

NATIONAL'S HISTORIC SALES TREK CONTINUES

BY MARK DOYLE

We closed the books on 2011 with unprecedented momentum and have created a benchmark for years to come. During the year, we continued to set historical records for increased COD, National Account and Affinity business. Additionally, we established new marks in agent recruiting. Considering the continued dire economic straits forecast for the US economy, including the still sour housing market, this did not occur by accident. A 30% sales increase doesn't just "happen" without effort.

Our ability to create market share has been the key. We've worked as a team on all fronts to develop programs and strategies to increase our market share, reducing that of our larger van line competitors and even those "virtual" moving companies operating via the internet. When you think of the effort that it takes to grow a company at this rate, it speaks volumes to the cohesiveness of our network; as well as the collaborative strength of our agent owners, contractors and van line management staff. As we turned the corner into a challenged 2012, the question was, "Could we continue the pace?"

The resounding answer was a confident "Yes!" You've read all year about our double-digit sales increases, 15-month track record, agent recruiting successes, marketing initiatives and our sales/logistics "YES WE CAN" approach in Operations. All are continuing to pay dividends. We have set records in tonnage loaded this summer. All of these accomplishments have underscored our ability to move together in the same direction. No small feat indeed.

As we begin to reflect on our summer of 2012, we can say we did it again! As of the beginning of August, we have already matched our historic revenue number achieved in 2011 for commercial agent registrations. Yes, this is correct, we've duplicated the sales revenue for the entire year of 2011 in just over seven months this year! What an achievement; and it means we still have five months of time left to add to our record numbers.

This type of accomplishment does not happen without challenge, without sacrifice, and without teamwork on all levels. Let's keep things in perspective when we evaluate our performance in this regard. So as we go out into the marketplace this fall, let's not look back – our agents and drivers are up to the challenge. We can and will provide top quality service while growing our network. Quoting Randolph and Mortimer Duke from the classic movie Trading Places, "Turn on those machines and SELL, SELL, SELL!"

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NATIONAL VAN LINES NAMED TOP CORPORATE TEAM FOR DUCKY DERBY

As a corporate sponsor of Special Olympics Illinois through the 7th Annual Windy City Rubber Ducky Derby National Van Lines played a key role in the event's success, which resulted in 44,000 ducks adopted – 10,000 over last year!!

Although there was a sprinkling of rain in the early morning, it didn't deter Race Day attendees, who enjoyed plenty of entertainment - face painting, games, pizza from Home Run Inn and delicious iced coffee from Dunkin' Donuts. Several sports mascots joined the fun - Southpaw from the White Sox, Staley from the Chicago Bears, Sparky from the Fire, Outlaw from the Bandits and Skates from the Wolves. NBC5 Chicago's Mike Adamle and several Special Olympics athletes helped with announcing the race launch for onlookers who lined both sides of the Chicago River.

The event raised over \$300,000 to support Special Olympics athletes and programs, with the corporate teams an important part of the success. There were 123 Duck Sales Teams this year (41 more than last year) accounting for 74% of ducks adopted.

National Van Lines Team – Trucks N Ducks – was responsible for adopting over 5700 ducks, or 13% of the total! Agents, drivers and corporate employees and their families did a phenomenal job. National Van Lines has participated in the Windy City Rubber Ducky Derby from its inaugural event in 2006 and has collected over \$150,000 in adoption fees and contributions.

According to Corinne Zollars, Special Olympics Event Director, "Beyond our fundraising goals, however, it's occasions such as these that establish bridges between Special Olympics Illinois and the community. The Windy City Rubber Ducky Derby gave us a chance to connect people, both familiar and unfamiliar with our program, to the oversized personalities of our athletes."

Maureen Beal, National Van Lines CEO, comments, "Our agent, driver and corporate network impresses me every day with their generosity. Many have family members in Special Olympics programs and truly appreciate the work being done and the resources it takes to make the program successful. I am so proud of all of them, and I know that the care and consideration they show these special athletes is reflected in our customer service all year around."

MAUREEN BEAL HONORED BY GIRL SCOUTS OF GREATER CHICAGO AND NORTHWEST INDIANA

Maureen Beal, CEO, National Van Lines and seven other Chicago leaders were recognized as “Smart Cookies” and honored for their achievements by Girl Scouts of Greater Chicago and Northwest Indiana during its annual “Smart Cookies Make a Difference” fundraising breakfast on September 6 at 7:30 a.m. at the Palmer House Hilton.

The “Smart Cookies Make a Difference” awards program applauds the accomplishments of exemplary leaders who, through their achievements, have changed the rules of the game, especially on behalf of girls who aspire to be business and entrepreneurial leaders themselves, and in doing so have made the world a better place.



“Our Smart Cookies event honors women and men who change the rules of the game, challenge the norm and take calculated risks to make the American Dream a reality,” said Maria Wynne, CEO of Girl Scouts of Greater Chicago and Northwest Indiana. “This year’s eight honorees exemplify the Girl Scout values of courage, confidence and character, and serve as the inspiration for girls with big ideas and dreams.”



The “Smart Cookie” awards program is a contemporary and playful way to honor a Girl Scout tradition that dates back as early as 1917 when girls first envisioned selling homemade cookies to support their activities. A century later, the Girl Scout Cookie® Program is still a highly successful entrepreneurial and business skills-building program that gives girls the opportunity to practice important leadership skills while earning proceeds for their group activities.

TERESA BROWN - NEW DIRECTOR OF CLAIMS

National Van Lines is pleased to announce the selection of Teresa Brown to fill the position of Director of Claims, upon the retirement of Dan Johnson.

Her prior employment at Avalon Risk Management gives Teresa an insurance industry perspective as well as an extensive education in claims handling. Vice President of Finance, Gerry Mundt, states, “Teresa has been able to call on her previous experience to quickly learn our claims process and systems. The Claim’s team is fortunate to have her leadership, especially during the busy summer moving season.”

Teresa has also worked at several major van lines, not only in Claims, but also in Customer Service and as a National Accounts Manager. According to Teresa, “I enjoy the people I work with, as well as the culture at National Van Lines. While I have only been here a short time, as we all know starting a new opportunity can be difficult; however, everyone has been extremely helpful and has made my transition easy.”



Teresa lives in Chicago with her husband, Kelvin and their two daughters; Taylor, 16 and Krista, 13.

Saying Good Bye

JORGEN JOHANSEN - APRIL 1, 2012

Jorgen started at National Van Lines moving household goods in July of 1984 and transitioned to New Products in 1999. When the Wyland Foundation requested more transportation support, eventually expanding their education programs with the Mobile Learning Center, Jorgen was the obvious choice.

Even with his hectic work schedule, Jorgen found time to amaze us with his adventures – skiing, swimming with dolphins, and his favorite “sport” of having his picture taken with beautiful women. Mike Yost, Vice President of the New Products division, states “I’ve seen Jorgen work at Wyland events from 5:00 am to 10:00 pm – putting the trailer up, taking it down and working the whole time in between. No one works harder at an event than he does.”

Jorgen plans on traveling back to Norway in the near future and working with his favorite charity - Special Olympics.



DAN JOHNSON - JUNE 1, 2012

Dan Johnson retired from National with over 24 years of service. He was hired as a Claims Adjustor in February of 1988. He was promoted to Senior Claims Adjustor and, in 1992, to Director of Claims. Prior to joining National he also worked in claims for Bekins and Allied.

Dan is very involved with environmental concerns in his community and spearheaded our “National Van Lines Earth Day Clean Up” for the last several years. Dan also coordinated the decorating of our National Van Lines Community Christmas Tree at Brookfield Zoo. Not only was he the organizer of the event, he meticulously cleaned and saved the hand-made ornaments that have graced the tree for the past 6 years; including frogs, giraffes, bears, elephants, and of course moving vans.

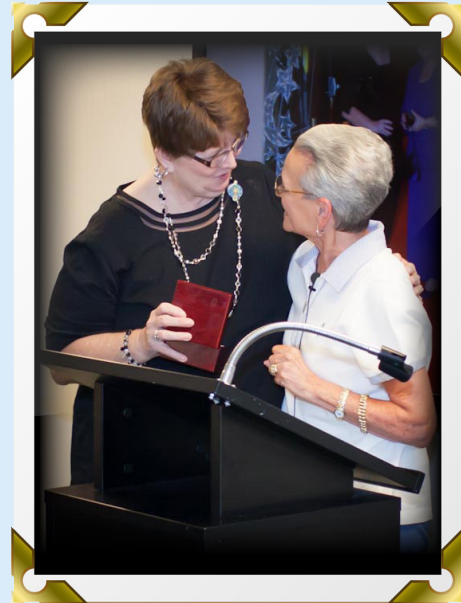
In retirement, Dan intends to keep up his community projects and spend more time engaging in his favorite leisure-time activity, reading.

to Old Friends

TINA BYERS - AUGUST 3, 2012

Tina Byers started at National in August 2002 as our Receptionist and Switchboard Operator - thus she became the voice of National Van Lines. A luncheon given in her honor on Friday, August 3rd, was attended by her husband, John, and their good friend, Ken Atwater.

Whether calling or visiting the Broadview office, agents, drivers and vendors all enjoyed Tina's bubbly personality and welcoming presence. Even though she and John are already packing to move to Michigan where both of them have family, Tina intends to stay in touch and has promised to come back for the Christmas party in December!



RICH BUTI - AUGUST 10, 2012

Rich Buti started at National Van Lines November 1, 1992. Initially a Field Sales Manager, Rich worked his way to becoming an Area Sales Manager for Sales and Agency Development. Rich's retirement luncheon was attended by all of his children, as well as his recently retired brother, Bob Buti.

Before coming to National, Rich worked as branch manager of an electronics firm for 30 years. While he arrived here with no experience in the moving industry, he quickly assumed a professional sales role by going out into the marketplace and hustling up business. And, in short time, Rich became one of National's top book-

ers for COD and Corporate Account moves. He served as the account executive for Northwestern University for 14 years. Rich and his wife Kathleen have 6 children and 11 grandchildren, and his future plans involve spending more time relaxing and enjoying his family.



IN REMEMBRANCE

Maureen Zinovik passed away on June 3, 2012.

Maureen had retired at the end of March this year after working at National for 13 years as an Agent Settlement Coordinator and Interline Adjuster.

Mike Dombroski, Director of Billing and Settlement stated, "Maureen enjoyed her job and all of her contacts through the Settlement Department here at National Van Lines. She had a great love of nature and her dog, Skipper."

She will be missed by all.



NATIONAL VAN LINES RELOCATES INJURED ARMY VETERAN

Duane Kozlowski never asked for help; he was always the one “helping.” This summer, he and his family found themselves in need and National Van Lines answered the call. Duane is an Army Veteran who suffers from the effects of a severe head injury. To receive the best medical care, the family needed to relocate from North Aurora, IL to Grand Lake, CO.

The Quality of Life Foundation of Woodbridge, VA contacted Maureen Beal, National Van Lines’ CEO, for assistance. After learning more about the family’s needs, Maureen gave a responding “YES, WE CAN!” to the request. The Kozlowski’s are a family with five children: Joshua, Hannah, Andrew, Christopher and Toby. Wife and caretaker, Rebecca, had her hands full making living arrangements while holding down her full-time job and balancing all the other needs of an active family.



Harold Vogt poses with the Kozlowski Family - As you can see, not everyone was happy about the move!



The Kozlowski’s youngest child, Toby, really enjoyed the special moving coloring box and beanie baby.

Chicago area agent, Harold Vogt of O’Boyle Moving & Storage, took care of the relocation from start to finish. When asked how the move went, Rebecca stated, “Their staff were miracle workers, we feel so blessed. The crew from O’Boyle are amazing human beings – on short notice, with a difficult job.”

Sarah Himan, Director of the Quality of Life Foundation, adds, “We have found that many individuals and businesses alike want to give back to veteran families who have sacrificed so much in service to their country; they just need to know where the needs are and how to help. National Van Lines, Inc. is a perfect testimony to that.”

Quality of Life Foundation

**AGENT
EXCHANGE**
SAVE THE DATES

**October 18 & 19, 2012 and
May 2 & 3, 2013**

This program is being totally re-vamped, an opening reception on Wednesday evening (10/17 and 5/1) and Thursday and Friday are full days (8:30 am to 5:00 pm) of custom-tailored training. Find out what we’re doing to keep your sales pipeline full or how we’re gearing up for the busy season! This program works for new agents, new agent employees or anyone looking for a refresher course.

To register visit www.nvltraining.com.

PEOPLE ON THE *MOVE*

NEW AGENTS

**BEATTIE MOVING &
STORAGE, INC.**
Cocoa, Florida 32926
Richard Beattie
April 11, 2012

MOVING SERVICES, INC.
Tucson, AZ 85719
Theresa Pratt
September 5, 2012

HUACHUCA TRANSFER CO.
Huachuca City, AZ 85616
David Pratt
September 5, 2012

NEW HIRES - NVL

TERESA BROWN
Director of Claims
May 14, 2012

DEBORAH MARTINE
Document Control Support
May 21, 2012

BRENDA NEWMAN
Customer Service Rep.
May 29, 2012

CHERYL SOLBERG
Operations
June 11, 2012

THERESA LEZZA
Receptionist
July 23, 2012

X-CARD WINNERS

APRIL

Fred Hart - Booking
Hill's Van Service of No. Florida

JUNE

Chuck Lamendola, Jr. - Booking
Astro of New England, LLC

MAY

Tony Jenkins- Driver
Direct Lease Owner/Operator

JULY

Doug Authelet - Driver
Astro of New England, LLC

AUGUST

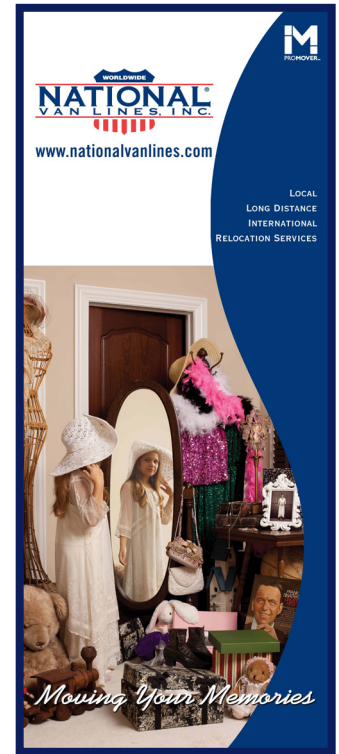
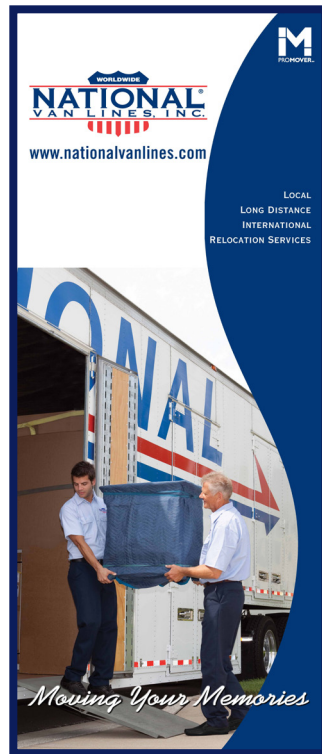
Earl Whitehead - Driver
American Way Van and Storage

X-Card Winners have achieved excellent
scores on Customer Surveys

Each month one winner is sent a \$50
gift certificate

ATTENDING A TRADE SHOW?

National Van Lines has just the thing to help you attract trade show attendees to your exhibit space. These colorful banners are easy to set up, simple to store and inexpensive to ship! Reservations for use are required – just contact the Marketing Department to save the dates. There is no cost for using the banners, other than the shipping. The “exhibit kit” includes 2 banners (33” x 78”), an 8 foot matching tablecloth and a light weight shipping container.



1:64 MODEL TRUCKS NOW AVAILABLE

The full coverage “Wyland Decal” tractor/trailer and the new Interactive QR Code Decal tractor/trailer 1:64 scale models are now available for collectors. You may order these die-cast replicas from the Purchasing Department for only \$55.00 each. Perfect for that high-end National Account Prospect or to use as Trade Show raffle prizes, the limited supply of these model trucks will go quickly!



Wyland Full Coverage Decal #0121-C



Interactive QR Code Decal #0121-D