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MOMENTUM IN MOTION

How Atlas® is Navigating Change and Driving Growth



LETTER FROM THE CHAIRMAN



AS WE TURN THE PAGE TOWARD THE FINAL STRETCH of 2025, I'm reminded of the incredible strength and spirit that define Atlas®. This issue of Amplifier - *Momentum in Motion* - is a celebration of that energy, and of the people who keep it alive every day.

We've faced our share of challenges this year. The market remains soft, and uncertainty continues to shape the landscape. But through it all, our team has shown remarkable resilience. We've stayed focused, made smart decisions, and continued to move forward with purpose. Despite these shifts, Atlas stands strong. Our ongoing commitment to innovation in technology and marketing remains a central focus as we look ahead.

I'm proud of this company, our Atlas Agents, subsidiaries, corporate team, and especially our Professional Van Operators who play a vital role in every move. Their hard work, adaptability, and commitment to excellence are the reason Atlas continues to *go new places*®.

In this issue, you'll read about how we are evolving our processes and embracing new technologies to better serve our customers and partners. You'll see how our marketing efforts are shifting to meet changing client expectations, and how

safety and efficiency remain at the heart of everything we do. We also take time to honor our legacy, celebrating milestones, retirements, and the stories that remind us why Atlas is more than just a business – it's a family.

As we look ahead, we must ask ourselves: Are we ready to embrace incremental improvements, or do we have the appetite for transformative change? Either way, our momentum is real. It's powered by our people, our values, and our strategic roadmap.

Let's harness the momentum we've built and keep moving forward - together. With our unwavering dedication and shared vision, there's no limit to what we can achieve. Every day is an opportunity to drive Atlas further, strengthen our team, and create lasting impact for our customers and communities. Let's continue to set the pace and lead the way into a bright future.

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



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MOVING MOMENTS

GENUINE MOMENTS SHARED BY ATLAS® CUSTOMERS



▲ FOR: A-1 MOVING & STORAGE

"A1 Moving and Storage moved us last week and we were **supremely satisfied** with the job they did! From our initial consultation meeting with Katie, to the follow up from Shaneke in the office to Phil and his crew doing the heavy lifting, it all went very smooth! I would **highly recommend** this company and Phil's team to anyone. Nice hard-working people!"

– Kevin Q

▼ FOR: CALIFORNIA MOVING SYSTEMS

"Movers inventoried and packed my belongings from a storage unit and prepared boxes of household goods for shipment to Hawaii. They always checked to verify that items were being shipped, as some of the furniture was not included in the shipment. I would use this company again and **recommend to my friends.**"

– Robin A.



▲ FOR: SOWELL RELOCATION GROUP

"**Outstanding service!** Gabe and Justin are the best! I highly recommend them, and Ernie's Moving. Handled everything **quickly, safely, and pleasantly!**"

– Gary G



FOR: HEARTLAND MOVING

"We cannot say enough good about our experience with Heartland Movers of Lincoln, Nebraska! We have moved quite a few times in our lives. This has got to be one of the **best experiences!** All the guys that helped on both days were very nice! Polite and hard work! Want to give a shout out to Kyle, Nate, Isaiah, Tatum and Martin!"

– Karen. G



▲ **FOR: HANSEN'S MOVING & STORAGE, INC.**

"Chewy and Alexander helped me change my flat as I was having trouble busting the nuts loose. I'm a 63-year-old man with bad shoulders, and these two young men went **above and beyond** the call of duty. Thank you for the help again! Hansen's Moving and Storage rocks!!!"

– John W.



◀ **FOR: SPIRIT MOVERS**

"Thank you for a fast and easy pickup/delivery today! The team was so **friendly and prompt**. All of the items were handled with care. Really appreciate y'all!"

– Cristina B.

► **FOR: WM. DUGGAN CO., INC.**

"These guys are very efficient, hardworking and clean. organized and professional, the supervisor, Gabriel, was **pure professional**. This guy is the face of a professional place that respects truckers!!"

– David S.



▲ **FOR: R.C. MASON MOVERS, INC.**

"R.C. Mason Movers did a **fantastic job**. Everything was well-labeled and packed very carefully. The team on both ends of the move were professional but fun to be around. I especially appreciated Art, our driver. He was hardworking and very patient. He communicated in advance and kept us informed about arrival dates. I would hire them again."

– Coda C.



**THANK
YOU!**



MOMENTUM IN MOTION

NAVIGATING CHANGE AND DRIVING GROWTH

STEERING THE SHIP: LEADERSHIP IN MOTION

At Atlas®, change isn't just a buzzword; it's our reality, strategy, and promise to Atlas Agents and customers. In fact, change is the only constant at Atlas and in the moving industry. In a market defined by uncertainty, Atlas is steering confidently into the future by embracing change at every level. Atlas® Van Lines President and COO **Ryan McConnell** sets the tone for the organization's approach: "If you can successfully navigate this market, then the future becomes very bright again. Change is exciting, but only if you're able to adapt to it."

Effective cost control, robust financial management, and ongoing operational improvements throughout its network are key factors in Atlas's success. These efforts benefit both customers and agents, positioning us for a bright future despite industry pressures. McConnell explained, "When you think about it, we're all facing challenges, but that's an opportunity for growth. This isn't just something unique to our industry; it's an experience shared across the broader market. The good news is, there are many ways to succeed and thrive, even in tough times. By embracing these challenges, we open doors to a brighter future."

Ultimately, Atlas remains committed to navigating change with confidence and resilience. By fostering innovation, supporting its agents, and prioritizing operational excellence, Atlas is not only overcoming obstacles but also paving the way for continued growth and success in the years ahead.

CHARTING NEW PATHS: MARKETING MOMENTUM IN ACTION

A New Era of Customer-Centric Growth

Over the past year, the Marketing and Business Development teams have reimagined how the company connects with customers, agents, and partners.

Under the leadership of **Lauren Piekos**, VP of Business Development and Marketing for Atlas Van Lines, Atlas has shifted from traditional campaigns to a dynamic, omni-channel strategy that puts the customer at the center of every decision.

"Our strategy is a growth engine. We're focused on increasing brand strength and generating more leads by modernizing our content, optimizing our channels, and leveraging fresh ideas from our agents and partners." – Lauren Piekos, VP of Business Development and Marketing for Atlas Van Lines.

One way many teams have made a change and a bigger impact is by forming working groups with Atlas Agents. Piekos

inspires the team by emphasizing that true success comes when everyone pulls together with a shared purpose.

Lauren Piekos highlights the importance of teamwork: "When we all work together and stay focused on the same goal, we get there faster and exactly how we planned. Working as one team helps us turn problems into new ideas and opens the door for real growth." That's why the Marketing and Business Development team created the marketing working group, a team made up of different Atlas Agents. This group makes sure every campaign gets useful feedback and strong market insights, helping us make smarter decisions and better results.

Recent campaigns, such as "Move Better," featuring Miles the Mover™, have leveraged digital assets and social media to boost brand awareness and lead generation. The team's focus on authentic, modern content has attracted a broader target audience and improved conversion rates. On average, content and ads featuring Miles the Mover™ performed approximately 15% better than other evergreen content, highlighting the character's strong resonance with customers.

NAVIGATING NEW HORIZONS: PUTTING CUSTOMERS FIRST IN A DIGITAL MARKETPLACE

Meeting customers at pivotal moments in their lives remains a core commitment, offering support and solutions tailored to their unique needs. This is why Atlas is launching a new program, led by **Vic Baillargeon**, Sr. Digital Analytics Specialist, designed to help our agents connect with individuals and families in a way that's both meaningful and responsive to today's digital-first world. Inspired by the innovative ideas of our agents and built as a collaborative pilot, the program utilizes advanced Google Ads technology and AI optimization.

Each Atlas agent manages its own account and budget, allowing for a customized approach. But by sharing campaign data, agents across the Atlas network learn from one another, making our outreach smarter and more attuned to what customers are looking for. As Baillargeon explains, "Our goal is to work together, leveraging the strength of the Atlas brand, to offer real value and support to our customers wherever they are in their journey."

The program is quickly expanding, with plans to involve the full agent network, further deepening the connection between Atlas and the communities we serve. Ultimately, Atlas is focused on building genuine relationships and being a trusted partner—helping customers navigate life's changes with confidence and care.

PROPELLING PROGRESS: TECHNOLOGY AS THE ENGINE OF CHANGE

It's no secret that AI is here - and evolving fast. At Atlas, our IT team, led by **Ryan Parmenter**, VP and Chief Information Officer, is embracing this momentum by harnessing innovative technologies and leveraging artificial intelligence to accelerate transformation and drive meaningful progress.

"Sometimes the rapid pace of change can be intimidating," Parmenter shares. "You implement a tool, start to maximize its potential, and before long, something else comes along that could replace it. But with change comes a lot of opportunity."

That spirit of innovation is helping Atlas streamline business processes and stay relevant to both traditional and emerging customer bases. One standout example is the upcoming implementation of an AI-powered support chat feature that allows teammates and agents needing technical assistance to self-serve by accessing curated knowledge base articles instantly. This tool will reduce service desk tickets and enable faster resolutions - freeing up IT resources to focus on strategic initiatives.

want to encourage people to use the best tools available to maximize their efficiency, but make sure it's responsible usage."

Behind the scenes, Atlas is also working to streamline and modernize its data infrastructure. By reducing complexity and improving data quality, we are laying the foundation for more intelligent decision-making and unlocking the full potential of advanced analytics, machine learning, and AI.

As Atlas moves forward, Parmenter emphasizes that embracing change is essential to sustaining momentum. "One of the challenges we face is not the technology itself; it is technology adoption. There's a trepidation or fear of using something different, but some amount of that is healthy. It forces us to craft our messaging about new technology we are rolling out in a way that emphasizes why the change is beneficial," he says.

With a focus on innovation, efficiency, and collaboration, Atlas World Group is truly putting momentum in motion.

STREAMLINING SUCCESS: OPERATIONAL AGILITY IN ACTION

Atlas Van Lines is embracing a new era of operational agility, marked by the transition to modern digital tools that enhance both agent and customer experiences. As part of this transformation, Atlas is retiring its legacy AtlasNet Electronic Inventory system and introducing a new digital inventory platform under the Atlas label - **powered by Move4U's CrewPro technology**.

This shift reflects Atlas' evolving IT philosophy: moving away from building proprietary systems and instead partnering with proven third-party platforms to accelerate innovation and deliver scalable solutions. The new inventory system streamlines documentation for Professional Van Operators, enabling faster and more accurate moves. Customers benefit from digital records and streamlined access to their inventory, improving transparency and service quality.

"By adopting a modern, digital inventory solution, we're making every move smoother and more transparent," says **Benjamin Johnson**, Senior Director of Operations. "Our Atlas Agent family gains efficiency, and our customers enjoy clearer records and faster service—all with less paperwork and more focus on delivering quality moves."

The platform is updated biweekly with new features, and a long development roadmap ensures it continues to evolve based on agent and customer feedback. A forthcoming enhancement will allow van operators to send customers a secure link via text, enabling them to digitally review and sign their inventory, eliminating the need for physical device handoffs and streamlining the moving experience.

This operational evolution is part of a larger shift from centralized dispatching to an agent-empowered assistance model. Atlas's operations team now provides support and visibility tools that empower agents to manage both sales and service functions with greater autonomy. "We've moved from the driver's seat of dispatching and planning to more of a support function," Johnson explains. "Our

operational tool suite gives agents more visibility into shipments and assets than ever before."

SAFETY IN FOCUS: BUILDING MOMENTUM ACROSS THE FLEET

As Atlas modernizes its operations, safety is evolving alongside it. **Diane Anderson**, Vice President of Safety and Fleet Administration for Atlas Van Lines, is leading efforts to make safety more efficient, proactive, and agent-focused. "Safety kind of has the bad rap of being expensive and time-consuming," Anderson explains. "But if we can look at it from an efficiency standpoint, it becomes a strategic advantage. Safety saves money and lives."

Atlas is debuting the 2026 Safety Campaign this year at the Atlas Convention, PVO Power Up. To increase visibility of the periodic training that PVOs are attending, posters and talking points will be developed for each month's training. "Visibility matters," Anderson says. "We want safety to be part of the everyday conversation." Her team is also leveraging technology to flag high-risk events and intervene before incidents occur. "We're training before there's an incident," she notes. "It's allowing us to address things proactively, not reactively."

Agent engagement is central to this momentum. Through the Safety Working Group, Diane's team connects directly with agents to gather feedback, build support, and share ideas. "We're being seen as a group that can help instead of a group that hinders," Anderson says. "We're finally getting traction at the agent level. You can feel it starting to take off on its own, and that's the kind of momentum that sustains real change."

BUILDING MOMENTUM: FINANCIAL TRANSFORMATION FOR GROWTH

Atlas® World Group is embarking on a major financial transformation, led by Executive VP and Chief Financial Officer **Stacie Banks**. "We're really taking a holistic approach to business transformation, not just replicating everything we've got, but thinking of things differently and moving the company forward," Banks shares. By consolidating financial systems across departments and subsidiaries, Atlas® is unlocking new efficiencies and improving data visibility, setting the stage for scalable growth.

One of the most significant changes is the shift to real-time financial reporting. "Instead of waiting two to three weeks for consolidated financial reports, we'll have real-time access to financial data. This enables us to operate more efficiently, take proactive measures, and gain a comprehensive overview of the company's financial health rather than solely responding to challenges as they occur," says Banks. The new platform will also streamline operations, simplify training, and provide a roadmap for integrating future acquisitions, making it easier for teams to collaborate and innovate. ●



Our strategy is a growth engine. We're focused on increasing brand strength and generating more leads by modernizing our content, optimizing our channels, and leveraging fresh ideas from our agents and partners."

— **Lauren Piekos**,
VP Business Development and
Marketing for Atlas Van Lines

Atlas is also shifting from building technology solutions in-house to partnering with best-of-breed technology vendors. This approach allows new AI-enabled capabilities to be deployed quickly and efficiently, giving agents access to powerful tools from day one. "We're finding a lot of new and innovative ways to improve workplace efficiency through available tools," Parmenter explains. "We



FROM MILITARY HERITAGE TO FUTURE GROWTH: **ATLAS® AND USAA PERKS®**

FOR MORE THAN 75 YEARS, Atlas® has stood side by side with America's service members, delivering trusted relocation solutions during some of life's most important transitions. That history continues to shape who we are today. Our legacy of service to the U.S. Armed Services is a cornerstone of Atlas, and it continues to guide our vision for the future.

Building on that proud tradition, Atlas aligned with USAA Perks®, a member program of USAA serving 13.5 million military members, veterans, and their families. As the only full-service moving collaborator in the USAA Perks program, Atlas has brought credibility, reliability, and trusted solutions to its members over the past year, further strengthening our connection to military families.

"We've moved many times over the years with the military, but this was our first time moving on our own without them. The entire experience went very smoothly from the initial quote to scheduling and final cost. I was pleased to know we had a guaranteed price and knew exactly what we would be paying. The crew that handled our move was absolutely amazing, friendly, efficient, and provided excellent customer service. Our belongings were picked up on Friday and delivered on Monday, and everything arrived in perfect condition. The same crew handled both ends, which made the process seamless. I could not have asked for a better experience or

a better team," said Peggy, a USAA member who recently relocated with Atlas.

Now a year in, the USAA Perks alliance continues to demonstrate the value of aligning Atlas with one of the most respected organizations serving those who serve. It is more than a business agreement; it is a relationship builder, reinforcing Atlas's reputation and expanding opportunities across our agent network.

For Atlas agents, the collaboration has meant access to a high-quality referral stream through a trusted benefit platform. For Atlas as a whole, it has reinforced our strategy of forging meaningful alliances that expand reach, deepen credibility, and highlight our role as a leader in customer-focused moving solutions.

"Aligning with USAA PERKS allows us to honor our heritage while delivering real value for Atlas agents and customers. Together with USAA Perks, we are creating opportunities that reflect the care and trust military families deserve," said **Calvin Goins** – Private Client Product Manager at Atlas Van Lines.

Together, Atlas and USAA Perks continue to serve those who serve our nation. ●

CORNERSTONE RELOCATION GROUP®: 35 YEARS IN MOTION

In 1990, Janelle Piatkowski set out with a bold vision and a humble beginning. Piatkowski started the business in a quaint home in New Jersey. What started as a small but mighty operation quickly grew, driven by a commitment to delivering personal, seamless, and strategic relocation experiences. “This year, Cornerstone Relocation Group proudly celebrates its 35th Anniversary - a milestone that is both humbling and energizing for me personally,” says **Janelle Piatkowski**, President and CEO of Cornerstone Relocation Group.

Cornerstone Relocation Group is a leading provider of global mobility and relocation services, assisting organizations and their employees with the challenges of moving across cities, countries, and continents. Leveraging deep expertise, Cornerstone manages corporate relocations, offers policy consulting, and delivers comprehensive destination services, ensuring seamless transitions for clients around the world.

When Cornerstone was founded, the vision was simple yet ambitious: to deliver relocation experiences that felt personal, seamless, and strategic. Thirty-five years later, that same purpose still guides everything they do. “What has evolved is the scale of our reach,” explains Piatkowski. Today, Cornerstone partners with clients of every size and industry around the world, helping people and organizations move forward through some of life’s biggest transitions.

“Our journey has been strengthened by our place within the Atlas® World Group family. That partnership has allowed us to extend our global footprint, share innovation, and deliver world-class mobility solutions - without losing the personal touch that defines Cornerstone. I am deeply grateful to Atlas leadership and colleagues, whose vision and collaboration have been central to our success and growth over the years,” says Piatkowski.

A fitting anniversary theme, “Expect Incredible Things,” reflects both where the company has been and where they are going. “It honors the thousands of journeys we’ve supported, each one unique and meaningful, while pointing to the momentum ahead: investments in innovation, a sharper focus on people and partnerships, and a five-pillar strategy designed to meet the challenges of a rapidly changing mobility landscape,” says Piatkowski.

Momentum has always been part of Cornerstone’s DNA. From their earliest days, Cornerstone continues to evolve, anticipate client needs, adapt to global shifts, and elevate the relocation experience. Piatkowski expresses deep gratitude for the commitment, talent, and hard work shown by every employee, recognizing that their collective efforts are the driving force behind the relocation company’s achievements. She says, “None of this would have been possible without



**Our journey
has been
strengthened
by our place
within the
Atlas® World
Group family.”**

— **Janelle Piatkowski**,
President and CEO
of Cornerstone
Relocation Group



the incredible people behind Cornerstone - our employees, partners, and clients - whose trust and dedication have fueled every step of the way.”

As Cornerstone Relocation Group celebrates 35 years, its journey from a modest home office to a global leader in relocation has been powered by vision, innovation, and strong partnerships. The company’s growth has been shaped by its place within the Atlas World Group family, a commitment to seamless and personal service, and the dedication of its employees. Piatkowski says, “*As we mark 35 years, I see this milestone not only as a chance to reflect, but also as a launchpad for what’s next. With the strength of Atlas World Group, the commitment of our team, and the continued support of our clients and partners, I know the journey ahead will be just as extraordinary as the one behind us.*” ●



RESILIENCE, REACH, AND READINESS:

Atlas Logistics® Leaders Look Ahead to 2026 Strategic Growth and Reintroduction

As 2025 winds down, the Atlas Logistics® team is already looking ahead with big goals, renewed focus, and a deep commitment to growth. Ambition and agility are driving the team's next chapter.

For **Megan Dasher**, Sr. Director, the challenge of scaling to meet increasing demand is matched by the opportunity to evolve alongside clients. "We're preparing to grow strategically by enhancing our capabilities while maintaining the high standards and reliability that define us," she said. That evolution includes reintroducing Atlas to key verticals like hospitality, multi-location services, and healthcare. "It's not new territory, but it's a rebranding and a reintroduction," she explained.

OPERATIONAL READINESS AND TEAM DEVELOPMENT

Operationally, Dasher's team focuses on strengthening processes and preparing for smarter, more efficient ways of working. "Visibility and efficiency are two of the biggest growth areas," she said, emphasizing the importance of readiness for future improvements. Her top priority remains the development of her team. "My focus is on preparing my people to step up and lead through times of change. The logistics industry is constantly evolving, and Atlas Logistics has demonstrated remarkable adaptability over the past five years. I am confident that, by continuing to invest in our team's growth and resilience, we'll maintain the agility needed to thrive in any environment," she added.

Her pride in the team's culture is unmistakable. "We're small but mighty. Our impact exceeds our size," she said. "We operate with focus and agility, and our commitment to customer service is unwavering. We may not be the cheapest or have the most robust technology, but our people drive solutions and take ownership. That delivers results that rival even the best."

EXPANDING SERVICES AND MARKET PRESENCE

Jeri Harris, Director of Business Development for Atlas Logistics, echoed that pride in the team's evolution. "We've worked hard to expand our services within our client base, becoming more of an all-in-one provider," she said. That enterprise-level approach allows Atlas® to expand within markets where clients already operate to include services such as freight management and home delivery.

She sees Atlas becoming a more visible force in the industry. "We're not where we're going to be yet, but we're on our way to becoming a primary provider in several markets. Others will see us more often, bid against us more often, and recognize us as a serious contender," she said.

PREPARING FOR 2026

Looking ahead to 2026, Harris emphasized the importance of diversification and goal setting. "We're closing out the year strong and leveling up for next year. Structuring our team around verticals and focusing on where we want growth to happen is key," she said. With the freight market stabilizing after years of fluctuation, she sees controlled economic growth on the horizon, and Atlas is ready to build on a solid foundation.

One major shift? Marketing. "We had almost no marketing in 2024, and agents asked for it. In 2026, they'll see Atlas Logistics everywhere," Harris said. "We're going to start making more announcements and showing up in more places. Agents will see our name more than ever before."

Together, Dasher and Harris paint a picture of a logistics team that's not just reacting to change but leading it. With strong leadership, a resilient culture, and a clear vision, Atlas is poised to make waves in 2026 and beyond. ●

SHAPING THE FUTURE IN CANADA:

MOMENTUM THROUGH PEOPLE AND INNOVATION

Across our Canadian operations, **Atlas Canada**, **Connect Logistics**, and **Orbit Brokers** are navigating change and driving growth by blending culture, collaboration, and technology. Each Canadian company plays a unique role:

- **ATLAS CANADA** supports a Canada-wide agent network delivering household moves. Since entering the Canadian market in 1963, Atlas Canada has grown into the nation's largest long-distance residential and corporate mover. It currently works with more than 100 trusted moving agents across every province and territory.

- **CONNECT LOGISTICS** manages shipments and supply chain operations under the umbrella of Atlas Canada. Founded in 1999, it has become "one of Canada's largest third-party, non-asset-based logistics providers." It supports a network of 600 agent warehouse facilities across Canada and the U.S. (for receiving, storing and prepping product) as part of its warehousing offering.

- **ORBIT BROKERS** provides customs brokerage and cross-border trade expertise. Founded in 1988 and family-owned, Orbit Brokers has more than 35 years of experience in customs clearance, covering both personal and commercial imports into Canada. As of January 1, 2025 it was acquired by Atlas Canada, thereby enabling Atlas's network to offer integrated customs-clearance services.

Despite their differences, all three are united in how they approach innovation, teamwork, and purpose.

EMPOWERING TEAMS THROUGH AI

AI has been a major growth driver this year in Canada.

- **ATLAS CANADA** rolled out **HubSpot** as a CRM tool, streamlining workflows, automating

follow-ups, and giving our teams richer insights on customers. **Yembo virtual surveys** help agents secure more remote business, reduce claims, and engage clients in ways that appeal to those who prefer a more hands-on, interactive experience.

- **CONNECT LOGISTICS** uses AI to refine and personalize client communications, ensuring interactions are clear, consistent, and responsive. The team is also exploring AI solutions for shipment tracking and quoting, laying the groundwork for even greater efficiency in 2026.

- **ORBIT BROKERS** leverages AI to simplify customs import requirements and verify data. These tools have helped the team adapt to major regulatory shifts, while still giving clients a smooth experience.

CULTURE AND COLLABORATION DRIVE ADOPTION

Technology alone isn't enough. It's culture and teamwork that bring it all together and make it truly effective.

Across all three companies, AI adoption is reinforced through training programs, agent working groups like the Atlas Innovation and Marketing Team (AIM), and ongoing knowledge sharing between the US and Canada headquarters. Agents and staff

work together to ensure tools are used effectively, insights are shared, and best practices spread across the network. We work hard to foster a culture where people feel empowered to embrace change.

PURPOSE IN ACTION

AI and other tools don't just make operations faster — they give our network the support and insights they need to focus on what matters most. By automating routine tasks, streamlining workflows, and providing actionable data, technology enables purpose-driven collaboration, strengthens teamwork, and helps everyone deliver their best work.

Programs like Every Move Counts show the impact of that focus. Every household move booked with Atlas helps plant trees with Tree Canada and provide meals for families in need through Food Banks Canada, creating positive change in communities across Canada.

MOMENTUM THAT MATTERS

Together, Atlas Canada, Connect Logistics, and Orbit Brokers show that true momentum comes from the collaboration of our people, technology, and purpose. By empowering teams, fostering collaboration, and embracing AI responsibly, we are building sustainable growth and a network ready for the future. ●



Atlas® World Group International:

STRATEGIC GROWTH IN MOTION



Atlas® World Group International has maintained a strategy centered on growth and transformation, enabling the organization to respond proactively to evolving market dynamics and customer requirements. With extensive expertise in managing international relocations for U.S. Military and Government agencies, upcoming contract and budget amendments scheduled for early 2025 present significant business challenges. “We anticipated adjustments with the domestic implementation of the Global Household Goods contract,” remarked **Christy Lewis**, Vice President and General Manager of Atlas International. “Such uncertainty encouraged us to approach sales portfolio diversification with creativity.”

To address these developments, Atlas International has prioritized operational transformation through collaborative efforts and innovative practices. As Lewis explains, “The team enhanced internal processes, invested in personnel and technology, and

placed growth as a key objective alongside our commitment to service excellence.” The recruitment of an experienced operations manager has solidified organizational structure, while the integration of HubSpot®, Cend®, and Yembo® has improved customer engagement and increased team efficiency. HubSpot now automates sales tracking activities, and Cend facilitates swift, precise rate quotations, thus enhancing competitive positioning.

In 2025, Atlas International adopted a more structured methodology in its international logistics operations. According to Lewis, “We are focused on building a dedicated business line and

working closely with clients to optimize project management and supplier coordination.”

By capitalizing on its robust brand reputation, scalable procedures, and advanced technology, Atlas International continues to provide service excellence that drives customer retention. With an emphasis on profitable growth in both logistics and household goods, the company is implementing agile strategies to anticipate and navigate market shifts. Lewis emphasized, “Our ambition is to adapt efficiently and remain at the forefront by delivering innovative solutions to meet evolving customer needs.” ●



Our ambition is to adapt efficiently and remain at the forefront by delivering innovative solutions to meet evolving customer needs.”

— **Christy Lewis**,
Vice President and General
Manager of Atlas International



2025 BRAVO “Best of the Best” PVO Contest Winners



BRAVO



Boosting Recognition of Atlas Van Operators **BRAVO SEPTEMBER 24-26**

Each year, Atlas recognizes the outstanding contributions of its Professional Van Operators (PVOs) through the BRAVO “Best of the Best” contest. This tradition invites Atlas Agents to nominate PVOs who exemplify the highest standards in risk mitigation, safety, claims management, and customer service. After a thorough review and voting period from September 24–28, 2025, the results are in and the stories behind this year’s winners are truly inspiring.

U.S. GROUP 1 WINNER: MOSES MARTIN, SMITH DRAY LINE (2272)

Growing up in the moving business alongside his father, Moses Martin has built a legacy of professionalism and family values at Smith Dray Line. As a devoted father of six, Moses balances family life with leading a team known for respect, helpfulness, and professionalism, including his sons, who now work by his side. Frequently requested for Aires short haul moves and trusted

with long-distance assignments, Moses’s resilience stands out. After surviving a life-threatening injury while protecting a family member, he returned to work as soon as possible, continuing to deliver exceptional service. His dedication to both family and customers reflects a deep love for the business, and the Smith Dray Line team is proud of all he has overcome and the excellence he demonstrates every day.

U.S. GROUP 2 WINNER: MANNY SALGADO, ALEXANDER’S MOBILITY SERVICES (0207)

With a career spanning three decades, Manny Salgado began as a crew member and local driver before joining the operations team for two Atlas agents. After relocating to the Carolinas, Manny joined Alexander’s Mobility Services, expanding his coverage to everything east of the Mississippi. Manny is known for assembling the right teams for each job, earning praise from transferees for

his leadership, flexibility, resourcefulness, and creativity. His commitment to building effective teams and delivering top-notch service makes him a standout in the industry.

CANADA WINNER: BOB LANGILLE, HIGHLAND VAN & STORAGE (8808)

Bob Langille’s positive attitude and customer-first approach have made him a beloved figure at Atlas for over 30 years. Always ready to help and offer valuable suggestions, Bob has adapted to industry changes with optimism and has been a leader in electronic inventories. His wealth of knowledge is freely shared, and he’s consistently recognized as one of Atlas Canada’s top drivers for the past three decades - a record that speaks for itself.

THANK YOU to all who participated in BRAVO this year, and especially to our PVOs for helping Atlas go new places*!

STARS OF THE STRIPES

TRUCK SHOW & SOCIAL

The Atlas logo, featuring a stylized blue 'A' and the word 'Atlas' in red. To the right, a white semi-truck with blue and red stripes and 'Atlas' branding is shown driving on a blue road.

Honoring Atlas® Professional Van Operators and supporting our community

The 2025 Stars of the Stripes Truck Show & Social was more than a celebration, it was a powerful expression of Atlas pride, community spirit, and charitable commitment. Now in its second year and hosted for the first time at Atlas' world headquarters in Evansville, IN, the event brought together Professional Van Operators (PVOs), employees, agents, and the public for a day of recognition, connection, and giving back.

A GATHERING OF THE BEST

The event showcased several of the most impressive and advanced trucks and trailers within the Atlas system. Attendees had the opportunity to meet the PVOs, explore their customized mobile living spaces, and see the inside of the premium trailers used to move our customers' shipments. From uniquely designed sleeping quarters to fully rebuilt, custom rigs, each demonstrated the character and attention to detail of its operator.

Ben Johnson, Atlas Van Lines Senior Director of Operations, emphasized the deeper meaning behind the event: "It's not just about the trucks; it's about the people behind them. The show provides a platform for operators to share their experiences, learn from each other, and celebrate their hard work."

HONORING EXCELLENCE

At the heart of the event was the awards ceremony, recognizing top-tier operators and their rigs. **Aaron Chenoweth**, Atlas Van Lines Director of Operations and the driving force behind the show, rallied the Atlas HQ team to bring the vision to life. "The Best in Show award celebrates their equipment but the recognition spotlight also sets a benchmark for others to aspire to," he shared.

2025 WINNERS:



1ST PLACE: HERB WEST – 2025 WESTERN STAR 57X | ACE RELOCATION SYSTEMS, INC



2ND PLACE: RONALD PIEPER
2016 PETERBILT 579 | IMLACH GROUP



3RD PLACE: TIM ROWAN
2022 VOLVO VNL64 | IMLACH GROUP



4TH PLACE: STEFAN IORDACHIANU
2007 PETERBILT 379 | IMLACH GROUP



5TH PLACE: FREDDIE SCHMIDT
2015 PETERBILT 389 | ACE RELOCATION
SYSTEMS, INC

SUPPORTING THE **JD Sheth Foundation**



A CORNERSTONE OF THIS YEAR'S EVENT was its partnership with the JD Sheth Foundation, a nonprofit focused on improving lives through infrastructure projects locally and across the globe. The foundation hosted a half pot raffle, with proceeds benefiting the Glennwood Neighborhood Project and Glennwood Leadership Academy in Evansville, IN.

In a surprise announcement, Ben Johnson shared that Atlas would double the donation amount, reinforcing the company's commitment to community impact.

Aaron Chenoweth added, "Our collaboration with the JD Sheth Foundation is a reflection of our commitment to making a positive impact in our community and beyond."

CELEBRATING EXCELLENCE, COMMUNITY, AND THE ROAD AHEAD

The event featured food trucks, bounce houses, and a sense of camaraderie among Atlas employees, agents, and PVOs, creating an engaging atmosphere for families and the community. The energy was marked by both pride and optimism.

Looking ahead, Johnson reflected, "This show is a celebration of our industry's past, present, and future. It's about honoring our traditions while embracing the innovations that will drive us forward."

At Atlas World Headquarters, we are proud to stand with our incredible PVOs, dedicated Atlas staff, supportive community members, and partners like the JD Sheth Foundation. Chenoweth echoed the sentiment: "Through this public event, we have started another exciting tradition of recognizing excellence in our fleet while also supporting our local community. The future of the Stars of the Stripes Truck Show is bright." While we operate on a global scale, at our core we are a network of family-owned businesses united by a shared purpose: helping families go new places®, every single day. We are more than just a corporate entity. Atlas is a family, and together we amplify each other's success and compassion. ●

CELEBRATING *25* years



OF ATLAS® HEADQUARTERS IN EVANSVILLE, IN

A LEGACY BUILT TO LAST

THIS FALL, ATLAS® WORLD GROUP PROUDLY CELEBRATES the 25th anniversary of its headquarters building in Evansville, Indiana, a milestone that reflects two decades of growth, innovation, and community connection.

The journey to Evansville, began in the early 1960s when Atlas recognized the need for a centralized location to support its expanding network of agents and subsidiaries. After careful consideration, Evansville was chosen for its strong business climate, logistical advantages, and welcoming community. Construction of a new headquarters building began in 2004, and by fall 2005, the doors opened to a state-of-the-art facility designed to support Atlas' mission of helping people *go new places*®.

Today, the world headquarters stands as a testament to Atlas' unwavering commitment to excellence and its strong ties to the Evansville community. Throughout the years, this building has been

the heart of transformative initiatives, welcoming thousands of employees and agents, and serving as the launchpad for countless innovations in logistics and moving services. It's much more than an office - it's a central hub where Atlas people come together, including our dedicated professional van operators. Here, PVOs can stop in to get work done at the shop, take a break, enjoy a hot shower, or simply recharge before heading back out on the road.

Jack Griffin, Chairman and CEO of Atlas World Group, reflected on this milestone saying, "Twenty-five years ago, we made a bold move to build a new home that would reflect our values and vision. Evansville has embraced us, and this headquarters has become more than a building, it's a hub of collaboration, leadership, and pride." The world headquarters continues to foster innovation, celebrate teamwork, and provide a welcoming space for everyone who moves Atlas forward, whether working behind the scenes or out on the road. ●

A Tribute to Leadership, Wellness, and Community

A MILESTONE CELEBRATION

This September, Atlas® celebrated a defining moment in its history with a heartfelt ribbon-cutting ceremony, renaming our headquarters fitness center and driver's lounge as the **Mike Shaffer Center**, honoring former Atlas® World Group CEO, Mike Shaffer. The event was a moment to honor a leader whose vision, humility, and unwavering commitment to Atlas employees and their wellbeing, has helped shape Atlas into the company it is today.

A VISION FOR WELLNESS

The fitness center, once a modest room with basic equipment, has been transformed into a modern wellness hub featuring new gym-style flooring, upgraded locker rooms, and enhanced workout equipment. This reinvestment reflects Atlas' commitment to creating a supportive environment for its team in Evansville - a place where wellness is prioritized and celebrated. **Sam Schembre**, Senior HR Specialist, played a key role in shaping the vision for the renovation, comparing facilities across town, selecting versatile equipment, and advocating for improvements in cleanliness and accessibility. Reflecting on the project, she shared, "My role at Atlas has shifted and evolved in the last five years, but my commitment to the wellness of employees has remained. Having a fitness center on campus with all the amenities we have is so rare and truly shows the commitment that Atlas makes to its employees and their health." Her passion for physical and mental wellness, and belief in nurturing those values through resources like the gym, clinic, and walking track, underscores the deeper purpose behind the renovation.

The decision to name the fitness center after Mike Shaffer is especially meaningful. As **Phil Wahl**, President and COO of Atlas Logistics®, explained during the ceremony, "When I joined Atlas in 1989, our fitness center was just a small room in the Frisbie building - with a couple treadmills, an old weight machine, and a few free weights. In 2000, as we moved into the new headquarters building, we had the chance to do something better. That vision was led by Mike Shaffer."

Mike exemplified his commitment to wellness through his actions. He regularly participated in team workouts and consistently fostered an inclusive environment. His dedication to health and the wellbeing of Atlas employees is the reason this outstanding facility exists today. **Ryan McConnell**, President of Atlas® Van Lines explained, "Shaffer had a vision to put a fitness center in and put the

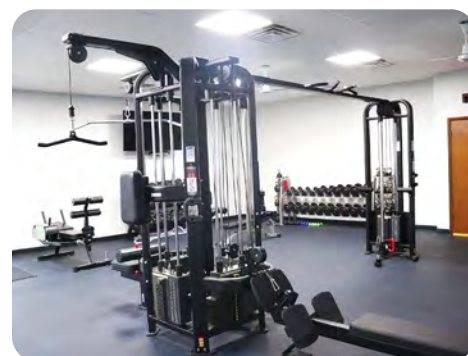


walking track in so that we could promote wellness and health on the campus versus just telling people they should do it." McConnell stated that without Mike, the vision might never have been realized, and Mike's dedication and commitment to the company and its employees provide ample justification for renaming the building in his honor.

HONORING THOSE WHO MOVE ATLAS FORWARD

The Professional Van Operators Lounge, also housed in the Mike Shaffer Center, underwent a complete overhaul because Atlas recognizes that its drivers are the backbone of the company - dedicated professionals who keep our operations running smoothly and represent our values across the country. Updating this lounge is not just about modern amenities; it's a meaningful investment in the people who drive our success every single day.

When Atlas drivers come through Evansville and visit the world headquarters, it's important they feel welcomed, valued, and supported. A refreshed lounge provides them with a comfortable space to kick back, relax, and recharge - whether that means enjoying a hot shower, getting in a good workout,



or simply taking time to unwind in a thoughtfully designed environment.

By offering updated facilities such as new flooring, modern bathroom tiling, upgraded furniture and appliances, and added amenities like an industrial treadmill and a 75" UHD TV, Atlas demonstrates its genuine appreciation for the hard work and long hours put in by its Professional Van Operators. As **Aaron Chenoweth**, Director of Operations at Atlas Van Lines, stated, "We aimed to create a driver's lounge that's not only functional but also relaxing - a space for our PVOs to recharge before returning to the road."

Ultimately, these improvements are about more than just comfort; they reflect Atlas' commitment to the health and wellness of our drivers and ensure that they have a great place to rest and prepare for the journeys ahead. Supporting our drivers in this way sends a clear message: their dedication is recognized, and they will always have a home at Atlas where their wellbeing comes first. ●

RACING THROUGH TIME:



The Blue Blaster's Triumphant Tribute



CHECK OUT
THIS VIDEO

When the Atlas® Van Lines “Blue Blaster” hydroplane roared back to life at Seattle’s Seafair Festival this August, it wasn’t a commercial activation - it was a tribute to both the Atlas® brand and the man who made it famous, Bill Muncey. Bill Muncey’s partnership with Atlas Van Lines began in 1976, marking the start of a golden era for both the man and the machine. Over the next five years, Muncey piloted the iconic Blue Blaster to 24 victories - including a triumphant final win at Evansville’s Thunder on the Ohio in 1981. For Atlas, Muncey wasn’t just a driver; he was a symbol of excellence, resilience, and the spirit of motion that still drives the brand today.

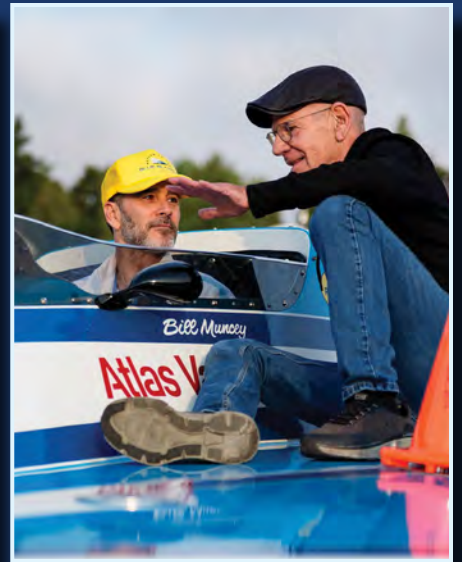
But when that same famous, Atlas Van Lines Blue Blaster hit the water this summer, the story was different. That legend would be carried on by seven-time NASCAR champion Jimmie John-

son. This moment was inspired by a childhood photograph of Johnson seated on the Blue Blaster in 1979, following a boat breakdown during a race in Mission Bay. His father had carried him out to the hull, where hydroplane legend Bill Muncey welcomed him aboard. Decades later, at Johnson’s 2024 Motorsports Hall of Fame induction, Bill’s son Ed Muncey invited him to drive the very boat that inspired him as a child, and Johnson didn’t hesitate to jump behind the wheel at the 2025 Seattle Seafair.

A dream a decade in the making and Atlas was present to witness the historic moment. The event was filled with nostalgia, recalling the hey-

**More than a
race, more than
a revival: it was
a celebration
of our Atlas
legacy.**

day of watching Bill Muncey race the Blue Blaster on the Evansville riverfront. Among those who fondly remembered those glory days was **Ryan McConnell**, President of Atlas Van Lines, whose excitement matched that of so many Atlas Agents who were also there to witness history in the making and to celebrate Atlas’s storied racing past. “This was a full-circle moment,” said McConnell. “To see Jimmie Johnson behind the wheel of a boat that inspired generations of Atlas Agents and employees, it’s not just nostalgia. It’s momentum. It’s our brand in motion.” ●



QUEST FOR QUALITY:

ATLAS VAN LINES EARNS TOP HONORS IN 2025

Atlas® Van Lines has once again proven its commitment to excellence, earning top recognition in the 42nd Annual Quest for Quality Awards hosted by Logistics Management. This prestigious honor places Atlas among the elite in the Household Goods & High-Value Goods Carriers category, reaffirming our reputation as a trusted leader in the moving and logistics industry.

The Quest for Quality Awards are widely regarded as the gold standard for customer satisfaction and operational performance in transportation. Winners are selected based on direct feedback from industry professionals, those who rely on logistics providers every day to deliver results. Atlas' recognition reflects outstanding scores in on-time performance, value, customer service, and operational execution.

"In this dynamic market, our customers remain the driving force and top priority behind everything we do," said **Jack Griffin**, Chairman and CEO of Atlas® World Group. "This recognition underscores our commitment to exceeding customer expectations by delivering innovative, reliable transportation services."

This year's award is especially meaningful as it highlights the dedication of our professional van operators, agents, and internal teams who consistently go above and beyond to ensure every move is handled with care, precision, and professionalism. •



This recognition underscores our commitment to exceeding customer expectations by delivering innovative, reliable transportation services."

– Jack Griffin,
Chairman and CEO,
Atlas World Group

Because We Care!

www.AtlasFurniture.com



REMEMBERING DON BREIVOGEL: A LEGACY OF LEADERSHIP AND INTEGRITY

Don Breivogel's legacy at Atlas® World Group is one of steady leadership, genuine kindness, and unwavering integrity. Joining Atlas in 2013 as Senior Vice President and Chief Financial Officer, Don quickly became a trusted advisor and friend to colleagues across the company. Over the next decade, he guided Atlas through growth and transformation, retiring in 2023 as Executive Vice President and CFO after a stellar career leading the finance team.

Stacie Banks, Executive Vice President & Chief Financial Officer, Atlas® World Group shared, "The same man who pushed us to excel at work was the same man who showed up with love and conviction at home. He always reminded me when I was the expert in the room. His encouragement was never generic, intentional, personal, and rooted in a deep understanding of what it meant to lead with integrity and strength. His belief in me and his commitment to my personal and professional growth were unwavering, always pushing me to be the best version of myself. He was tough when it mattered, honest always, and generous with his wisdom. I am better because of him. His legacy lives on in the confidence he instilled, the standards he set, and the lives he touched."

Beyond his professional achievements, Don's devotion to family and community was evident in everything he did. He was a proud graduate of the University of Southern Indiana, active in local organizations and his church, and cherished time spent with his grandchildren. Colleagues remember Don for his warmth, generosity, and sense of



Don was more than a colleague; he was a true friend and a source of wisdom and encouragement for so many of us.

– Jack Griffin,
Chairman and CEO,
Atlas World Group

humor, qualities that made him a beloved figure both inside and outside Atlas.

As we celebrate Don's life and legacy, we remember the positive mark he left on Atlas World Group and all who had the privilege to know him. His contributions will continue to inspire us, and his memory will remain a guiding light for our company and community.

"Don was more than a colleague; he was a true friend and a source of wisdom and encouragement for so many of us. His leadership and compassion shaped Atlas in ways that will be felt for years to come. We are grateful for the time we shared with



Don, and his spirit will always be a part of our Atlas family," states **Jack Griffin**, Chairman and CEO, Atlas World Group.

We extend our heartfelt thoughts to Don's wife, Susan, their children, grandchildren, and the entire Breivogel family. Together, we honor Don's remarkable life and the lasting impact he made on our company and community. •

Atlas® AGENTS IN THE INDUSTRY



Guardian Relocation Featured on WISH-TV

Innovation met dedication when Guardian Relocation PVO Brady Martin was featured on WISH-TV for the forward-thinking use of Atlas Van Lines' AI-powered virtual survey technology, Yembo. Martin was spotlighted for his role in enhancing customer experience by combining cutting-edge technology with personalized service. The feature praised Guardian Relocation for streamlining the moving process while maintaining the human connection that defines Atlas quality.

ROLLING INTO THE SCENE:

Collins Brothers Feature in Netflix Black Rabbit

In a fun and unexpected moment, Collins Brothers made a cameo in Netflix's new drama, Black Rabbit. Their signature light-blue moving truck appears in both episodes 2 and 8, parked in the background of a transitional street scene as the show's main characters navigate a changing New York landscape. It's a subtle placement, but one that adds a touch of authenticity to the show's gritty, urban feel.

Collins Brothers has developed an ongoing relationship with a production company that reaches out whenever a moving truck is needed on set. Their vehicles have been featured in The Watcher, Scenes from a Marriage, and now Black Rabbit. While the actors' union provides on-screen labor dressed in Collins' uniforms, the trucks themselves are the real deal, and always memorable. In this case, the truck on screen belonged to Stan Fong, a valued Collins team member who has been with the company for 25 years.

The scene's focus on movement and change perfectly mirrors what Atlas Agents do every day, helping people navigate transitions with care and professionalism. Collins Brothers shared the moment on Instagram, celebrating their latest Hollywood appearance and reminding audiences that even in the world of film, Atlas Agents are quietly moving stories forward.

Atlantic Relocation Systems Truck Makes the Play

At Atlas, we know our agents are at the heart of every successful move, and sometimes, they even become part of the story.

This fall, one of our own from Atlantic Relocation Systems, a trusted Atlas Agent, found themselves in the middle of a viral NFL moment. During a behind-the-scenes segment posted by the NFL's official TikTok and Instagram accounts, Dallas Cowboys quarterback Joe Milton III was asked to throw a "bullet pass." Standing in front of an Atlas-branded moving truck, Milton delivered a rocket-fast throw to an Atlantic crew member, who gamely stepped up to catch it.

The result? A hilarious and unforgettable moment. The ball flew straight through the crew member's hands, and the internet lit up. The video quickly

amassed over 1.2 million views, with fans and sports media praising Milton's arm strength and the crew member's good-natured reaction.

The Atlas truck in the background and the Atlantic team's presence added authenticity to the scene, showcasing the real people behind high-profile moves. It was a moment of connection, humor, and pride - highlighting the professionalism and personality our agents bring to every job.

Whether supporting NFL talent, relocating families, or helping businesses go new places*, Atlas Agents like Atlantic Relocation Systems are always ready to deliver. And sometimes, they catch more than just boxes; they catch the spotlight.



Stop by and see us at the American Alliance of Museums show in LA, or give us a call at 410-241-0700 for all of our museum and tradeshow needs!

A SHETLER WISH GRANTED: Silas' Storybook Sanctuary

At Shetler Moving & Storage, community service goes far beyond the trucks and boxes; it's about moving hearts and changing lives. The Shetler team recently partnered with Make-A-Wish to turn one young boy's dream into reality, transforming an empty room into a space filled with imagination, adventure, and hope. Their crew worked tirelessly to deliver and arrange every piece with care, ensuring the reveal would be nothing short of magic.

That magic was for Silas, a twelve-year-old who loves reading and tabletop gaming. After spending much of his young life in hospitals, Silas now has a library and game room that reflects his courage, creativity, and boundless imagination.

Advance Relocation Systems Represents Atlas at AAM Event

Maryland-based Advance Relocation Systems (ARS) represented Atlas Logistics® at the 2025 AAM Annual Meeting & Museum Expo in Los Angeles. ARS was recognized for its expertise in transporting delicate museum collections and its reputation for precision and care when handling high-value artifacts. The team's participation showcased the Atlas network's versatility and reliability, whether moving priceless history or helping families start a new chapter.

CONVENTION AWARDS

Milton M. Hill Quality Award WINNERS

We are pleased to announce this year's winners of the Milton M. Hill Quality Award.

These 63 agents demonstrated their quality performance by passing all the criteria set forth in the Atlas World-Class Commitment. In addition, their facilities received a rating of 5, they earned the Hauling Excellence Award, were agents for the full Convention Year and had combined booker/hauler revenue of at least \$1,000,000. ***Congratulations to these outstanding agents!***

Ace Relocation Systems, Inc. (8)
Orlando, FL

Ace Relocation Systems, Inc. (15)
Upper Marlboro, MD

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

**Ace World Wide Bloomington/
Normal (36)** Bloomington, IL

Ace Relocation Systems, Inc. (43)
Auburn, WA

Advance Relocation Systems (59)
Abingdon, MD

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

Ace Relocation Systems, Inc. (64)
Bartlett, IL

Ace Relocation Systems, Inc. (66)
San Marcos, TX

Ace Relocation Systems, Inc. (67)
Strongsville, OH

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

Ace Relocation Systems, Inc. (75)
San Jose, CA

Ace Relocation Systems, Inc. (96)
Phoenix, AZ

Alexander's Mobility Services (207)
Tustin, CA

Alexander's Mobility Services (208)
Hayward, CA

Alexander's Mobility Services (210)
Portland, OR

Alexander's Mobility Services (214)
Baltimore, MD

Alexander's Mobility Services (215)
Eagan, MN

Alexander's Mobility Services (216)
Poway, CA

Alexander's Mobility Services (217)
Nashville, TN

Alexander's Mobility Services (218)
Garland, TX

Bisson Moving & Storage Co. (272)
Westbrook, ME

Apex Moving + Storage (278)
Spring Hill, TN

Clark Moving Co. (466)
Walpole, MA

Wm. Duggan Co., Inc. (467)
Rockaway, NJ

**Collins Brothers Moving Corporation
(547)** Larchmont, NY

**Collins Brothers Moving & Storage, LLC
(573)** Sterling, VA

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

InterWest Moving & Storage, Inc. (979)
Idaho Falls, ID

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

Atlantic Relocation Systems (1021)
Houston, TX

Atlantic Relocation Systems (1037)
Tucker, GA

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

Guardian Relocation (1111)
Columbus, OH

Imlach Group (1130)
Trenton, MI

Imlach Group, LLC (1132)
Dallas, TX



World-Class Commitment Award WINNERS

Congratulations to this year's Atlas World-Class Commitment Award winners.

Thirteen agents passed all Quality Standards, had a facility rating of at least 4 and were agents for the full Convention Year.

A.B.C. Movers Inc. (27)
Toledo, OH

Apple Valley Transfer & Storage, Inc. (125)
Apple Valley, CA

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

Bean Moving and Storage, Inc. (385)
Hattiesburg, MS

Discover Moving & Storage, inc. (539)
Great Falls, MT

Celina Moving and Storage, Inc. (594)
Wooster, OH

Freddy Duncan & Sons Moving (898)
Cookeville, TN

Guardian Relocation (1032)
Indianapolis, IN

Hopkins & Sons, Inc. (1102)
New Castle, DE

**Kansas Van & Storage,
Crique Corporation (1286)**
Topeka, KS

John Palmer Moving & Storage (1350)
Acton, MA

NMS Moving Systems, Inc. (1533)
Simi Valley, CA

Glacier State Moving & Storage, Inc. (1917)
Fairbanks, AK

2024-2025

Nelson Westerberg of California (1295)
Chino Hills, CA

Merchants Moving & Storage (1401)
Boise, ID

Atlantic Relocation Systems (1427)
Carrollton, TX

Nelson Westerberg (1505)
Elk Grove Village, IL

DMS Moving Systems, Inc. (1510)
Bessemer, AL

Nelson Westerberg (1511)
Carrollton, TX

Nelson Westerberg (1517)
Mableton, GA

Nelson Westerberg (1523)
Somerville, NJ

DMS Moving Systems (1545)
Canton, MI

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

Palmer Moving Services (1641)
Warren, MI

Powell Relocation Group (1657)
Grand Rapids, MI

Reads Moving Systems of Carolina, Inc. (1714)
Summerville, SC

Shetler Moving & Storage, Inc. (1830)
Evansville, IN

Mitchell Moving and Storage Company (1923)
Seattle, WA

Weleski Transfer, Inc. (2151)
Creighton, PA

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

Smith Dray Line & Storage, Inc. (2274)
Candler, NC

Suddath Moving & Storage, LLC (2470)
Jacksonville, FL

Suddath Moving & Storage, LLC (2472)
Eden Prairie, MN

Suddath Moving & Storage, LLC (2474)
Orlando, FL

Suddath Moving & Storage, LLC (2475)
Tampa, FL

Suddath Moving & Storage, LLC (2477)
Deerfield Beach, FL

Suddath Relocation Systems of Texas, Inc. (2478)
Round Rock, TX

Suddath Relocation Systems of Texas, Inc. (2479)
Houston, TX

Suddath Relocation Systems of Texas, Inc. (2480)
El Paso, TX

Daryl Flood Moving & Storage (2483)
Coppell, TX



STG Quality Award WINNERS

Congratulations to the four agents who won the STG Quality Award. These agents passed all STG Quality Standards, had an STG facility rating of 5, were agents for the full Convention Year, and had combined booker/hauler revenue of at least \$1,000,000 in Specialized Transportation business.

Advance Relocation Systems (0059)
Abingdon, MD

J. W. Cole & Sons, Inc. (1772)
Detroit, MI

Specialty Moving Systems, Inc. (1811)
Glendale Heights, IL

Weleski Transfer, Inc. (2151)
Creighton, PA

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.



JOLEEN RHEA

**Vice President, Global Operations,
Cornerstone Relocation Group®**

Joleen Rhea brings over 25 years of expertise in global mobility and corporate relocation, where she's earned a reputation for reshaping operations and cultivating high-performing teams. Known for her collaborative and forward-thinking leadership, Joleen is committed to

delivering exceptional service experiences that meet the evolving needs of clients around the world. Her appointment signals a dynamic new phase for Cornerstone Relocation Group, focused on agility, innovation, and continued excellence.



RONALD LABIN

**Senior Vice President, Global Sales
& Marketing, Cornerstone
Relocation Group®**

With more than two decades of experience in global sales and marketing, Ronald Labin is a proven leader in driving revenue and strengthening brand visibility. His strategic mindset and customer-first philosophy are already making an impact, positioning Cornerstone for expanded

influence in the mobility space. As the company sharpens its focus on sustainable growth and industry leadership, Ron's arrival adds momentum to its mission of delivering value through meaningful connections and market insight.



DIANE ANDERSON

**Vice President, Safety and Fleet
Administration, Atlas® Van Lines**

Diane joined Atlas in 2021 as the Director of Safety and was recently promoted to Vice President of Safety and Fleet Administration. Her role encompasses not just the compliance and safety aspects of the industry, but also equipment sales and Atlas' shop

and facilities. Anderson's career spans over two decades in transportation safety and risk management. Before joining Atlas, she served as Director of Safety & Compliance at a large moving and storage company for 13 years and held safety leadership roles at a large truckload carrier. Her hands-on experience includes a decade spent on the road, giving her unique insight into the challenges faced by Atlas Professional Van Operators. Her dynamic leadership and commitment to safety have made her a catalyst for positive change, empowering teams to exceed industry standards and championing innovative safety programs across Atlas.



STACIE BANKS

**Executive Vice President & Chief
Financial Officer, Atlas® World Group**

With over 23 years at Atlas, Stacie Banks has built her career through a series of key financial leadership roles, including Director of Tax and Internal Audit, Senior Director of Corporate Finance, Vice President of Finance, and Senior Vice

President of Logistics and Treasury. As CFO, she oversees all finance and accounting functions, manages relationships with key lenders, and provides strategic oversight for insurance, risk programs, and acquisitions. Stacie is a certified public accountant with both a bachelor's in accounting and an MBA from Murray State University. Her collaborative leadership and strategic vision continue to drive Atlas' growth and momentum, positioning the company for ongoing success.



ATLAS® WORLD GROUP SCHOLARSHIP PROGRAM EMPOWERS FUTURE LEADERS

Atlas® World Group continues its commitment to education and community through the Atlas Scholarship Program for its 21st year. This initiative supports the academic journeys of junior and senior year students who are connected to the Atlas network. This year, three outstanding individuals were recognized for their academic achievements, and each received a \$4,000 scholarship. The scholarship is intended to support any educational expenses incurred during their studies.



KAMRYN HENLEY, daughter of Professional Van Operator Dean Henley, with Imlach Group, is attending college for a degree in Anthropology. After college, she plans to work in the field of Archaeology, where she will do excavations and study past civilizations.



DOMENIC BRUSCO, son of Heather Lukes, an employee of Champion International Moving, Ltd., is following his dream of being a history teacher. He is attending school at West Virginia University (WVU), for a degree in secondary education. Other things that Brusco does at WVU include working at the student radio station, where he does a weekly podcast with his close friends and occasionally will be a board operator for games.



BENJAMIN HARRIS, son of Jeri Harris, with Atlas Logistics®, was truly grateful for being chosen for the 2025 Atlas Scholarship. He is a Junior at the University of South Florida studying accounting. After graduation, Harris plans to become an advisory accountant and hopes to work in a corporate setting. His first goal for post-graduation is to save up to buy his first home.

Congratulations

to Kamryn, Benjamin, and Domenic. Their achievements stand as evidence of Atlas' dedication to nurturing the next generation of young leaders. This embodies our belief that empowering young people sparks enduring change, paving the way for a brighter, more resilient society for generations to come.



Atlas World Group
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2026 Calendar

January-June

JANUARY

1 - New Year's day

US and Canada offices closed

MARCH

4-6 - Atlas® Network Operations Conference

Dallas Marriott DFW

APRIL

16-17 - 57th Atlas Forum

Renaissance Chicago Downtown Hotel

3 - Good Friday

MAY

20-23 - Museum Expo Philadelphia

18 - Victoria day

Canada Offices closed

26 - Memorial Day

US offices closed

JUNE

16-19 - SHRM Annual Conference & Expo

Orange County Convention Center

Orlando, Florida

19 - Juneteenth National Independence Day



APRIL 16-17

**Renaissance Chicago
Downtown Hotel, Chicago, IL**

This event is hosted by Atlas® each spring and is known for its progressive discussions and thought leadership on the pressing issues in the relocation industry. Attendees experience learning sessions with experts, guest speakers, entertainment, and networking.



Atlas Network Operations Conference

March 4-6, 2026 | Dallas Marriott DFW

Join Atlas Agents and network leaders for three days of learning, collaboration, and operational updates.

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