

News On The **MOVE**



Convention 2009

WHAT IS A SERVICE STAR?



“In our culture, a star is synonymous with all kinds of achievement and success,” explained Maureen Beal in her opening speech. “In childhood, a gold star from the teacher meant a job well done. In the entertainment world, someone who has risen far above their peers is called a star. In the military, officers are decorated for their achievements with service stars. And what do you equate with a five-star hotel? It’s not just fancy shampoo bottles. Five-star means five star service. It is a hotel that epitomizes the gold standard for the industry. It’s no wonder that we call our very best drivers here at National Van Lines ‘five-star’ drivers.”

So how do you separate a service star from the rest? It’s not just one action or quality that makes a service star. Maureen broke it down into a combination of:

- ★ Having the right attitude
- ★ Asking the right questions
- ★ Observing the situation and the people involved
- ★ Communicating clearly to them in a way they can understand
- ★ Having the ability and willingness to go one step, two steps, maybe even five steps beyond the norm to make a move an experience the customer will remember for all the right reasons.

Maureen gave the example of late National Van Lines driver, Lou McClelland. He was moving an elderly man with dementia into a nursing home, obviously one of the most heartbreaking jobs any of us has to do. Lou, observed the situation – the man was fascinated with his truck. Lou always had the right attitude and wanted to make the move easier on the man. So, he went a step above and beyond and asked the man if he’d like to ride in the truck. He drove the man around the block and his daughter wrote Maureen a letter describing the way she’d always remember Lou’s kindness. Lou had all the components of a true service star.

Maureen urged all of our agents to think about what they could do to be service stars all the time. They say it’s good for every doctor to be a patient once in a while,” Maureen told the audience of almost 200. “Perhaps every once in a while, we should imagine loading all of our earthly possessions on a truck and waving goodbye to them.”

(Continued on Page 2)

IN THIS ISSUE...

Welcome Reception/National Idol.....	Page 2
National Forwarding Awards	Page 3
New Agents / Estimating Accuracy / Longevity ..	Page 4
Beatlemania / American English	Page 5
Million Pound Bookers	Page 6
Sales Achievement	Page 7
Top Haulers	Page 8
Drivers of the Year 2008 and 2009	Page 9
Awards Gala	Page 10
Wounded Warrior Project/Military Gift Boxes....	Page 11
People On The Move.....	Page 12

WHAT IS A SERVICE STAR? (cont'd)

Having a service star oriented goal has enabled National Van Lines to receive an A+ rating from the Better Business Bureau. It doesn't just mean that we do the right job the first time most of the time, but that when we do run into problems, we solve them quickly, fairly and compassionately.

"At National Van Lines, we are not just asking customers to invite us into their lives – we are asking them to invite us right into their homes – and trust us to handle their most intimate possessions. That is why, as the CEO of this company, nothing is more important to me than being recognized for the ethical standards we keep. It means more than revenue gains or company growth. Because I believe focusing on customer trust and respect and always doing the right thing is the best long-term strategy."



So, take the time to make each move personal. Ask the right questions with the right attitude. Observe the situation and the people involved. Is this move an exciting move? A scary move? Think about how you can turn even an unwelcome move into a good experience and take the steps necessary to make it happen – even if it's not part of your everyday routine.

Over the next several pages, you'll see awards given to stars in different areas but we know that each of our agencies has the opportunity to shine with our customers every day in a hundred different ways. We appreciate what you do to make National Van Lines a service star in the moving industry every day!



Pat Johnson, President of National Forwarding Company, kicks off the Welcoming Reception on Thursday evening

Wednesday Evening Opening Reception Hosted by National Forwarding Company

"City Lights and Autumn Nights" was the theme of the opening reception hosted by National Forwarding Company. Attendees met and mingled while dining on fall foods. Drivers of the Year received their special jackets. After the reception, attendees were invited into the "National Idol Lounge" where karaoke and dancing headlined the party.



Courtney Rose from National Forwarding Move Management and Steven Hernandez from Active Moving & Storage singing the night away



Pat Johnson having a good time with friends from Rockey's Moving & Storage

NATIONAL FORWARDING RECOGNITION LUNCHEON



2008 - 3rd Place and 2009 - 1st Place
Sales Achievement
Blue Ribbon Movers
Salinas, California



2008 - 2nd Place Sales Achievement
Trans-World Moving & Storage
Anchorage, Alaska



2008 - 1st Place Claims Prevention
McCarthy Transfer & Storage
El Cajon, California



2008 - 2nd Place and 2009 - 1st Place
Claims Prevention
Piedmont Van & Storage
Fayetteville, North Carolina



2009 - 3rd Place Claims Prevention
Active Moving & Storage
Pensacola, Florida



2008 - 1st Place Administrative Excellence
Rockey's Moving & Storage
San Antonio, Texas



2008 - 2nd Place Administrative Excellence
Pink Transfer, Inc.
Monrovia, California



2009 - 1st Place Administrative Excellence
American Way Van & Storage
Vandalia, Ohio



2009 - 2nd Place Administrative Excellence
Sav On Moving & Storage
Corona, California



2009 - 3rd Place Administrative Excellence
Quality Services Moving
Lorton, Virginia



NEW AGENTS



Jim Simpson
All Around Moving & Storage



Chuck Lamendola
Astro of New England



Phil & Josh Johnson
Castle Rock Moving & Storage



Jeff Posthumus and Andres Salsido
Inland Empire Moving & Storage



Craig Crotinger and Chris Hess
Leaders Moving & Storage



Walt Edwards
Metro Moving & Storage



Bradley Boland
O'Neill Transfer & Storage



Mike Ellingson
Relocation, LLC



Ed Lewis
Royal Moving & Storage



Stephen & Mandy Thompson
S Thompson Moving



Cherie Zuhlke
Union Transfer of Joplin

ESTIMATING ACCURACY



Joe Bonnie and Son



Pink Transfer



Union Transfer
Springfield



American Way
Van & Storage



Edwards Movers

LONGEVITY AWARDS

20 YEARS

AMERICAN WAY VAN & STORAGE



Jeff Pink, Diana Vann, Bobby Vann of American
Way Van & Storage and Maureen Beal

15 YEARS

JOE BONNIE and SON MOVING & STORAGE



Jeff Pink, Janis Bonnie, Theresa Bonnie, Joe Bonnie, Cat Steigerwald of
Joe Bonnie and Son and Maureen Beal



BEATLEMANIA

Friday night, American English brought the Beatles to life with their private concert, complete with costume changes for all of the Beatles eras. Attendees had the opportunity to have their picture taken in front of a giant yellow submarine and danced the night away to Beatles' favorites like "Hey Jude" and "Sergeant Pepper's Lonely Heart's Club Band."



Beatles fans, Stephen and Mandy Thompson of S Thompson Moving, with American English



Matt Pink of Pink Transfer and Kathy and Bill Volk of Pro Movers, Inc. stop for a picture



Randy Smith and Minnie Avilia of McCarthy Transfer and Storage



Household Goods Driver of the Year for 2008, Rod Boster with his wife, Kari



Walt Edwards and Joan Little of Metro Moving & Storage



Theresa Bonnie and Cat Steigerwald of Joe Bonnie and Son have their picture taken with the band

MILLION POUND BOOKER AWARD

This award is given to agents who have booked a million or more pounds of military tonnage in a year.



Finkbinner Transfer & Storage
Springfield, Missouri



Harrison's Moving & Storage
Chesapeake, Virginia



Richard's Van & Storage
San Diego, California



Al's Relocation & Storage
Killeen, Texas



J. Barber Moving & Storage
Fredericksburg, Virginia



Sav On Moving & Storage
Corona, California



Rockey's Moving & Storage
Killeen, Texas

TOP SALES AGENTS

This award is given to those agents who have the highest booking revenue for a particular year.



First Place - 2008
Second Place - 2009
Joe Bonnie and Son Moving & Storage
Delray Beach, Florida



Second Place - 2008
First Place - 2009
Vanguard Moving & Storage
Bethel, Connecticut



Third Place - 2008 and 2009
Edwards Movers, Inc.
South Easton, Massachusetts

TOP HAULING AGENTS

This award is given to those agents who have the highest linehaul dollars for a particular year.



First Place - 2008 and 2009
American Way Van & Storage
Vandalia, Ohio



Second Place - 2008 and 2009
Vanguard Moving & Storage
Bethel, Connecticut



Third Place - 2008
King Moving & Storage
Valdosta, Georgia



Third Place - 2009
Edwards Movers, Inc.
South Easton, Massachusetts

2008 - 2009 DRIVERS OF THE YEAR

These men are true Service Stars and are real customer service professionals who always put their customers' needs first. Congratulations to these exceptional drivers for their outstanding dedication, flexibility and commitment.



Rod Boster

2008 Household Goods Driver of the Year

"Rod is the consummate professional; his work ethic is simply to do whatever it takes to ensure that when he completes a move, he is leaving behind a satisfied customer who will use National Van Lines again on his/her next move. This is evidenced not only by Rod's claims numbers (one claim out of every 26 shipments with an average severity of \$83.00), but also the frequency of shipper and agent requests that Rod be assigned to their shipment(s)." – Roger Harl



Bruce Gerry

2009 Household Goods Driver of the Year

"Stated simply, the service that Bruce and his co driver, Aaron Dietz, provide our customers is about as close to perfect as you can get. Bruce receives a lot of accolades. Anytime you have Generals and Rear Admirals requesting that Bruce move them, that pretty well says it all. He's as good as they come, and is clearly a real credit to National Van Lines." – Roger Harl



John Coalman

2008 New Products Driver of the Year

"John's motto is 'DO IT RIGHT.' If it's not done correctly the first time, he'll always go back and do it again until it's perfect. He has many great attributes but we selected John for 2008 Driver of the Year not for just one or two positive things but for the way he conducts himself every day. John understands we are not in a perfect world and he has patience and understanding when jobs don't go as perfectly as they should. For example, if a customer isn't ready to ship the minute he arrives, John lets the customer feel at ease and lets them take whatever time they need. Always positive, John stands out as a great teacher because he leads by example." – Mike Yost



Jorgen Johansson

2009 New Products Drivers of Year

"I have seen Jorgen at many Wyland events and I can truly say I have not seen a harder, more passionate worker in my life. Jorgen will work from sun up to sun down and never complain. He is not only tireless but will also drop whatever he is doing in order to help another person in need. Jorgen also was not picked for driver of the year for just one or two things. He understands the concept of "TEAM" and he is always the first one to jump in and help. National Van Lines would not be here today if it wasn't for drivers like Jorgen Johansson. We are all better today because of Jorgen's team effort every day." – Mike Yost

AWARDS GALA

The convention ended with the always highly anticipated Awards Gala. Guests were treated to a “red carpet” experience so that everyone could feel like stars. Attendees had dinner and danced with old friends and new.



2009 Household Goods Driver of the Year, Bruce Gerry, his wife, Nancy and co-driver, Aaron Dietz



Judy Marshburn of Piedmont Van & Storage and Maureen Beal



Gary, Jeanine and Sally Ratliff of Southern CAL



Greg Urasky, Rhiann Arvidson, Tim Helenthal, Eileen Sherman, Don Margart from Blue Ribbon Movers and Bill Arvidson



Bill and Rhiann Arvidson from Sav-On Moving & Storage



Zahid Ahmed of Rocky's Moving & Storage and Jeff Pink



Len Bambach ushering guests into dinner



Sue Mackey and Cat Steigerwald of Joe Bonnie and Son Moving and Storage



Cherie Zuhlke of Finkbiner Transfer & Storage, Teri-An Consaul, of SMW Relocation Services and Theresa Bonnie of Joe Bonnie and Son Moving and Storage



WOUNDED WARRIOR PROJECT

National Forwarding Company is a proud supporter of the Wounded Warrior Project. The mission of the Wounded Warrior Project is to honor and empower severely injured service men and women. Its purpose is to raise awareness and enlist the public's aid for their needs; to help severely injured service members aid and assist each other; and to provide unique, direct programs and services to meet the needs of these severely injured heroes.

In recognition of their generosity, agents who attended the convention and had donated to the Wounded Warrior Project received certificates acknowledging their support at the awards luncheon on Friday. With generous donations from over 160 agents, National Forwarding Company and National Van Lines, over \$30,000 was collected. Thank you!



Back Row (left to right) Gary Ratliff, Southern CAL; Bill Arvidson, Sav On; Chuck Rosenburg, Trans World Moving & Storage; Mark Adams, Richards Van & Storage; Randy Smith, McCarthy Transfer & Storage; Steve Hill, Hill Moving Services; Connie Murphy, Ken Keith Trucking; Don Mergaert, Blue Ribbon Movers and Lt. Colonel Daniel Bradley.

Front Row (left to right) Eileen Sherman, National Forwarding Co.; Cheryl Garamoni, National Forwarding Co.; Doug Brzezinski, Shur-Way Movers; Judy Marshburn, Piedmont Van & Storage and Sharion Zachary, Lone Star Van & Storage.

CONVENTION ATTENDEES COLLECT OVER \$1,300 FOR MILITARY MEMBER GIFT BOXES



Cassandra Wright – Daughter of Paul Kavanaugh, Mountain Moving



National Van Lines Employees pack gift boxes to send to military members
Left to Right: Wilma Justice, Diane Seplis, Shelly Zachary and Cindy Schebo

PEOPLE ON THE *MOVE*

PROMOTIONS

Len Bambach - Director of Operations for National Van Lines



Len has been with National since February of 2005 in the capacity of Manager of Dispatch, and has over 30 years of experience in the Household Goods industry. "Len has a perfect background for his new position. He started out as a packer and loader, then ran the road, hauling Household Goods for several years. Next, Len excelled in numerous management positions in the areas of Customer Service, Safety, Driver Training, and Operations. Armed with these unique skill sets, I know Len will continue to prove himself a valuable asset to National," states Roger Harl, Vice President of Operations. In Len's new position he will have increased responsibility in the areas of driver dispatch, scheduling and various related projects.

NEW AGENTS

North Texas Relocation Services
Wichita Falls, TX

B & B Moving & Storage, Inc.
Salt Lake City, UT

All Around Moving & Storage
Romulus, MI

King of the World Movers
Memphis, TN

Michaels Moving & Storage, Inc.
Staten Island, NY

Signature Worldwide Relocation
West Babylon, NY

Signature Worldwide Relocation
Newburgh, NY

Union Transfer
Joplin, MO

Quick Moves International
Lithia Springs, GA

Premier Moving Services
Golden Valley, MN

Five Star Las Vegas Moving & Storage
Las Vegas, NV

O'Neill Transfer & Storage
Portland, Oregon

Bay City Logistics, Inc.
Concord, CA

Inland Empire Moving & Storage
Fontana, California

Relocation, LLC
Tulsa, Oklahoma

Canyon City Relocation
San Bernardino, CA

X-CARD WINNERS

July 2009
Delivery Driver
Harold Vogt
O'Boyle Moving & Storage
Chicago, IL

August 2009
Delivery Driver
Travis Greer
Metro Moving & Storage
Littleton, Colorado

September 2009
Booker
Troy Emerson
3 Gorillas Moving & Storage
Tucson, Arizona

X-Card Winners have achieved excellent scores on Customer Surveys - each month one winner is sent a \$50 gift certificate

October 2009
Delivery Driver
Anthony Santonastaso
Vanguard Moving & Storage
Bethel, Connecticut

November 2009
Delivery Driver
Thomas Jackson
Direct Lease Fleet