

News On The **MOVE**

Holiday Edition - 2008



2008 CAPITOL CHRISTMAS TREE

For the third time in four years, National Van Lines transported the 2008 Capitol Christmas Tree for the US Forest Service. This year's tree was cut from the Bitterroot National Forest in Hamilton, Montana, and was delivered to the West Lawn of the Capitol Building in Washington, D.C. on November 23rd.

Since 1970, Congress has asked a different National Forest to provide "the People's Tree" – complete with all the trimmings – as a gift to our nation each holiday season. Selected by the Capitol Architect, Ted Bechtol, the tree was one of a dozen candidates identified by Forest Service personnel and local citizens. A sub-alpine fir, the tree stood over 100 feet tall in the forest and by counting the rings after the cutting ceremony, it was determined to be approximately 140 years old.

Cut down to approximately 75 feet for travel, the Capitol Christmas Tree was transported across the country by the 2006 "tree driver," Gordy Grove. Accompanying Gordy on the cross-country trek was Carll Smith, who handled 85 companion trees and the 5000 ornaments created by school children and other Montana citizens.

The culmination of the trip was the lighting ceremony, held on December 2, with Speaker of the House Nancy Pelosi doing the honors. Maureen Beal, CEO, summed up this year's event, "This has been a wonderful experience for the National Van Lines family. From the reception we received from the citizens of the State of Montana, to getting to meet the fabulous representatives of the US Forest Service, to the lighting ceremony itself – it all makes us proud to be of assistance in this endeavor."

Happy Holidays!

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Seasons Greetings!



It's a wonderful feeling to wish all of you Happy Holidays again this year! It's been a tough year on our economy and especially on our industry. There have been a lot of ups and downs and surprises along the way. In a year when many of our competitors have had to shut their doors, by working with our agents and drivers to come up with solutions, we're still holding strong. That's the benefit of being a family. Our agents, drivers and employees always work together and it makes us stronger and it will continue to make us stronger every year!

The year was a historical one for the moving and storage industry. After over 75 years of collective ratemaking, we started 2008 with a brand new tariff named NVL 100 that we could call our own. At the time, we weren't thinking about history; we were thinking about deadlines, software and learning a new tariff – but in reality, we were in the midst of something that will make history books in years ahead. Our staff, agents and vendors came together to write and install new tariffs and learn new rules. Fifty years from now, only a few of us will remember a time when the moving and storage industry had one tariff for all and a new generation won't think twice about the tariffs that are now in place. We worked together and set the path for future generations!

I can think of another history maker that we are all glad has subsided. If someone would have told my grandfather that someday gas prices of \$4/gallon and diesel fuel prices of \$5/gallon would threaten our financial stability, both personally and professionally, I think he would have had a hard time believing it! When he started this business in 1929, gas was \$.21 per gallon. This skyrocketing price of gas wasn't easy on any of us – especially our drivers. And at the time it was happening, we didn't know relief was on the way. I remember hearing reports that gas would spike at \$7 per gallon this summer! We hung in there together though. We worked together to find ways to ease the effect on our drivers and we made it through until the prices dropped – finally! I'm still relieved when I see that diesel fuel prices have dropped to almost half of what they were this summer!

The housing market also gave us a run for our money this year. Many of our agents thought that they wouldn't make it this summer. Some of them turned out to have their busiest summer ever! We all worked together to decrease rates and guidelines to be as competitive as we could possibly be. And it worked. We made it through. I'm here to write this today and you're here to read it. Without the input of our agents and drivers, and our executive team's persistence to find solutions, this year could have been much worse for all of us! Together we survived and came out with even a stronger market position!

Then after all this hard work, at the end of the year, we did what families do. We came together. At the National Van Lines sales conference in October, agents from around the country joined us to find even more ways to increase our sales and make connections. And we'll do the same this year at the bi-annual convention October 8-10 at the Chicago Marriott Magnificent Mile. The connections we'll make and ideas we'll share will continue to make us even better.

When I look back on this year, I know without a doubt that no matter what challenges might come our way, we are much stronger together than we are individually. I'm grateful for my employee, agent and driver family for working together to make us so resilient. I look forward to 2009 and the opportunities that it will bring to make us closer as a family and stronger as a unit.

When you think about your family this holiday season, I hope you'll remember all the ways that they contributed and that you became closer as a family too.

Happy Holidays and Best Wishes for a Wonderful 2009!

A handwritten signature in black ink, appearing to read "Duren".

OUR AGENT COUNCIL HAS TWO NEW FACES



Dave Anton

The National Van Lines Agent Council is proud to announce its two newest members! Dave Anton, Vanguard Moving & Storage in Bethel, CT, and Wayne Edwards, Edwards Movers in South Easton, MA have both accepted positions on the agent council effective immediately.

The agent council provides a sounding board for the National Van Lines executive staff, as well as bringing valuable suggestions for improvement, issues to resolve, and questions to address. They give the executive staff the agents' perspective on issues.



Wayne Edwards

Vanguard Moving has been with National Van Lines since 2005 and has showed tremendous growth and success. Since joining the van line, Dave has always shared ideas, offered advice, and actively sought improvements that National Van Lines can make. Edwards Movers has been an agent for about a year and has consistently been one of the top bookers. Wayne has worked with the executive staff on sales and marketing initiatives and has been a strong voice for the agent family.

Dave and Wayne join existing agent council members Bobby Vann, American Way Van & Storage, Vandalia, OH; Joe Bonnie, Joe Bonnie & Son, Delray Beach, FL; and Ken Greinke, Greinke Moving & Storage, Seguin, TX.

Dan Upright, Upright's American Relo, recently resigned from the agent council to focus on his business. The council thanks Dan for his service and wishes him luck in the future!



SHELLY ZACHARY TO FOCUS ON NEW AGENT TRAINING

Jeff Pink, Executive Vice President of National Van Lines, has selected Shelly Zachary as Director of New Agent Training and Development. "The Agency Development department has put a strong focus on bringing new agents into the National Van Lines family, so adding this position will allow new agents to get up-to-speed more quickly and efficiently," says Jeff. Her former regional sales responsibilities are being covered by the remaining Agency Development staff.

Shelly has developed a "virtual training" module to get new agents oriented to the Agent Network System, National's rating software, and the AS400 prior to an on-site visit. "Working with the new agents to make sure all of their computer software and systems are in place immediately after their start date has made a big difference," states Shelly. "I feel that we are really delivering a personalized training program for our newest family members, and our follow-up on-site visit is far more effective."



MAUREEN BEAL HONORED AS 2008 ENTREPRENEUR OF THE YEAR



Maureen Beal is introduced by Bob Graham of conference sponsor Merrill Lynch

Maureen Beal, CEO of National Van Lines, Inc., received the 2008 Entrepreneurial Woman of the Year Award from the Women's Business Development Center (WBDC) at the organization's 22nd Annual Entrepreneurial Woman's Conference, the oldest and largest women's business conference in the country, at Chicago's Navy Pier.

Fashion designer Eileen Fisher, the staunch women's advocate and founder of Eileen Fisher Inc., delivered the keynote address. In his comments to the attendees, Chicago Mayor, Richard J. Daley, recognized Maureen as one of the city's leading business owners.

The WBDC's Entrepreneurial Woman's Conference – which features the Women's Business & Buyers Mart, workshops and opportunities for networking and business collaboration – is the brainchild of WBDC leaders, Hedy Ratner and Carol Dougal.

"Maureen and all of the women business owners who were honored as 'Entrepreneurs of the Year' at the conference, are extremely successful business owners who have a proven passion for their business and a commitment to supporting other women to succeed," according to WBDC Co-President Hedy M. Ratner.



JOE BONNIE AND SON and FLORIDA ATLANTIC UNIVERSITY



Joe Bonnie and Son's VP of Sales, Theresa Bonnie, was looking for a creative way to get involved with Florida Atlantic University. The university was small with only about 16,000 students, but growing. Theresa saw the potential that FAU had, she knew that forming a partnership with the university would be beneficial but in the beginning wasn't quite sure the best way to do it.

Then, in 2001, Theresa found a unique opportunity. Joe Bonnie & Son, along with National Van Lines, sponsored the inaugural lunch for the OWLS, FAU's new football team. As Joe Bonnie and Son waited patiently and continued to offer their support, the team continued to grow, as well as the school, which has now tripled in size and is still growing fast.

In 2007, FAU won their conference championship and continued on to the New Orleans Bowl. Then finally, in 2008, Joe Bonnie and Son got the call they'd been waiting for. The team needed help transporting their equipment to and from home games as well as to and from the airport for away games. Joe Bonnie & Son not only took the job, but showed their support by having a trailer wrapped just for FAU! The trailer sports the FAU colors and life-sized figures of the football team.

Now the trailer is on its way to Detroit, MI for the Motor City Bowl on December 26th. Mike Yost, Vice President of New Products for National Van Lines, which will be hauling the trailer says, "It's not every day that a school gets picked to participate in a bowl game. It takes years of hard work and commitment to reach such a high level of success! Joe Bonnie & Son realized this and showed their commitment to the team throughout the years. We thank Joe Bonnie and FAU for giving us this great opportunity!"

"We are always looking for an opportunity to get involved in the community and get our name out there. I'm proud of Theresa for her foresight, commitment and creativity throughout the past seven years to earn the trust and business of the FAU Owls!" comments Joe Bonnie, Owner, Joe Bonnie & Son. "Go FAU Owls!"

WINNER'S 2008 SALES CONFERENCE

In October 2006, Agents and staff came together for the first Winner's Circle Sales Conference. At the conference, they signed a charter promising:

"This association will serve the corporate and agent family, promoting education, motivation and teamwork with the knowledge that doing so will position National Van Lines as the pre-eminent quality service provider to our prospects and customers."

Since then, membership in the Winner's Circle has grown to almost 100 sales agents! What better way to celebrate and reinforce the purpose of the Winner's Circle than to join together at the 2nd Winner's Circle Sales Conference!

The conference took place October 9-11th and the Hyatt Lodge in Oak Brook, IL. The event kicked off with a teamwork-themed reception: "Survivor Oak Brook! Outwit Outlast Outplay!" Attendees stretch-wrapped a National Van Lines vice president to a chair, competed in a moving dolly obstacle course, assembled a giant sized NVL logo puzzle, and matched trivia facts to other attendees and staff.



Theresa Bonnie and Al Jones stretch wrap Roger Harl to a chair.

Friday morning, the general session kicked off with a fun introduction of each National Van Lines staff member. This was followed by a panel of three real estate professionals. The real estate professionals shared their expertise about the current housing market. They also gave insight on how networking with other professionals can help increase referrals. From plumbers to hardware stores to painters, these real estate professionals know people who refer them to potential clients every day!

A buyer's panel followed the real estate panel. These frequent shippers gave insight into their best and worst moving experiences and why they chose the moving company they did. While the buyers all had different communication preferences – from text messaging to phone calls – a salesperson who communicated the way they preferred made a big difference in the decision making process, as did attitude, professional appearance, and timely estimates.



John Hull, Sue Paulson and Maria Sims shared their thoughts and experiences with the housing market.



Maureen Beal, CEO

After lunch, Maureen Beal, National Van Lines CEO, spoke to the attendees about her leadership journey. She talked about how she worked her way up at National Van Lines and how she still uses the experiences to be a better manager.

The general session ended with "Show Me the Money: Do's and Don'ts for the Bargaining Table" presented by Vickie Austin, founder, Choices Worldwide. Vickie gave strategies and tactics for better negotiations.



Vickie Austin gave negotiation tips.



Participants get suited up to race!

After Friday's general session the group was off to Chicago Indoor Racing for some high-speed teamwork! Participants split into teams and raced in high performance go karts.

Saturday, a re-energized group met to learn "How to Connect Like a Pro" from Sharan Tash, founder, The ProNetworker. Sharan talked about how connecting, instead of just networking, forms deeper relationships and connections.



Sharan Tash



Steve Beck

Sharan was followed by the always energetic and motivational Steve Beck. Steve is a favorite from the National Van Lines 2007 Convention in San Mateo, CA. Steve taught the group how to "Increase Sales and Decrease Stress" by focusing on customer service, maintaining a professional presence and having a positive attitude.

After lunch, Kathleen Petersen of Equinox Solutions helped attendees "Find Balance as You Juggle it All." Kathleen talked about always keeping the "big picture" in mind and finding ways to organize and manage your time so that you get there!



Kathleen Petersen



The general session wrapped up with a success panel made up of agents Theresa Bonnie, Dave Anton, Brooke Banwer and Lisa Holly. Theresa was honored as the top point winner of the Winner's Circle, entitling her to pick out her choice of the redemption prizes available to Winner's Circle members. It looks like the Joe Bonnie organization has a big-screen TV in its future!

Dave Anton is a close second to Theresa, and shared his thoughts on the importance of focusing on the customer in the sales process. Brooke Banwer spoke on the power of networking, and gave the group an introduction to LinkedIn. Finally, Lisa Holly gave an impassioned statement on using the assistance of business coaches – and shared with the group some of the many ways she has saved money in her operations by getting this valuable advice.

The conference ended with an awards ceremony for the agents and staff that were voted as the top participants in the conference – taking into consideration their table discussions, networking during social events, and the overall standing of their Survivor Oak Brook! team. The conference attendees gave Maureen Beal and the entire team a standing ovation at the closing for a job well done!



Participation point winners from left to right: Suzi Jones, Stephen Thompson, Joan Feifar, Mike Dombroski, John Cheary, Theresa Bonnie, Dave Anton, Mike Yost, Brooke Banwer, Abner Banwer and Tom Kelner, accepting for Jon Minor. Not present for the photo were Joe and Jeff Giuntini

NEW AGENTS

APRIL

555	Continuous Movers, LLC - Reid Krauss	Braedenton, FL
430	Johnnie T. Melia Moving & Storage Co, Inc. - Johnnie Melia	Houston TX

MAY

2001	Hornsey Moving & Storage Co. - Fred Hornsey	Wood River, IL
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JUNE

609	Affordable Moving & Storage - Dave Mallon	Centennial, CO
611	Affordable Moving & Storage, LLC - David Vaughan	Monroe, LA
4011	Lone Star Van & Storage - Sharion Zachary	Ft. Worth, TX

JULY

2102	All My Sons Moving & Storage of Milwaukee - Ron Manzella	Cudahy, WI
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AUGUST

3928	Apple Moving & Storage - Sales Only - Mary Minor	San Antonio, TX
2008	A Royal Moving & Storage - Luigi Mastrantoni	Orlando, FL
133	Professional Moving & Storage - Andre Neita	Richmond, VA
4542	Reiss Moving and Storage, Inc. - Howard Reiss	Milford, NY

SEPTEMBER

1911	Al's Moving Service - Larry Lambert	Lake Havasu City, AZ
958	Manpower Movers - Joe Giuntini	San Diego, CA
39	Classic Moving Systems, Inc. - Barbara Ayers	Fredericksburg, VA
540	New Way Moving & Storage - Judy Larson	St. Helens, OR

OCTOBER

1016	American Moving & Storage - Sales Only Gabriel Kierson	Broomfield, CT
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NOVEMBER

77	Astro of New England, LLC - Chuck Lamendola	Exeter, RI
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NEW HIRES National Forwarding

Louis Alsouri Move Management	May 2008
Sheila Koudelka Move Management	May 2008
Peggy Monson Claims Department	June 2008
Darlene Boyd Move Management	July 2008
Samantha Lewis Move Management	August 2008
Laura Garcia International	September 2008
Rachel Slovak Move Management	September 2008
Lauren Ashby Claims Department	November 2008

X-CARD WINNERS

June	Delivery Driver	Roy King King Moving & Storage Valdosta, GA
July	Delivery Driver	Stephen Campbell NVL Fleet Milton, FL
Aug	Delivery Driver	Earl Whitehead American Way Van & Storage, Vandalia, OH
Sept	Loading Driver	J & J Moving & Storage Orlando, FL
Oct	Booker	Nate Volk Pro Movers, Inc Addison, IL
Nov	Delivery Driver	Thomas Underhill NVL Fleet Hackettstown, NJ

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.



WYLAND TELLS "A MOVING STORY"



AVAILABLE SOON - The newest addition in National Van Lines promotional products inventory was created by Wyland Worldwide. PR expert and children's author, Sylvie Sadarnac-Studney, assisted Wyland in developing this clever moving tail (oops! tale) in coloring book format which centers around a family of humpback whales currently living in the waters off of Key West who relocate to Massachusetts. Whale calves, Marnie and Marly, pack up their treasures, and with the help of Mama and Papa, clean up their old residence to prepare for the move - being careful to recycle. The National Van Lines' driver delivers to their new home and the whales "flip" for joy! Check with the Purchasing Department for availability of "A Whale of a Move" Item 999.



What do ducks, trucks and athletes have in common? The Special Olympics Illinois Windy City Rubber Duck Derby! For the third year in a row, National Van Lines has been a gold sponsor of the event, which raises thousands of dollars to support Special Olympics' mission to give year round training and competition to adults with intellectual disabilities. The 30,000 rubber ducks were adopted for \$5/each and then dropped into the Chicago River for a race to the finish line. The owners of the first ducks to cross the finish line won prizes such as a car, trip to Mexico or big screen plasma TV. All of the proceeds benefit the charity.

While the ducks were training for the big day, the agents and drivers at National Van Lines were having their own race - to donate the most money! It started with a \$1500 donation from American Way Van & Storage and an additional \$175 from American Way drivers. Then Bobby Vann, owner of American Way, did something remarkable. He sent out a challenge to other agents to beat his donation! Later, when asked about his generous donation and call to others, Bobby said, "When you see the children and their faces expressing love, how could you not give and not give until it hurts? The children give to us each and every day and never once ask for anything in return except love." Al's Relocation in Killeen, TX certainly rose to the challenge. Al & Suzi Jones, owners of Al's, donated \$1850, while 5 of their drivers kicked in another \$180, bringing their total to over \$2000. While thinking nothing of her own generosity, Suzi was thrilled to hear of the generosity of her drivers. "I'm just so proud of them!" she exclaimed. "I had no idea they had all called and made donations. It just makes me so happy and proud!"

All in all, the employees, agents and drivers of National Van Lines raised over \$8,000 for Special Olympics Illinois. But the generosity didn't end there. National Van Lines corporate employees saw another chance to make a difference and dove in! On Friday, August 1st, all 30,000 ducks arrived at the National Van Lines warehouse to be counted and each tagged with their own lucky number. Special Olympics volunteers were scheduled to prep the ducks the following Tuesday. The night before the tagging party, severe storms rolled through the Chicago area. The storm not only left National Van Lines without power, it also kept the volunteers busy with other projects related to the weather.

The employees of National Van Lines didn't back down. They spent the day in the sweltering warehouse tagging ducks in the dark. "I am just glad we had a chance to do more for Special Olympics," said Wilma Justice, National Van Lines dispatcher. "We're lucky to be able to donate our time when it really counts!" "I can't express how proud I am of the generosity and dedication of all of our employees, agents and drivers," beamed Maureen Beal, National Van Lines CEO, who also spent the day in the warehouse tagging ducks. "It warms my heart that they will always go above and beyond to help a great cause."



Volk Family, ProMovers
Aurora Illinois

NEWS ON THE MOVE

email: nvl@nationalvanlines.com
web: www.nationalvanlines.com

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2800 W. Roosevelt Road - Broadview, IL 60155
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Jorja Coulter - Editor
Jaye McManus - Feature Writer
Judy Bennett, Layout Designer