confidence has cooled; housing starts have slowed; families are staying put amid high interest rates and economic whiplash – trends mirrored in Canada and the United States alike. "Everyone's unsure," Haladay says plainly. "And when people are unsure, they don't buy houses. They don't buy cars. They don't relocate. That affects us – in both countries." Yet he is quick to emphasize that uncertainty does



not equal stagnation. "We're not crying because the sky is falling. We've lived through this before," he asserts. "You adapt, you move, you keep going." It's a mentality of resilience and unity, one that echoes Atlas's theme of "Forward Together" in a time some might be divided by borders. As Haladay affirms, "We love people in the United States. Don't ever think Canadians don't." In his view, Atlas is stronger when its North American family stands together, forward focused and unified.

Diversification & Innovation:

A decade ago, nearly 100% of Atlas Canada's earnings came from household-goods moving. Today, roughly 42–43% is driven by Orbit Brokers and Connect Logistics, a testament to bold diversification. "We will always be household goods movers – that's our legacy. But we can't be dependent on one segment anymore. We need stability for the next 10, 20, 30 years," Haladay explains. E-commerce and last-mile delivery have exploded, and Atlas Canada's network, uniquely reaching small and remote communities, positions it as a crucial logistics partner for modern home delivery. "Home delivery exploded during



COVID-19. We were ready. And that's because our agents have diversified too," he notes. This strategic expansion, coupled with two consecutive record profit years, has given Atlas Canada the financial runway to invest in the future while weathering economic headwinds.

“Your people are your company. If they feel supported, they’ll support your customers. If they don’t, nothing else matters.”

Fred Haladay

President & COO for Atlas Van Lines Canada

Technology Powered by People: In charting a future-ready network, Haladay is championing technology that enhances, not replace, human connection. Atlas is moving toward one unified operating system across all divisions, providing a single source of truth and enabling faster, data-driven decisions. He’s also embracing artificial intelligence to streamline internal processes, but always with a people-first caveat. “AI should never replace a real person when someone is stressed, moving their family, and needs help,” Haladay emphasizes. “But it can take away the mundane tasks that keep our staff from answering the phone right away. That’s the balance.” It’s a philosophy that matches the upcoming Atlas Forum theme “Future Forward, People First,” and underscores Atlas Canada’s commitment to innovation grounded in empathy.

Culture: A Family Moving Families: Ask Fred Haladay about his team, and his tone turns unmistakably heartfelt. “This has never felt like a corporation. It is a family. And that is our biggest strength,” he says. That family spirit informs everything: strict standards in hiring, an ethos of empathy on move day, and an unwavering belief that taken care of employees will take care of customers. “Your people are your company. If they feel supported, they’ll support your customers. If they don’t, nothing else matters,” Haladay insists. This

people-centric approach resonates at every level of Atlas Canada and aligns with the Forward Together mission, reinforcing that, even in volatile times, the human touch is what moves Atlas forward.

As Fred Haladay looks to retire in 2027, he expresses immense confidence in the next generation of leaders, and the strategic direction set in motion. For now, his focus remains on guiding Atlas Canada “forward together”, building a future-ready network powered by technology and firmly grounded in people. •

Every Move Makes a Difference.
Supporting Communities,
One Move at a Time.

Tree Canada Food Banks Canada





The Industry's Longest Running Survey Reveals Resilience and Growth in 2026

The 59th Annual Atlas® Corporate Relocation Survey reveals sustained momentum in employee mobility, strategic investment in talent, and the evolving role of AI in workforce planning.

For nearly six decades, Atlas® has tracked the pulse of corporate relocation, and in 2025, that pulse remained strong. Our 59th Annual Corporate Relocation Survey reveals an industry demonstrating remarkable resilience in the face of economic uncertainty, housing volatility, and evolving workforce expectations. With 54% of companies reporting increased relocation volume and 57% expanding their budgets, the data tells a clear story: organizations continue to view relocation as a strategic investment in talent recruitment and retention.

This year's findings illuminate critical trends shaping the future of workforce mobility, from the growing influence of AI to the intensifying focus on family-centered support. As HR professionals and corporate leaders navigate 2026, understanding these shifts isn't just helpful, it's essential.

RELOCATION VOLUME GROWTH

54%

Companies reported increased relocations in 2025, with 52% expecting further growth in 2026

BUDGET INVESTMENT

61%

Companies expect to increase relocation budgets in 2026, reinforcing commitment to mobility

TALENT INVESTMENT MINDSET

90%

View relocation expenses as investment in talent recruitment and retention

AI TRANSFORMATION

63%

Companies reporting increased AI adoption, with 76% providing employee AI training

The Growth Story

What's Driving Mobility Forward

Since 1968, Atlas® has conducted the industry's longest-running corporate relocation survey, analyzing trends and providing insights that help organizations make smarter mobility decisions. This 59th edition surveyed 549 decision-makers across over 20 industries between January 5-16, 2026, capturing the perspectives of companies of all sizes—from small organizations with fewer than 500 employees to large enterprises with 5,000+ team members.

Despite global economic headwinds and a labor market that ended 2025 at 4.6% unemployment, corporate relocation proved its staying power. More than half

of surveyed companies experienced volume increases, with medium and small companies leading the charge. This growth reflects fundamental business drivers: 41% cited company expansion, 29% reported increased production, and another 29% underwent corporate reorganization to support strategic growth.

The healthcare sector, representing 16% of survey respondents - experienced 3% growth from January 2025 to January 2026, making it one of only five U.S. sectors to expand during this period. Construction, another key industry represented at 12%, also showed resilience with 0.5% growth.

Budget Reality: Sustained Investment

Budget trends mirror volume optimism. 57% of companies increased relocation budgets in 2025, and 61% anticipate further increases in 2026. This financial commitment aligns with how companies view their own performance: 64% reported stronger financial performance in 2025 compared to 2024. Most telling, 90% of organizations categorize relocation expenses as an investment in talent, not merely a cost center.



Challenges & Solutions

The Employee Perspective—What's Holding Talent Back

Understanding Decline Drivers

In 2025, 46% of companies reported more employees declining relocation offers. The reasons reveal what matters most to today's workforce:

- Family issues and ties (34%) remain the number one barrier, reflecting the complex caregiving landscape where U.S. workers manage an average of four different childcare arrangements.
- Housing concerns at destination (28%) and at origin (21%) create financial anxiety, particularly as 30-year mortgage rates hovered around 6-7% throughout 2025.
- Children's education disruption emerged as a top five concern in its first year being tracked.

These aren't just statistics - they represent genuine life challenges that smart companies are addressing head-on.

HOUSING CHALLENGES 49%

of employees declined relocation due to housing concerns at origin or destination, with volatile markets creating affordability barriers

FAMILY FIRST 34%

cited family issues/ties as the top reason for declining—caregiving responsibilities and school disruption remain critical barriers

SUPPORT SYSTEMS MATTER

Companies offering family support, mental health resources, and housing assistance see higher acceptance rates

How Forward-Thinking Employers Respond

Leading organizations are meeting employees where they are with comprehensive support:

Family-Centered Solutions:

- 38% help find healthcare providers
- 35% assist with school and daycare searches
- 34% support community integration
- 31% provide spouse/partner job search assistance
- 56% have practices for relocating family members with special needs

Housing & Financial Support:

- 52% offer cost-of-living adjustments
- 55% help find new housing
- 48% assist with packing, moving, and unpacking
- 28% provide mortgage rate assistance for Mental Health & Well-Being: *For the first time, the survey asked about mental health support—and the results show meaningful progress. 50% of companies now provide access to Employee Assistance Programs (EAPs) during relocation, while others offer stress management workshops, mental health app subscriptions, and local mentor programs.*



The AI Revolution in Relocation

From Automation to Augmentation

Artificial intelligence is no longer emerging—it's arrived. 63% of companies reported greater AI adoption in 2025 compared to the prior year, with 64% expecting to use AI tools even more in 2026.

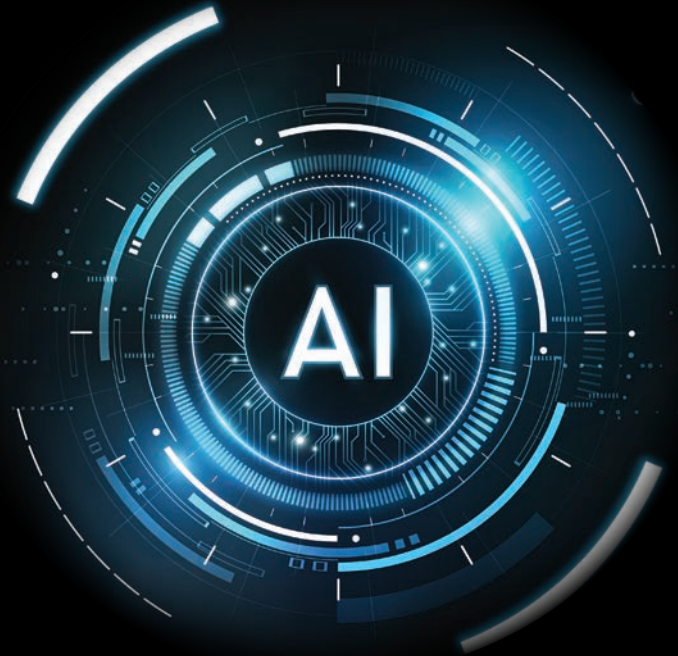
TOP AI APPLICATIONS:

1. Budget setting and tracking (40%)
2. Analyzing applications/resumes (37%)
3. Employee monitoring/activity tracking (35%)

Interest in next-generation AI agents—systems that autonomously perform tasks—is high, with 63% of companies somewhat or very likely to adopt AI agents for relocation-related work in 2026.

THE HUMAN TOUCH REMAINS ESSENTIAL

Importantly, 71% of companies did not reduce their HR or relocation workforce due to AI technology. Instead, they invested in their people: 76% provided AI training to help employees harness these tools effectively. According to research cited in the survey, workers who master AI skills command a 56% wage premium, and their companies experience 3x higher revenue growth per employee.



Strategic Insights for HR Leaders

| STRATEGIC AREA | KEY FINDING | WHY IT MATTERS |
|--------------------------------------|---|---|
| Relocation as Competitive Advantage | 90% view relocation as talent investment | Organizations that fund mobility strategically attract and retain top performers in tight labor markets |
| Policy Flexibility | 51% frequently make policy exceptions | Rigid policies conflict with rapid workforce changes—adaptability wins |
| Employee Feedback Loops | 41% always collect relocation feedback (↑12% vs 2024) | Data-driven policy refinement improves acceptance rates and employee satisfaction |
| What Employees Value Most | Total financial value (58%), family support (49%), spending flexibility (47%) | Align benefits with employee priorities to maximize program effectiveness |
| Productivity-Driven Workplace Models | 55% cite productivity as top factor shaping workplace strategy | Return-to-office and hybrid policies directly drive relocation demand |
| International Mobility | 94% reported H-1B visa fee impact on budgets | Regulatory changes require proactive policy and budget adjustments |

POLICY EVOLUTION

Companies reporting year-over-year decreases in formal policies signal a shift toward flexibility and employee-centered approaches

RECRUITING & RETENTION PRIORITY

52% agree they've lost good employees due to relocation policy limitations—driving 90% to make talent retention a top priority

MEASUREMENT MATTERS

50% measure on-time completion, 43% track budget adherence—yet the most successful programs also prioritize employee experience metrics

Looking Ahead—2026 and Beyond

The 2026 Corporate Relocation Survey reveals that leading organizations are responding to economic uncertainty by making strategic investments in mobility programs, emphasizing comprehensive employee support, and integrating technology to enhance—rather than replace—human judgment. Adaptability and flexible relocation policies have become key to meeting evolving employee needs, while long-standing housing affordability challenges continue to influence program strategies. These findings emphasize the necessity for corporate leaders to strike a balance between structure and flexibility, ensuring mobility initiatives are resilient, employee-oriented, and aligned with the changing realities of the workforce.

THE ATLAS ADVANTAGE: 59 YEARS OF INDUSTRY LEADERSHIP

Since 1968, Atlas® has conducted the industry's longest-running corporate relocation survey, analyzing trends and providing insights that help organizations make smarter mobility decisions. This 59th edition surveyed 549 decision-makers across over 20 industries between January 5-16, 2026, capturing the perspectives of companies of all sizes—from small organizations with fewer than 500 employees to large enterprises with 5,000+ team members.

WANT TO DIVE DEEPER?

Access the complete survey results, historical insights, and interactive data visualizations at atlasvanlines.com/resources/corporate-relocation-survey or contact Atlas Corporate Marketing at: marketing@atlasworldgroup.com.

YOUR VOICE MATTERS

Be part of next year's survey and help shape industry insights. Email survey@atlasworldgroup.com to participate in the 60th Annual Atlas Corporate Relocation Survey. •

INDUSTRY AWARDS:

2025 Weichert Partner of the Year

- **2RD RUNNER UP**
Collins Brothers Moving Corporation
- **1ST RUNNER UP**
Schiele Relocation Services Inc.
- **WINNER**
Wm Duggan Co., Inc.

2025 NEI Global Relocation GPA Award Winners

Own It Award Winners

- Palmer Moving Services
- Ace Relocation Systems
- Ace World-Wide Relocation

Service Exceeding Expectations Awards

- Alexander's Mobility Services



2026 HRO Baker's Dozen Customer Satisfaction Ratings

CORNERSTONE RELOCATION GROUP NAMED #1 RELOCATION COMPANY

Cornerstone Relocation Group has been named the #1 Relocation Management Company overall in the 2026 HRO Baker's Dozen Customer Satisfaction Ratings, the industry's most recognized benchmark based on verified client feedback, marking its 11th consecutive year in the rankings.

Atlas® World Group International:

BUILDING TOMORROW'S GLOBAL MOBILITY EXPERIENCE

Atlas® World Group International continues to evolve with intention, strengthening its ability to support customers navigating an increasingly complex global landscape. With extensive expertise in international relocations across corporate, military, and government sectors, the team is focused on anticipating market shifts, simplifying global mobility, and delivering clarity in moments that can feel overwhelming for customers.

For **Christy Lewis**, Vice President & General Manager of Atlas International, the mission for 2026 is clear: continue expanding top-line growth, modernize the customer and employee experience through technology, and develop the next generation of international relocation leaders. “Our goals this year are to continue our growth and diversification while implementing key technologies that enhance both the customer and employee experience,” Lewis explains.

As organizations navigate geopolitical uncertainty, new compliance requirements, and rising cost pressures, global mobility programs are shifting. Companies are moving away from one-size-fits-all models and toward personalized mobility strategies that prioritize employee well-being. “International moves affect entire families,” Lewis notes. “Success is no longer measured only by delivery timelines, organizations are looking at how well employees and their families transition.”

To meet that need, Atlas International is strengthening its end-to-end coordination model. Detailed early planning helps clients move from reactive problem-solving to proactive, confident decision-making. “Early consultation allows us to align business objectives with mobility realities before commitments are made,” she says. “It reduces last-minute disruptions and gives customers peace of mind.”

“Our ambition is to make international mobility as simple and transparent as possible — and to guide customers confidently through every step of the journey.”

Christy Lewis

Vice President & General Manager,
Atlas International



Atlas International is also focusing on balanced modernization: leveraging technology for transparency and real-time updates while preserving the personal, human support customers rely on. “Technology is great for timely status updates,” Lewis explains, “but the human, empathetic approach is still required, especially in global mobility.” From navigating lithium battery regulations to rerouting shipments during unexpected port disruptions, the team’s agility reinforces its value. “I’m most proud of our adaptability,” Lewis shares. “The ability to pivot quickly and find solutions with little to no impact on the customer is incredibly important.”

With sustainability becoming a growing priority in global transportation, Atlas International is also preparing clients for what’s ahead. ESG considerations, environmental transparency, and eco-friendly mobility options are becoming increasingly common factors in RFPs and global policy design.

Above all, Lewis says the team’s purpose remains unchanged: creating clarity during one of life’s most complex transitions. “Our ambition is to make international mobility as simple and transparent as possible,” she emphasizes. “We want customers to feel supported every step of the way.” •





Building Mobility Programs for What's Next - **CORNERSTONE**

Organizations today are navigating a convergence of pressures, including economic uncertainty, geopolitical dynamics, evolving immigration requirements, and rising expectations from employees relocating for work. At Cornerstone, Janelle Piatkowski helps clients respond to these challenges by redesigning mobility programs through a balanced lens of operational efficiency, compliance discipline, and employee experience. The focus is not simply on managing relocations, but on ensuring mobility programs function as strategic talent tools that support workforce movement while protecting budgets and employee wellbeing.

Technology plays a foundational role in that approach. Cornerstone's TrackStar platform integrates dashboards, real-time program data, and analytics that provide clear visibility into mobility activity, including communication history, expenses, and supplier engagement. Access to reliable data allows organizations to better monitor activity, manage costs, and

maintain compliance across increasingly complex relocation programs. At the same time, Janelle emphasizes that technology is most effective when it supports, rather than replaces, the expertise of experienced mobility professionals.

As organizations seek to balance financial discipline with employee experience, many are evolving their mobility policies. Janelle sees growing adoption of core and flex structures, along with tiered support models that help control costs while still offering meaningful relocation assistance. At Cornerstone, policy design focuses on preserving choice and flexibility for employees without sacrificing governance or compliance, treating mobility as both a financial investment and a people strategy.

Despite advances in technology, relocation remains a deeply personal experience. Every relocating employee works with a dedicated consultant who serves as a guide throughout

the process. Technology enhances that relationship by reducing administrative friction and providing insight, allowing teams to focus on supporting people through a major life transition. Cornerstone invests heavily in training consultants not only on systems and compliance, but also on communication, empathy, and problem-solving to keep the personalized human experience central.

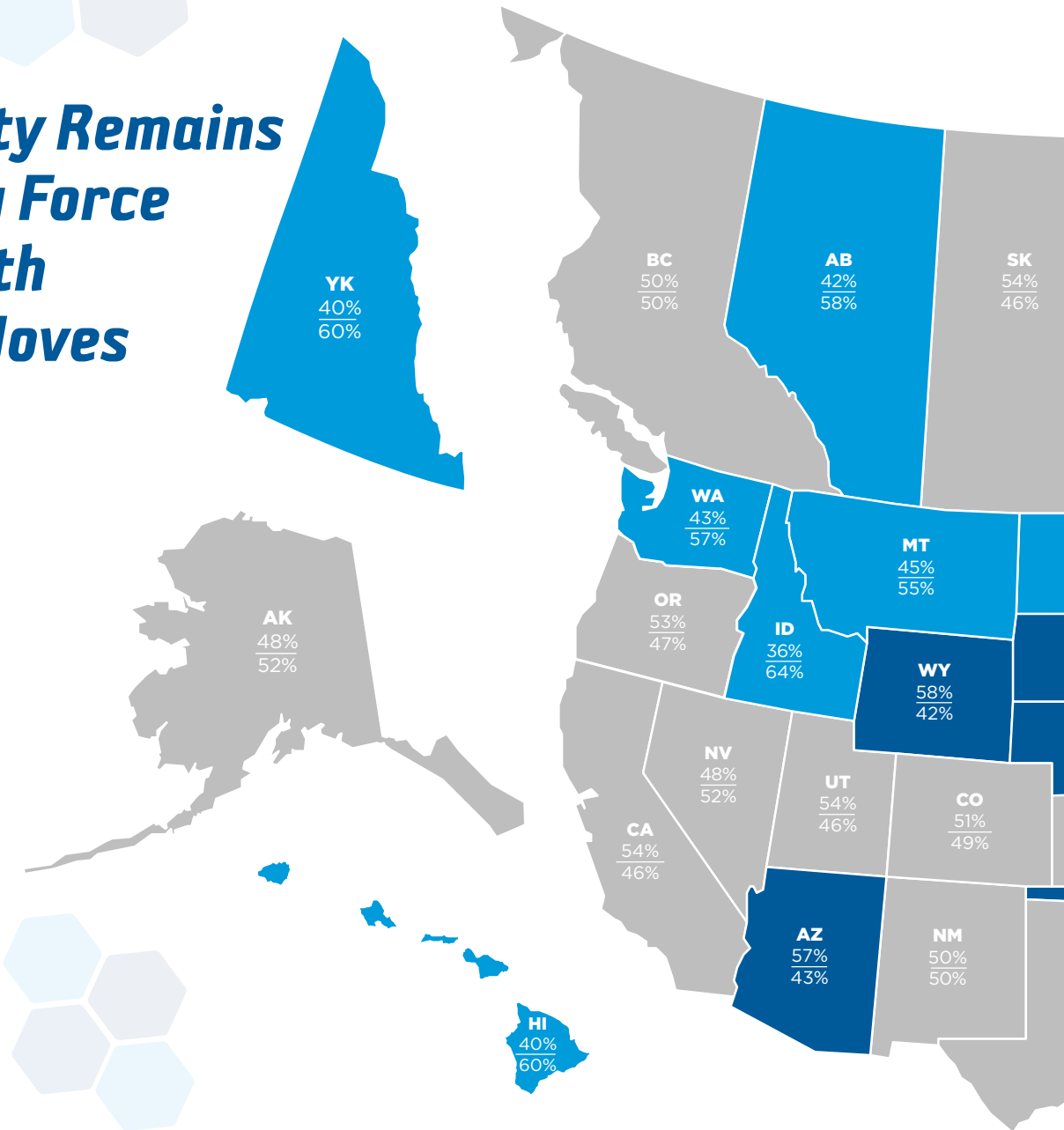
Economic pressures and expenses not fully covered by policy benefits can create uncertainty for relocating employees, particularly as they take on new responsibilities in a new location. Janelle believes trust is built through responsiveness, transparency, and experienced guidance. Looking ahead, "Built for What's Next" means preparing mobility programs with greater clarity, flexibility, and resilience, combining advanced technology with experienced, empathetic professionals who help organizations and employees navigate change with confidence. •

Affordability Remains the Leading Force Behind North American Moves

Each year, the Atlas® Van Lines Migration Patterns Study reveals where people are moving across the United States, Canada, and internationally. The 2025 findings, based on moves completed from Nov. 1, 2024, to Oct. 31, 2025, highlight one defining theme: *affordability continues to steer relocation decisions.*

Interstate activity remained steady and aligned with recent U.S. Census trends. Yet overall mobility continues to lag historical norms due to high housing costs, elevated interest rates, and limited home inventory—all factors contributing to slower homebuying and longer stays in place.

“Americans are still moving, albeit at changing rates. Some areas of the mobility industry, mainly interstate moves, remain constant year-to-year,” said Ryan McConnell, President & COO of Atlas Van Lines. “Our industry needs to be proactive in preparation while also being agile when responding to changes in the mobility, job, and housing markets.”



| STATE | Inbound - More than 55% of total shipments moving into the state (subtotal on bottom) |
|----------|---|
| Outbound | Outbound - More than 55% of total shipments moving out of the state (subtotal on top) |
| Inbound | Balanced - Inbound and outbound individually represent 55% or less of total shipments. |

U.S. MIGRATION TRENDS

TOP INBOUND STATES

- Arkansas
- Idaho
- North Carolina
- Hawaii
- Washington, D.C.
- Tennessee
- Washington
- Alabama
- North Dakota
- New Hampshire

Arkansas ranks #1 inbound for 2025. Notably, 38% of all inbound Arkansas moves went to Bentonville—the only state where a single city accounted for a majority of inbound shipments.

TOP OUTBOUND STATES

- Louisiana
- West Virginia
- Wyoming
- Delaware
- Nebraska
- Arizona
- Iowa
- Oklahoma
- South Dakota
- South Carolina

Louisiana leads outbound for the second year in a row. Three states that were outbound in 2024—California, Illinois, and New York—shifted to balanced status this year, reflecting a growing “lock-in effect,” where homeowners stay put to preserve lower mortgage rates.

INTERNATIONAL RELOCATION TRENDS

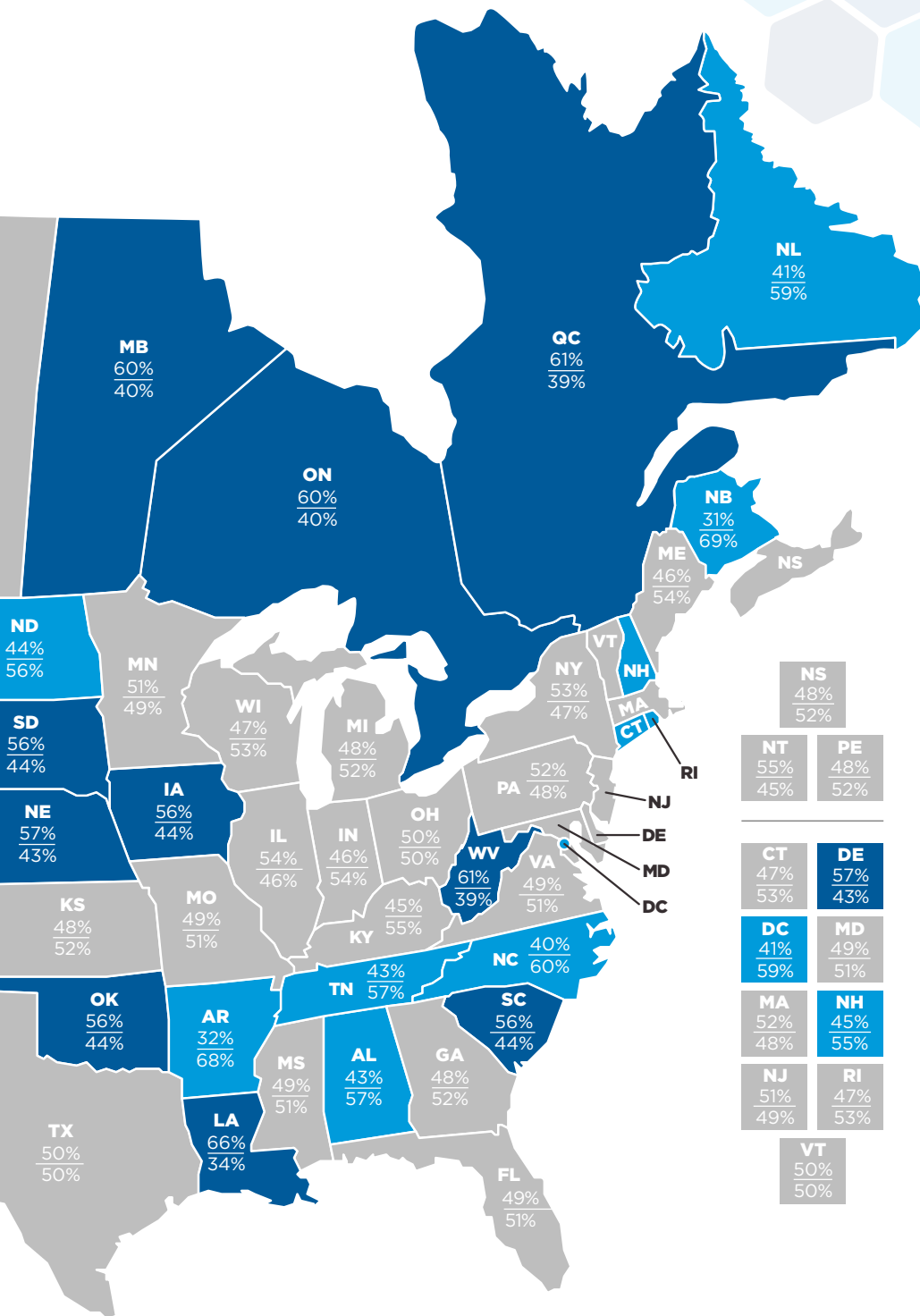
Atlas® World Group International saw continued movement across Asia, Europe, Africa, and North America.

TOP 10 INTERNATIONAL INBOUND

1. India
2. France
3. Canada
4. Turkey
5. Spain
6. Thailand
7. Senegal
8. Philippines
9. Vietnam
10. Belgium

TOP 10 INTERNATIONAL OUTBOUND

1. Bangladesh
2. Tanzania
3. Cambodia
4. Mexico
5. Pakistan
6. Indonesia
7. Estonia
8. China
9. Greece
10. Macedonia



CANADIAN MIGRATION TRENDS

Canadians continued trending toward northern and coastal regions, leaving more central provinces.

TOP INBOUND PROVINCES

- New Brunswick
- Yukon
- Newfoundland and Labrador
- Alberta

TOP OUTBOUND PROVINCES

- Quebec
- Manitoba
- Ontario

These global flows reflect ongoing demand for international assignments, cross-border career moves, and personal relocations driven by cost, lifestyle, and opportunity.

HOW WE CLASSIFY MOVEMENT

A state, province, or country is categorized as inbound or outbound when at least 55% of total shipments move in that direction. All regions falling below that threshold are labeled balanced.

REMEMBERING RAYMOND PAT WELCH SR.

A LEGACY OF HARD WORK, HUMILITY, AND HEART



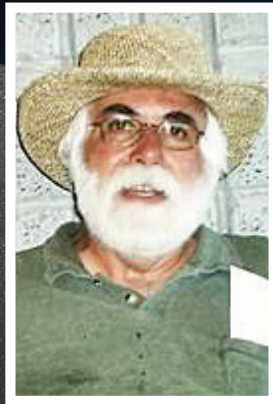
“He never wanted recognition, but his generosity touched everyone around him and continues to guide us today.”

PJ Welch

Son of Raymond

Pat Welch Sr.’s devotion to Atlas was unwavering and lifelong. In March 1976, he purchased Cardinal Van & Storage in Twentynine Palms and immediately aligned it with Atlas Van Lines, beginning an agency partnership that would last nearly 50 years. From that day forward, Pat was only ever an Atlas agent, he never flew any colors but Atlas’s. This steadfast loyalty exemplified his commitment: he remained “*super proud of the van line*” throughout his career, even emblazoning his beloved 1965 El Camino with Atlas’s stripes as a daily reminder of the brand he championed.

Over the decades, Pat rose through every rank – from truck helper, to salesman, to agency owner, and ultimately became a proud Atlas shareholder, a role he held for nearly half a century. He believed deeply in “*the high standards that define the Atlas family*,” and he upheld those values in everything he did. As one of Atlas’s longest-tenured agents, Pat earned immense respect among his peers across the Atlas network. Fellow agents knew him as a humble



yet influential leader – a man who led by example and never lost sight of the importance of quality, integrity, and generosity. He didn’t seek the spotlight or personal accolades, but his quiet leadership spoke volumes. Many in the Atlas family looked up to Pat as a mentor and a steady guiding presence who was always willing to help others succeed. In fact, his generosity and principled approach touched everyone around him and “*continues to guide us today*,” as his son PJ observed.

In short, Pat Welch Sr.’s legacy within Atlas goes beyond the company he built, it lives on in the extended Atlas agent family that he inspired. His 50-year example of hard work, loyalty to Atlas, and heartfelt leadership

has strengthened the entire network. Pat’s fellow agents remember him not only as a colleague, but as a standard-bearer of Atlas’s values. His life is a testament to the idea that success in business and community comes from humble service and unwavering commitment, a legacy of hard work, humility, and heart that will continue to shine in the Atlas family for years to come. •



AGENTS IN THE INDUSTRY

Agents "Move" for Hunger:

Turning Every Move Into a Meal

Across the Atlas network, agents are helping fight food insecurity by partnering with **Move For Hunger**, a nonprofit that collects nonperishable food from families who are relocating and delivers it to local food banks. Instead of letting food go to waste, Atlas agents use their trucks and logistics expertise to support families in need. In 2025, Atlas agents transported more than half a million pounds of donated food through this partnership.

Apex Moving + Storage

Apex Moving + Storage in Nashville, Tennessee was recognized as Move For Hunger's **2025 Agent of the Year**. The company opened a new 75,000 square foot warehouse in Spring Hill, Tennessee in February 2025. Shortly after, Apex transported 1,000 meal kits, equal to 20 pallets of food, to Second Harvest Food Bank of Middle Tennessee at no cost to the organization. Apex employees also participated in the Music City Drop fundraising event in Nashville. Two members of the team rappelled 20 stories down the Omni Hotel, contributing to efforts that helped raise the equivalent of 680,000 meals. To date, Apex has helped provide more than 333,000 meals through food drives, event volunteering, and donation transport. The Apex team shared that supporting organizations that make a difference in their community is something the entire staff takes pride in.

Paxton Van Lines

Paxton Van Lines in the Washington, D.C. region has been a long-standing partner of Move for Hunger. Paxton was named Mover of the Year in 2022. Over the past two years, the company has transported more than 330,000 pounds of food, equal to about 275,000 meals. Paxton donates crews and trucks every week to the Dale City Farmers Market in Virginia to collect leftover produce. During the first year of this effort, Paxton recovered about 100,000 pounds of fruits and vegetables that would have otherwise been discarded. Chief Operating Officer William Paxton shared that Move For Hunger's team works with passion and helps ensure surplus food reaches those who need it.



Alexander's Mobility Services

Alexander's Mobility Services will serve as the title sponsor for Move for Hunger's Bay Area Truck Pull fundraiser in 2026. Alexander's has a history of strong involvement with the organization. Move For Hunger founder Adam Lowy noted that Alexander's is always willing to do what is needed to support the mission. Several years ago, Vice President Zeke Oakes jumped from the 108th floor of the Stratosphere Tower in Las Vegas after challenging peers in the relocation industry to raise \$10,000 for Move for Hunger. That effort contributed to a broader campaign that raised more than \$65,000 and helped provide almost 165,000 meals.

Ace Relocation Systems

Ace Relocation Systems is a family-run agency that incorporates Move for Hunger into its company culture. Its annual "Spread the Love" food drive collects peanut butter, jelly, and similar staples across all Ace branches. Ace has also supported the Bay Area Truck Pull since it began and has provided both a moving truck and a team for the event each year. The company's Los Angeles branch recently delivered 30 pallets of food to the Orange County fairgrounds for a large hunger-relief event.

A MESSAGE FROM MOVE FOR HUNGER

During a recent interview with Amplifier, Move for Hunger founder Adam Lowy shared that "Atlas agents... they are always willing to go above and beyond to lend a hand."

He also emphasized that "people want to do good. You just must make it easy." Network Engagement Manager Hannah Lane added, "If they are not currently involved, reach out to us and join us. If they are already involved, let us do more together."

Across the country, Atlas agents are demonstrating how the moving industry can support local families by contributing time, effort, and transportation resources. Through their partnership with Move For Hunger, they continue to help move food to the people who need it most. Agents not yet involved, visit moveforhunger.org/join to get started •

A Tradition of Courage, Community, and Hope



Where Memory Meets Mission

Every July in Westchester County, where the Connecticut shoreline meets Long Island Sound, over 650 swimmers, hundreds of volunteers, and nearly 2,000 supporters unite with one goal: to advance the fight against cancer. For Atlas® Agent Frank Webers, President of Collins Brothers Moving Corporation, this event began as a deeply personal promise made in honor of his late wife, Kathy, before becoming the Sound's largest charity swim.

In 1992, after Kathy lost her battle with cancer at 43, six local lifeguards approached Frank to organize a charity swim across the Sound to raise money for cancer research. Frank agreed and hosted a beachside barbecue for the swimmers. That inaugural year, they raised \$15,000. "It was small, but it was meaningful," Frank recalls. "We never imagined what it would turn into."

A Community in Motion

Year after year, the swim grew, adding mile and two mile options, and eventually eight summer pool events for children as young as eight. These young swimmers pitch in with lemonade stands, bake sales, and neighborhood fundraisers, embodying the spirit of community that drives the event. "It's grassroots," Frank says. "People raising what they can, \$500, \$1,000. That's what this event is built on."

Today, the Long Island Sound chapter of Swim Across America is the nation's largest, raising \$2.3 million in 2025 alone. The event brings together teams,

kayakers, police, clubs, and families for a day filled with hope and celebration. "This is a feelgood day," Frank jokes. "Not like going to dinner where you can't wait to leave."

A Ripple Reaching Farther Than the Shore

Funds raised support cutting-edge cancer research at two major labs and a local organization that helps patients with essentials like food and transportation. The impact is real: Keytruda, a world-renowned immunotherapy, was developed





“When you’re facing cancer, you feel helpless. Supporting something like this gives people hope. It reminds you that you can make a difference.”

Frank Webers
Atlas® Agent, Collins Bros.

in a supported lab, and a new treatment for stage-four colorectal cancer recently achieved a 100% success rate in clinical trials. “When you meet the researchers, you realize how close they are to real breakthroughs,” Frank says. “We’re helping make that possible.”

Teamwork at Heart

Frank insists the event’s success is all about the team: committee members, volunteers, swimmers, families, clubs, first responders, and supporters across the Atlas network. His five children and grandchildren are deeply involved, with his son serving on the committee. Collins Brothers employees help with logistics and support in countless ways. “I’m blessed,” Frank says. “I’m surrounded by amazing people.”

A Legacy of Service

Collins Brothers Moving Corporation, founded in 1910 and family-led since 1972—has a long-standing commitment to professionalism and service. Supporting Swim Across America is among its most personal and enduring efforts. Frank hopes more Atlas agents will get involved: “When you’re facing cancer, you feel helpless. Supporting something like this gives people hope. It reminds you that you can make a difference.”



EVENT INFO & DONATION PAGE



2025 RECAP VIDEO



Get Involved

Learn more or support the cause at swimacrossamerica.org/long_island_sound.

TEAMMATES IN MOTION

Welcoming New Faces and Celebrating Promotions

As Atlas® accelerates into a new era, our leadership team is gaining fresh energy and expertise. Meet the new hires and recently promoted leaders whose drive and vision are propelling our organization forward, each bringing their own momentum in motion to Atlas.



MARY REILLY

Vice President, Global Business Solutions

Mary brings more than 25 years of experience building trusted partnerships with clients and industry partners worldwide. She works closely with organizations to understand business goals and design mobility programs that combine high-touch service with smart, technology-enabled solutions. Known for her collaborative, hands-on approach, Mary helps clients navigate complex mobility needs with clarity and confidence. Before joining Cornerstone, she held senior leadership roles across enterprise sales, client strategy, and program development within both relocation management companies and corporate environments, bringing a strong, client-centric perspective to her work.

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CORPORATE MARKETING

The Corporate Marketing team continues to move Atlas forward, even through a period of change. Over the past several months, the team has adapted, realigned, and sharpened its focus, all while continuing to support the Atlas brand, its subsidiaries, and the Agent network with consistency and care.

Together, this group has embraced change, leaned into collaboration, and continued to build trust through clear communication and thoughtful marketing. With a strong foundation in place and a shared focus on what's ahead, the Corporate Marketing team is ready to move full speed, supporting Atlas' goals and the success of the entire network.



HALEY SHOULDERS

Marketing Specialist

Haley Shoulders is a Marketing Specialist at Atlas, where she supports both the Atlas Logistics and Atlas International teams. She graduated from the University of Southern Indiana with a Marketing degree and now helps manage social media, create marketing content, and support projects that strengthen Atlas' brand presence. She enjoys contributing to cross-team projects and finding new ways to make marketing more effective.

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MADDIE KAUTZMAN

Communications Specialist

Maddie is a Communications Specialist at Atlas, where she supports the Atlas brand and its subsidiaries through social media, communications, and PR. She began her journey at Atlas as a marketing intern and transitioned into her current role while completing her degree in Public Relations and Advertising from the University of Southern Indiana. In her role, Maddie contributes to initiatives that strengthen brand messaging and help share the stories behind Atlas and its network.

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CHELLSIE PARKER

Marketing and Communications Manager

Chellsie Parker is an Emmy Award-winning journalist, turned marketing and communications leader with a passion for helping businesses grow. A proud Purdue University graduate and Boilermaker at heart, she also spent years covering SEC powerhouses like the Arkansas Razorbacks and Florida Gators as a sports reporter. Before joining Atlas, Chellsie supported local entrepreneurs through her work at the Evansville Regional Economic Partnership, where she led community engagement

and business development initiatives. Now, as Marketing and Communications Manager at Atlas, she's proud to help family businesses thrive within the Atlas Agent network. One of her proudest moments? Helping bring the iconic Atlas Blue Blaster hydroplane back to life, a full-circle moment after covering Jimmie Johnson at the Daytona 500 earlier in her career. Chellsie believes great marketing is about more than messaging, it's about building trust, telling meaningful stories, and creating lasting connections.

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SARAH TUMA

Marketing Specialist

Sarah Tuma is a Marketing Specialist at Atlas, where she supports brand awareness, campaign execution, and strategic marketing initiatives. She graduated from the University of Southern Indiana with a degree in Public Relations and Advertising and a minor in Marketing. Sarah began her career with the Downtown Evansville Improvement District, where she contributed to communications efforts that supported local growth, before joining Atlas as a marketing intern, contributing to brand development. After graduation, she served as Marketing Manager at Junior Achievement of Southwestern Indiana, leading campaigns, and revitalizing strategy. Now back at Atlas, Sarah enjoys creating strategic, outcome-based marketing that supports brand growth and meaningful connections.



JENNA BRINKMEYER

Senior Product Specialist (Business Development)

Jenna Brinkmeyer is a Senior Product Specialist on the Business Development team at Atlas Van Lines. Since joining Atlas in 2018, Brinkmeyer has gained extensive experience in corporate marketing and communications, collaborating across Atlas subsidiaries and departments to serve Atlas Agents and customers. She reports to Bradley Beyer, Atlas's Product Manager – Government & Military Services, who leads Atlas's government and military relocation product line and provides Atlas Agents with the knowledge, tools, and infrastructure to successfully handle military (DP3) and government (GSA) shipments. Throughout her tenure, Brinkmeyer has been instrumental in the successful launch and execution of numerous Atlas publications, marketing initiatives, and company events. In her current capacity, Brinkmeyer leverages her in-depth understanding of the company and the industry, alongside her expertise in marketing, to support Atlas's corporate, government, and military service lines. She holds a Master of Business Administration and a Bachelor of Science in Public Relations and Advertising from the University of Southern Indiana.

Bradley Beyer, Atlas's Product Manager – Government & Military Services, who leads Atlas's government and military relocation product line and provides Atlas Agents with the knowledge, tools, and infrastructure to successfully handle military (DP3) and government (GSA) shipments. Throughout her tenure, Brinkmeyer has been instrumental in the successful launch and execution of numerous Atlas publications, marketing initiatives, and company events. In her current capacity, Brinkmeyer leverages her in-depth understanding of the company and the industry, alongside her expertise in marketing, to support Atlas's corporate, government, and military service lines. She holds a Master of Business Administration and a Bachelor of Science in Public Relations and Advertising from the University of Southern Indiana.



KYLE LESLIE

Private Client Product Specialist

Kyle Leslie graduated from the University of Southern Indiana with a bachelor's degree in marketing and economics. As a Private Client Product Specialist at Atlas Van Lines, Kyle channels his passion for relationship building, agent enablement, and customer success. He reports to Calvin Goins, Atlas's Product Manager – Private Client, who oversees Atlas's private client product line and supports the agents handling these moves, enabling the company to respond quickly to industry changes. Kyle's background includes experience in sales support, freight efficiency, and eCommerce, giving him a well-rounded perspective in his role. He partners with organizations such as USAA and AAA, supports a broad agent network, and continues to build expertise in the relocation and logistics industry. Outside of work, Kyle enjoys capturing drone footage of nature, trains, and cars.

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THE FUTURE IS OURS

 INSPIRED BY THE PAST. UNIFIED FOR THE FUTURE.

October 14-16, 2026 Toronto
Marriott Eaton Centre
 (Atlas Agent Conference)

SAVE THE DATE:
November 11-13, 2026

Atlas World Group 79th Annual Convention
 JW MARRIOTT MARCO ISLAND BEACH RESORT



STARS OF THE 20 STRIPES 26 TRUCK SHOW & SOCIAL

The weekend kicks off Friday night with **Friday Night Truck Lights**, where participating trucks light up the Atlas HQ campus after dark. On Saturday, the celebration continues with the full truck show, featuring custom rigs, **food trucks, games, and fun for all ages!**

Atlas Headquarters | September 18th - 19th
 Atlas® invites you to celebrate our professional van operators at the 2nd Annual **Stars of the Stripes Truck Show**, a **family-friendly** event showcasing some of the most impressive trucks in the Atlas system.



Atlas World Group
P.O. Box 509
Evansville, IN 47703

PRSR STD
U.S. Postage
PAID
Evansville, IN 47708
Permit No. 1352

2026 Calendar

MAY 18 Monday
Victoria Day (Canada)

MAY 25 Monday
Memorial Day

JUNE 19 Friday
Juneteenth National Independence Day

JULY 1 Wednesday
Canada Day (Canada)

JULY 4 Friday
Independence Day

SEPTEMBER 7 Monday
Labor Day

OCTOBER 12 Monday
Thanksgiving Day (Canada)

OCTOBER 13 Tuesday
Day after Thanksgiving (Canada)

OCTOBER 11 Wednesday
Remembrance Day (Canada)

NOVEMBER 11 Wednesday
Veterans Day

NOVEMBER 26 Thursday
Thanksgiving Day

NOVEMBER 27 Friday
Day after Thanksgiving

DECEMBER 24 Thursday
Christmas Eve

DECEMBER 25 Friday
Christmas Day

DECEMBER 26 Saturday
Boxing Day (Canada)

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