

News On The



MOVE

SPRING EDITION - 2008

National Van Lines Unveils New Website

With the internet more prevalent in people's lives than ever, companies are able to help educate consumers on their business before they even have their first phone conversation. In order to give our customers and agents the most up-to-date and helpful information on moving at their fingertips, National Van Lines has created a brand new website!

On this website, customers can request a quote, find an agent and review invaluable information about moving. In addition to providing customers with a "Countdown to Moving Day" checklist, tips on moving children, pets and plants, and packing tips from the professionals, the new website "refreshes" on a regular basis with the "Tip of the Week" and a Message from the CEO.

The website also incorporates important information on how to choose a reputable, trustworthy moving company, and warns the general public that unlicensed and unscrupulous movers have become harder to distinguish since they use the internet to establish false identities. This guide helps customers become more educated to ask the right questions before they choose a mover. In addition, pricing, discounts, weight estimates and insurance options are thoroughly explained.

"National Van Lines has always had a reputation for caring about our customers," says Maureen Beal, CEO. "With this updated technology, we have even more ability to educate and serve our clients right from the comfort of their own computers."

Please check out our new website at www.nationalvanlines.com

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PR CORNER

National Van Lines has been making news! Check out all of the ways National Van Lines has been connecting with the industry and consumers!

Optimal Level



Optimal Level works with professional women who want to reach a certain place in their lives. Each month, on their website, they present a success story of a woman's journey to her optimal level. In April, Maureen Beal was honored to be chosen as that woman! Read all about Maureen's journey to success at: http://optimallevelmembers.blogharbor.com/blog/_archives/2008/3/28/3607410.html.

AMSA TV



Have you checked out AMSA TV? AMSA will showcase members, relay news and advise consumers on this new section of their website. Currently, Maureen Beal appears on the consumer channel! Maureen talks about her personal mission to give the moving & storage industry a good reputation despite the number of rogue movers at large, challenges specific to women during a move and more. Watch Maureen's video at: <http://promoverv2.timberlakepublishing.com/content.asp?pl=789&contentid=790>.

Women on Boards



Maureen Beal has been chosen to serve as a panelist on "Women on Boards" Chicago! The "Women on Boards" event is an annual panel discussion educating and preparing women to serve on boards of directors. The organization estimates that women represent less than 15% of Fortune 500 Company board membership. The Women on Boards event taps into the expertise of successful business women who have experience serving on boards. The event takes place at the Hyatt Regency Chicago on June 24th.

Crain's Chicago Business "Info Junkie"

On March 10th, Maureen Beal was profiled in *Crain's Chicago Business* "Info Junkie" column. Info Junkie asks Chicago's prominent business leaders questions about where they get their info, such as newscasts, books, etc. You can see Maureen's profile at <http://www.chicagobusiness.com/cgi-bin/mag/article.pl?articleId=29424>.



Direction magazine

National Van Lines sales training program - aka Boot Camp - was featured in an article written by Jorja Coulter, Vice President, Marketing, Training & Quality in the February issue of *Direction Magazine*. The article talks about the benefits of becoming a Certified Moving Consultant, estimating accuracy and more. If you would like a copy of the article, please contact Jaye McManus at 800-323-1962 ext 2926.





Jeff Pink Joins National Van Lines as Executive Vice President

National Van Lines is proud to announce the addition of Jeff Pink to the Executive Staff. Jeff joins National's corporate office with an equity interest, and currently serves as Executive Vice President of Sales and Agency Development.

The Pink name is very familiar to the National Van Lines family. Pink Transfer, in Monrovia, CA, has been a National agency since 1965. Started in 1928, by Jeff's grandfather, George Pink, the third-generation family business takes pride in providing exceptional service. Howard and Fred Pink, Jeff's father and uncle, managed the agency until Fred's retirement in the mid 1980's.

Learning the business at an early age, Jeff started working for Pink Transfer while still in high school, and once he turned 18, got his Class A license. A University of Southern California graduate, with a finance degree, Jeff broadened his sales and marketing experience by selling commercial real estate in Southern California, before returning to the family business.

Up until Howard's retirement in 2000, the four brothers and their dad worked together to build a strong, local reputation based on family values. And that tradition continues today - brothers Doug, Bill and Matt remain committed to serving their community as well as the National Van Lines agent family. According to Jeff, "Whether it's a small apartment job across town or a large house across the country, Pink Transfer has always been a company that would do everything possible to ensure our customers received quality service."

On a personal note, Jeff has been married to his college sweetheart, Maria, since 1986 and they have two boys, Brandon, a sophomore at Arizona State University and Riley, currently finishing his senior year in high school and planning to attend the College of Business at the University of Illinois, next fall. The family has just settled into a condominium in downtown Chicago. Jeff adds, "My family has always considered National Van Lines to be a fabulous company, and we are very honored to become a part of the corporate family. In addition, we are truly looking forward to becoming settled in our new city."

In her welcome announcement, CEO Maureen Beal stated, "Jeff and I will be working very closely in the coming years. To have someone, who I have known for many years, join us with the ultimate desire to continue as a family-owned business, is a wonderful outcome. My brother Ron and I are very excited about the future of our beloved National Van Lines."



Dan Sabol Named as Western Regional Sales Director

Jeff Pink, Executive Vice President Sales and Agency Development announces the selection of Dan Sabol to serve as West Coast Regional Sales Director for National Van Lines. "I am very excited about our sales and agency development team," says Jeff. "I see Dan as playing a very important role in the success of our department."

After spending over 20 years in the telecommunications industry, working with high-profile clients like Qwest and Level3 Communications, Dan identified a need in Douglas County, Colorado, for a top-quality moving and storage business to service the VIP clientele in the fast growing, affluent Denver suburbs. Starting ABACUS Moving & Storage in 2001, Dan and his staff quickly recognized the need to affiliate with a long distance carrier. ABACUS joined National Van Lines in 2002, and was honored at the 2007 Agent Convention for 2nd Place Sales (2007) and 3rd Place Sales (2006). At ABACUS, Dan was also responsible for one of National Van Lines largest National Accounts.

Dan has relocated from Colorado to Riverside, IL, and is looking forward to working with existing agents, and recruiting new agents on the west coast.



Tom McHugh to Add Business Development & Technology Responsibilities

Jorja Coulter, Vice President of Marketing, Quality Assurance and Training, recently announced that Tom McHugh, Director of Business Administration, has joined her department, increasing his area of responsibilities. "Tom's expertise in rates and tariffs, his proficiency with web-based tools and databases, and his analytical strengths are extremely valuable to National Van Lines," states Jorja. "Since more and more customers search out service providers through the internet, it is critical that National Van Lines ensures that our web presence is top-notch."

Jorja adds, "Some of the projects Tom will undertake benefit our public web-image, including lead generation, follow-up, and web-links. In addition, agents and drivers will benefit from Tom's involvement with automating some of the internal processes at National Van Lines through the on-line agent network system."

Brook Park School and The Wyland Foundation



Maureen Beal and Dan Johnson

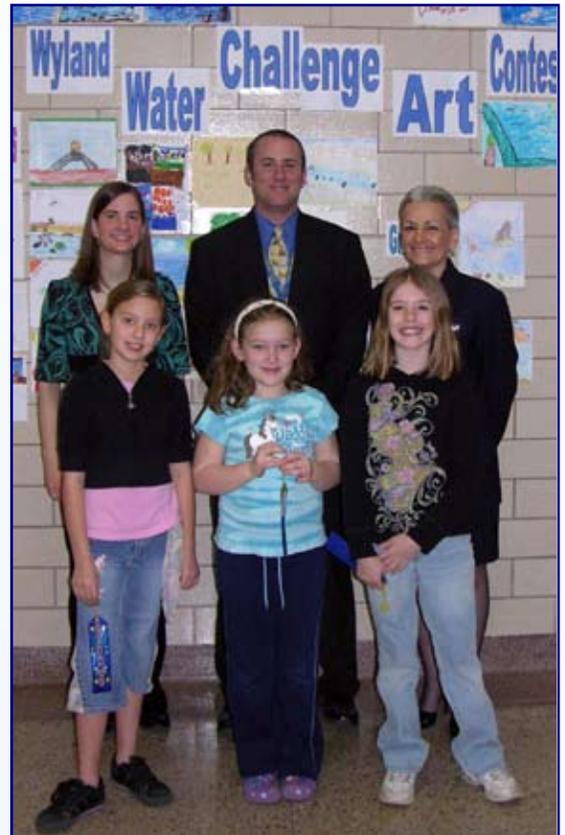
Last fall, schools across the country were challenged by the Wyland Foundation to enter the Wyland Foundation’s National Art & Science Contest. The challenge was for children K-12 to enter individual works of art or a giant group mural of any aquatic habitat with above and below the water views and plants and animals that live in the habitat.

Each school was asked to hold its own contest to determine which young artist would represent their school in the contest. The contest is part of the Wyland Clean Water Challenge - an ongoing effort designed to instruct and inspire young people everywhere about marine science and the conservation of water quality on our planet.

When National Van Lines Claims Director, Dan Johnson, learned of the contest he immediately knew who to call. His daughter, Jenny Reeger, is a 2nd grade teacher at Brook Park School located in the southwest suburbs of Chicago. “Jenny is green through and through,” says Dan proudly. “She’s always been willing to get involved in conservation. She’s a big Wyland fan and has worked part-time during the summers at Brooklyn Zoo for 11 years.” Dan was right. Jenny was eager to get involved. She talked to the school principal and organized a contest for the K-4th graders. A group of teachers then judged the work and chose the local winners to be entered into the contest.

On March 18th, National Van Lines CEO, Maureen Beal, and Claims Director, Dan Johnson headed over to view the work. “It was just beautiful,” exclaimed Maureen. “The creativity and care that these budding artists put into their work is amazing.”

Although the children from Brook Park didn’t win the Wyland Foundation’s National Art & Science Contest, the contest served its purpose - to bring awareness to even more of America’s youth of the need to protect and preserve the water systems of our planet.



Top Row: Jenny Reeger - Teacher, Mike Sorenson - Principal and Maureen Beal. Bottom Row: Ann Gauger, Taylor Savino and Carla Cavanaugh



Congratulations to the winners of the Brooke Park Wyland Water Challenge:

- | | |
|-------------------------|-----------------|
| Kindergarten - | Gregory Boswell |
| 1 st grade - | Taylor Savino |
| 2 nd grade - | Linnea Eich |
| 3 rd grade - | Carla Cavanaugh |
| 4 th grade - | Ann Gauger |

The Winner’s Wall at Brook Park School



Left to Right: Wanda Roundtree, Shelly Zachary, Lane Olson, Deborah Flakes, Laretha Ellis, Sandy Olson and Rachel Griffin (Chamber of Commerce Rep.)

AGENT CELEBRATES 35 YEARS IN BUSINESS

A-OK Moving, Shredding & Storage in Beaumont, TX celebrated their 35th Anniversary on April 10, 2008. A-OK was founded in 1973 by Richard Olson and is now owned and operated by his brother, Sandy Olson, with the assistance of his nephew, National Van Lines driver, Lane Olson. They have been at their current location since 1980 and have been an agent for National Van Lines since April 2006.

The festivities began at 7:30 am with coffee and donuts, continued through lunch and concluded at 7:00 pm with sandwiches and drinks. There was a steady flow of friends, family, customers, potential customers and competitors who stopped by during the day. As part of the festivities, the Chamber of Commerce conducted a ribbon cutting ceremony for A-OK's

new Document Shredding System. A-OK also gave demonstrations of their shredding operation.

According to Shelly Zachary, National's Regional Sales Director who was in attendance, "one of the things that the visitors seemed to enjoy most - or should I say in addition to the food - was the wall of photographs on display that covered the last 35 years." She also noted that "as is typical of our industry, A-OK is a family business comprised of not only the Olson family but many employees who have worked there for 20 to 30 years." The next time you speak with Sandy, Lane, Cindy or any of the other employees at A-OK please join us in congratulating them on 35 years in business!

Joe Bonnie & Son Moving Brooklyn's Youth Towards a Brighter Future



1970's Bonnie Youth Foundation Baseball Team

Since 1946, the Bonnie family has been taking an active role in the growth development and success of the children of Brooklyn. Through the Bonnie Youth Organization, the Bonnie family uses baseball to encourage teamwork, education - and most importantly - keep the kids of Brooklyn off the streets.

Over 800 kids, ages 5-21, flock to the baseball club every year. But it's not just about baseball. "One of the things I am most proud of," beams Theresa Bonnie, whose grandfather started the club and moving company in the 40's "is that very successful men - whether it be as doctors, professional football players or businessmen - have gotten their start in the Bonnie Youth Organization. They come back and credit my dad and my grandfather for putting them on the right track and focusing on education. It makes me so proud to know my family has had such a positive impact on so many people."

The Bonnie Youth Organization is truly a family project. Al Bonnie, Theresa's uncle, came up with the idea to start a boy's baseball club and sent his brother Joe, then in high school, to solicit players at school. The idea took off and their father, Joe Bonnie, Sr. funded the project in 1946. It is now the 2nd largest youth organization in Brooklyn.

The organization is run strictly by volunteers, many of whom are former Bonnie players. The coaches and mentors focus on teamwork, cooperation and education. While the Bonnie Youth Organization works hard at getting Bonnie players scouted by schools and pro teams, they emphasize to the kids that sports alone are not the answer and encourage the kids to "hit the books" and get an education.

When talking about her family's involvement in Bonnie Youth Organization, Theresa Bonnie often smiles to think of a trophy given to her father that says "He who stoops to help a child stands tallest."

Joe Bonnie & Son has been in business since 1941 and has been a National Van Lines agent since 1994.



Recent Bonnie Youth Foundation Baseball Players



National Van Lines to Host 2nd Winner's Circle Sales Conference

In 2006, Jorja Coulter, National Van Lines Vice President of Marketing, Training and Quality noticed an opportunity for sales professionals to learn from each other's experiences. "In moving, nothing is black and white," noted Jorja. "There are always unique ways for our salespeople to serve our customers' specific needs." And thus, the National Van Lines Winner's Circle was formed.

In October 2006, the first Winner's Circle Sales Conference was held in the Chicagoland area. Sales professionals from around the country joined together to learn from each other, share ideas, network and get invaluable advice from speakers. "We have some of the best speakers in the country, right here in Chicago," Jorja stated. "We focused on topics that would provide personal growth and increase customer satisfaction - like effective communication, time management, and community involvement - and then it was just a matter of getting together and brainstorming and sharing our ideas."

"The information the salespeople received," explained Sue Mackey, National Account Manager, "gives them the tools necessary to make each customer's moving experience - no matter how simple or complicated - as smooth as possible. And if they don't know the answer to a customer's question or are having trouble finding a solution, they have the resources of the other members of the Winner's Circle at their fingertips."



The second Winner's Circle Sales Conference will be held October 9-11, 2008 at the Hyatt Lodge in Oak Brook. National Van Lines sales professionals will get together to meet new members and reconnect with the charter members so that they can continue to give our customers the best experience possible.

National Hosts On-Line Webinars

While playfully titled "e-Meetings with Maureen" some very important topics were discussed in a new format for exchanging information between National Van Lines Corporate Headquarters and its representatives nationwide. A series of three e-meetings, or "webinars" allowed National Van Lines to serve as host to agents dialing into a conference phone call, and viewing the presentation on their computer screens. The meetings proved to be easy, cost-effective and productive, recognizing the need to keep travel related costs down, while maximizing communication.

CEO, Maureen Beal introduced the meetings by addressing the major issue of a sluggish real estate market, and its impact on the moving & storage industry for the upcoming peak relocation season. She pledged her support to the agent network's sales activities, committing to be aggressive, creative and flexible in servicing available shipments this summer.

Maureen also reiterated her concern over the growing number of unscrupulous moving companies, as well as moving brokers, who are jeopardizing the reputation of quality movers. She added, "If we can educate the general public to be aware of offers that appear too good to be true, and are not put in writing, we will end this problem once and for all."

Meeting organizer, Jeff Pink, Executive Vice President, Sales and Agency states, "The series of meetings were well attended and received. We at National feel this is a perfect format to continue dialoging with our agents, and providing additional training opportunities. Look for more e-Meetings in the future."



PEOPLE ON THE MOVE

NEW AGENTS

- # 10
All Star Movers, LLC
 12/18/2007
 Fairfax, VA
 Michael Rhodes
- #1218
REO Movers & Van Lines
 12/18/2007
 Chicago, IL
 Theresa J. Hughes
- #1207
Florida Moving & Storage, Inc.
 12/18/2007
 Sunny Isles Beach, FL
 Chris Traini
- #1908
S Thompson Moving
 01/09/2008
 Dexter, MO
 Stephen Thompson
- #2101
All My Sons Moving & Storage, Inc.
 02/20/2008
 Broadview, IL
 Mark Doyle
- #22
Bannister Moving & Storage, Inc.
 03/31/2008
 Glendale, AZ
 Robbie Zelman
- # 13
Vernay Moving & Storage
 04/14/2008
 Somersworth, NH
 Rob Hills

NEW HIRES

Jeffrey Pink - Executive Vice President
 2/1/2008

Bertha Sotello - Fuel Log Clerk
 3/25/2008

Daniel Sabol - Western Regional Sales Director
 4/21/2008

PROMOTIONS

Claudell Edwards - Fuel Log Clerk to Insurance Clerk
 3/31/08

X-Cards are issued to agents and drivers who received outstanding customer satisfaction survey scores. Each month, X-Card recipients are entered into a drawing for a \$50 gift certificate. Winners since our last publication include:

X CARD WINNERS

January	Robert J. Harris - Driver Vanguard Moving & Storage Bethel, Connecticut
February	Samuel Jon Riley - Driver King Moving & Storage Valdosta, Georgia
March	J. Nosedo and Son, Inc. - Booking Agent Mt. Clemens, Michigan
April	Carll Robert Smith - Driver Direct Lease Fleet

National Is Going Green!

Because being environmentally conscious is very popular these days, Dan Johnson (Claims Director) made the suggestion that National should go GREEN and we have! The committee consists of Dan Johnson, Shelly Zachary, Carol Hassel, Cindy Sissons, Cindy Schebo, Sue Mackey, Bill Barry, and Felicia Krubl.



A group consisting of Dan Johnson, Bill Barry, Mike Yost, Roger Harl, Shelly Zachary, Sue Mackey, Steve Millsap, Carol Hassel, Rosa Fernandez, Christine Callahan, Sandy Romcoe, Rick Reynolds, Mary Wardynski and Tim Hopkins spent the morning of Earth Day this year (April 22nd) cleaning the area outside of National's building. The garbage, tree limbs, dead grass, etc. they collected filled two pickup trucks. Now the area is something to look at!



Another successful program that Dan and his committee are working on is a recycling program for National. We have signed a recycling contract with our refuse hauler and they have placed plastic bins all around the office area for the collection of paper, glass and plastic.

National Van Lines Adopted Frogs from Brookfield Zoo

Because this is the year of the "Frog", National has adopted two frogs and is now part of the Brookfield Zoo's "Share the Care" program.

Poisonous
Blue Tree Frog



Tomato Frog



Maureen Beal and
Shelly Zachary

Cell Phones for Soldiers

In honor of Memorial Day, National Van Lines is collecting old cell phones and their accessories that will be donated to Cell Phones for Soldiers (www.cellphonesforsoldiers.com). The cell phones and accessories are recycled for cash and the proceeds are used to buy prepaid calling cards for our soldiers serving overseas. Cell Phones for Soldiers is a registered 501(c)(3) non-profit organization so donation receipts are available.

Cell Phones for Soldiers was founded by teenagers Robbie and Brittany Bergquist from Norwell, MA, with \$21 of their own money. Since then, the non-profit organization has raised almost \$1 million in donations and distributed more than 400,000 prepaid calling cards to soldiers serving overseas.

A collection box and donation receipts will be in the lunchroom during the month of May. We hope you will join us in our efforts to help Cell Phones for Soldiers succeed in their mission to "Help Our Troops Call Home" and drop your old cell phones and their accessories in the box. Agents and drivers who would like to contribute should send their donated phones and accessories to the corporate headquarters:

National Van Lines, Inc.
Attn: Conservation Committee
2800 W. Roosevelt Rd.
Broadview, IL 60155

If you have any questions or would like more information about this program, see their website at www.cellphonesforsoldiers.com or contact Shelly Zachary at ext. 1975.



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