

News On The



MOVE



CONVENTION ISSUE - 2007

Leading the Way

The National Van Lines 2007 Convention, themed "Leading the Way," focused on how National Van Lines and our agents can be industry leaders, especially in this time of change.

Maureen Beal, National Van Lines CEO, kicked off Thursday's general session by discussing the seven qualities of a leader and how to implement them in our daily lives. These are the ingredients that separate leaders and help them succeed:

Vision – Leaders have the vision to look at things with fresh eyes. The details we stop noticing are the first things our customers notice. Maureen cited the example of buying a new home with a beautiful tree in the front yard. However, the tree dies and now you have a big dead tree right in front of your house. After a few years, you stop noticing the dead tree that now plagues your yard. Your guests notice it for sure, though, and when you are ready to sell the house, you can bet it's the first thing your prospective buyers are going to notice. Maureen challenged the attendees with the question: "What is your dead tree?" Does your office need to be painted? Your trucks washed? Your pads stacked up neatly? We only have three seconds to make a first impression and, in a competitive industry, it needs to be a good one!



Don Potter was so motivated at the 2003 Convention to become a HHG Driver of the Year that he did it in 2005!

Motivation – Good leaders motivate people in a variety of ways. They get others involved; they raise others up when they've had a bad day; and they say thank you several times a day. Maureen remembered at the 2003 convention, a new driver walked up to her following the "Driver of the Year" awards. He told her "Maureen, in 2005, that's going to be me!" He was the National Van Lines House-

hold Goods Driver of the Year in 2005 – Don Potter! Don had the vision and the motivation to succeed!

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Innovation - Maureen cautioned attendees that the danger in not making changes is that we actually lose ground by standing still. Innovation doesn't have to come in the form of a brand new, ground-breaking idea. It can happen from taking an existing idea or product and molding it to the moving industry. When you are motivated to see things through fresh eyes, you can see the changes that could make a world of difference for our customers and drivers.



Crocs are an example of a successful innovation that was transformed from an existing product to serve a new industry



Microsoft wouldn't exist if Bill Gates gave into early criticism and doubts

Risk-taking – One of the most difficult components of being a leader is having the courage to take the risks that will make a difference. There are probably hundreds of new ideas out there that could make a difference in today's world if only the person that thought of it took the risk to make it happen. Some great examples are Bill Gates, founder of Microsoft, and Fred Smith, founder of FedEx. Ken Olson, president, chairman and founder of Digital Equipment Corporation once said "There is no reason anyone would want a computer in their home." Bill Gates built a multi-million dollar empire off of home computers! Fred Smith received a "C" on his FedEx concept at Yale and was told that while the concept was interesting, it just wasn't feasible. If they hadn't been willing to risk failure to go against the grain and see their visions through, we might still be waiting a week for our mail and not have home computers to send the note through email!

Communication – Lee Iococca once said, "You can have brilliant ideas, but if you can't get them across, your ideas won't get you anywhere." Maureen observed that "the best leaders listen first, think second and speak third... We can't hear the next great idea unless we are listening. And we can't launch the next great idea unless we communicate it."



Ronald Reagan often used humor to communicate humility or drive his point home.

Quality – Maureen emphasized that "we must think customer service every day – from the hiring decisions we make to the training we make time for." Quality and customer service have always set National Van Lines apart, and we are proud that we've maintained the highest average customer service score for the past 11 years from the General Service Administration. Maureen borrowed a concept by Vince Lombardi when she enthused, "The quality of an organization is in direct proportion to its commitment to excellence, regardless of the industry."

Philanthropy – Maureen was proud to talk about National Van Lines' commitment to philanthropy. She believes that philanthropy is important as a leadership quality "not because it makes us all feel good, but because this work raises all of our efforts in our day to day jobs to a higher level. There is more to business than making a buck. It is what we give back that truly defines us, not only as individuals, but as a company."

As National goes through some dynamic industry changes, we are confident and excited to be able to use these seven qualities to act as a leader in the moving business!

I Left My Heart in . . .



Diana and Bobby Vann
American Way Van & Storage



Barbara and Don Ayers
Apple Transfer



Felicia Krubl
National Van Lines
Data Processing

Convention attendees were introduced to San Mateo and San Francisco at the opening reception, "I Left My Heart in San Mateo," hosted by National Forwarding Company on Wednesday evening.

With a menu from "the streets of San Francisco" and a chance to take a picture in front of "the trolley," attendees had a true taste of San Francisco!

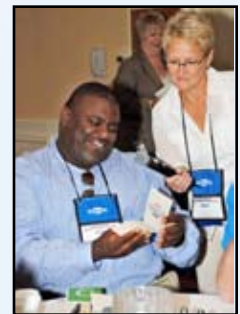
1 vs 100



Jeff Pink of Pink Transfer,
listening intently

Friday morning, National Van Lines hosted its own version of 1 vs. 100. Dick Scaffa was the game show host and the NVL & NFC vice presidents each asked the audience questions (and some even did some surprisingly good Donald Duck impressions!) Attendees voted on the correct answer and had the chance to win some fabulous prizes, generously donated by our exhibitors.

There was even a special commercial break where International directors Sue Staszewski and Julie Glista showed off their acting and french-speaking skills! Ooh la! la!



Bruce Riggins, Ciceros' Moving, checks out his prize



Dave Anton, Vanguard, and
Wayne Edwards, Edwards
Moving & Storage, play along



Sausalito

Thursday night, attendees took a bus trip to Sausalito, CA, about 45 minutes north of San Mateo. The buses left San Mateo, stopped at the famous Golden Gate Bridge and then headed to the small tourist area full of waterfront dining, charming boutiques and breathtaking views. Guests dined at OnDine restaurant. With floor to ceiling windows and unsurpassed views of the San Francisco bay and skyline, the restaurant was once a popular celebrity destination!



FOGARTY WINERY



Over 100 people attended the Friday night optional event at the Thomas Fogarty Winery. At the 320-acre winery located in Woodland, CA, guests enjoyed spectacular views, award winning wines, the sounds of the Rolando Morales latin jazz duo and sketches by Gordon Ng, caricature artist. At the end of the evening, new agent Theresa Hughes, REO Moving and Storage, surprised guests with a beautiful rendition of “God Bless the Child.”



STEVE GILLILAND



Steve Gilliland taught the audience the benefits of “Leading with Heart” and encouraged attendees to “Enjoy the Ride.” Gilliland explained how success is not something you acquire or achieve but is a lifelong journey.

STEVE BECK



Steve Beck was the keynote speaker at the general session on Friday. Always enthusiastic, Beck inspired attendees to “Have a Great Day Every Day.” He advised the audience to make the choice to have a good attitude, even on days when it doesn’t come naturally, and to leave your personal problems at the door before you walk into work.



Drivers of the Year - 2006 and 2007 Special Presentation

National Van Lines is proud to present our Drivers of the Year! Roger Harl, vice president of operations, recognized this year's honorees at the Awards Gala on Saturday night. "It's no secret in our industry that National Van Lines has the very best committed fleet drivers, and that has been the case for several years now. While that may sound like bragging, I've always believed you're not bragging if what you say is true," Roger told the audience. He cited that "Our fleet's overall claims frequency of only 1 claim out of every 12.8 shipments, our on-time delivery percentile that never dipped below 94% all summer and the excellent evaluations that our drivers consistently receive from both our commercial and military customers reinforce that tonight's winners are traveling in pretty fast company. Winning the driver of the year competition truly makes them the best of the best!"



**2006 New Products
Driver of the Year
Bob Pitner and Joyce Douglas**



**2007 Household Goods
Driver of the Year
Carll and Bonnie Smith**



**2006 Household Goods
Driver of the Year
Gordy and Toni Grove**



**2007 New Products
Driver of the Year
John and Lois Ferriera**

Million Pound Bookers 2006 and 2007



2007
Al's Relocation & Storage



2006 & 2007
A- Plus Van & Storage



2006
Hammock Transfer



2006
McCarthy Transfer



2006 & 2007
Quality Services Moving



2006
James Movers



2006
Moore & Moore Moving & Storage



2006 & 2007
Richard's Van & Storage



2006 & 2007
Rockey's Moving & Storage
Killeen, TX



2006 & 2007
Rockey's Moving & Storage
San Antonio, TX



2006 & 2007
Sav-On Moving & Storage



2007
Southern CAL Moving

National Forwarding Awards...



Administrative Excellence
2006 – 1st Place
American Way Van & Storage



Administrative Excellence
2006 – 2nd Place
Greinke Moving & Storage



Administrative Excellence
2006 – 3rd Place
Trading Post



Administrative Excellence
2007 – 1st Place
Lone Star Van Lines



Administrative Excellence
2007 – 2nd Place
Shur-Way Moving & Storage



Administrative Excellence
2007 – 3rd Place
Britannia Moving & Storage



Claim Prevention
2006 – 1st Place
Hill Moving Services



Claim Prevention
2007 – 1st Place
Southern Cal Moving & Storage



Claim Prevention
2007 – 3rd Place
Hill Moving Services



First Place
Customer Service Award
Piedmont Van & Storage



Second Place
Customer Service Award
Sav-On Moving & Storage



International Commercial Sales
Joe Bonnie & Son



Sales Achievement
2006 – 2nd Place
Transworld Moving Systems

TOP HAULING AWARDS

2006 and 2007



2006 Top Hauling Agent – 1st Place
American Way Van & Storage
Roger Harl, Christina Larson, Diana & Bobby Vann



**2006 Top Hauling Agent
2nd Place**
King Moving & Storage
Roger Harl & Richard King



**2006 Top Hauling Agent
3rd Place**
L&J Moving & Storage
Roger Harl, Nilda & Jim Fry



2007 Top Hauling Agent – 1st Place
American Way Van & Storage
Roger Harl, Christina Larson, Diana & Bobby Vann



2007 Top Hauling Agent – 2nd Place
Al's Relocation
Suzi & Al Jones



**2007 Top Hauling Agent
3rd Place**
King Moving & Storage
Roger Harl & Richard King

It's not easy to be a National Van Lines Top Hauling Agent. It takes the best drivers, the best equipment and unlimited flexibility, dedication and commitment to quality. National Van Lines salutes our Top Haulers for 2006 & 2007.

SALES ACHIEVEMENT AWARDS 2006 and 2007



2006 – 1st Place
L & J Moving & Storage
Dick Scaffa, Rodger Caramonica, Nilda & Jim Fry



2006 – 2nd Place
Joe Bonnie & Son
Dick Scaffa, Theresa Bonnie, Janis & Joe Bonnie



2006 – 3rd Place
ABACUS Moving & Storage
Jim Andersen & Dan Sabol



2007 – 1st Place
Vanguard Moving & Storage
Dick Scaffa, Dave Anton & Mike Carney



2007 – 2nd Place
ABACUS Moving & Storage
Jim Andersen & Dan Sabol



2007 – 3rd Place
Joe Bonnie & Son
Dick Scaffa, Theresa Bonnie, Janis & Joe Bonnie

LONGEVITY AWARDS



30 YEARS
Piedmont Van & Storage
Fayetteville, North Carolina



25 YEARS
A-Plus Van & Storage Company
Norfolk, Virginia



25 YEARS
Active Moving & Storage
Pensacola, Florida



25 YEARS
Belfor Moving
Novato, California



20 YEARS
Valley Moving & Storage
Mt. Vernon, Washington



15 YEARS
King Moving & Storage
Valdosta, Georgia



15 YEARS
Taylor Transfer
Decatur, Illinois



15 YEARS
Zorn Moving & Storage
San Jose, California



10 YEARS
Action Moving & Storage
Rockford, Illinois



10 YEARS
Rockey Van Lines
Killeen, Texas



10 YEARS
Upright's American Relo
Waldorf, Maryland

AWARDS GALA

On Saturday, October 7th, the National Van Lines 2007 Convention came to a close in a big way! Attendees wore their best black tie attire to the awards gala that evening and danced to the music of Savoir Faire band. The evening started out with a delectable dinner and formal awards ceremony. Afterwards, the band rocked to the sounds of U2, Rolling Stones, AC DC and many others as the dance floor filled with attendees and staff. It was the perfect way to unwind and say goodbye after several days of learning and networking!



Bruce Riggins of Ciceros and Richard King of King Moving and Storage enjoying some libations before dinner



Bobby and Diana Vann "Tripping the light fantastic"



Jaye McManus and Joan Feifar, two of the coordinators for this event!



Rich Buti and the singer from Savoir Faire - now that's a happy man!



Savoir Faire Band - totally awesome!



Everyone had a great time!



The Beal, McKee, Laufer and Kettering families gather at the convention

PEOPLE ON THE MOVE

NEW AGENTS

#777
Edwards Movers, Inc.
 9/28/07
 South Easton, MA
 Mr. Wayne Edwards

#1117
ESM Van & Storage
 11/01/2007
 Mt. Vernon, NY
 Nick Guagliardo

#1120
Herman's Transfer & Storage Co.
 11/20/2007
 Mesquite, TX
 Herman Amshoff

#1532
Folkestad Moving Services, LLC
 12/5/2007
 Prescott Valley, AZ
 Josh Folkestad

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:

NATIONAL FORWARDING CO.

NEW HIRES

Alisha Baade

Operations

9/4/2007

Brooke Haidamaka

Move Management

11/26/07

X CARD WINNERS

9/2007

Burns Moving & Storage
 Booking

10/2007

Pam Crowley – All Lanes Moving & Storage, Inc
 Booking

11/2007

Abacus Moving & Storage
 Booking

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