



# nwiworld

Your Moving Partner Spring 2010



## Positive change creates opportunities

By John R. Westerberg, Chairman and CEO



**John R. Westerberg**  
Chairman and CEO

**W**ith economic downturns come opportunities to look inward at systems, processes, services, and operations. That is exactly what Nelson Westerberg has been doing in the last year, weathering what was one of the most challenging years in our history.


Our TQM process is noteworthy. It taps every facet of our company and involves every employee. Our goals are enhanced customer service and efficiencies. Strategic teams are invested to identify areas for improvement, and team leaders are implementing new quality initiatives that streamline productivity. We're seeing direct results in the elevation of our high-quality customer service standards.

As we look to improve quality, pricing continues to be problematic for all relocations. This means a more thoughtful approach is required to drive our efficiencies in communication and services to ensure we respond to transferees' concerns during their moves.

Nelson Westerberg is now offering SmartMove™ vaults for our customers wanting to load and store household goods for a length of time or who are in need of services requiring the movement of small shipments on tight delivery schedules. This new offering may appeal to corporate families on temporary assignments who are required to vacate a current home quickly.

I'd be remiss not to mention the contributions made and many years of service posted by our dedicated teams of employees and professional van operators. It makes me proud to see 20, 25 and 30 years of service with Nelson Westerberg for so many people.

As things change, Nelson Westerberg's foundation remains strong. Our company is fortified by our people, our leadership, our customers, our van operators and our mutual respect for one another.

Our responsiveness to you, and our recognition of the role you play in our mutual success, will endure throughout economic turmoil. As we look ahead, the future is nothing but robust. For companies like ours that have endured more than a century, it is the ebb and flow which makes us all stronger. 

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TQM

# QUALITY AT NELSON WESTERBERG

## Our quality journey 2010

**“The pillars we seek are sustainable competitive advantage and complete customer satisfaction.”**

**F**or the last three years, every employee, professional van operator, manager and leader at Nelson Westerberg have been commonly bound by the company’s total quality management (TQM) initiative.

After completion of the assessment phase a year ago, the framework for company-wide change kicked into higher gear targeting Nelson Westerberg’s customer service and operations.

Complete customer satisfaction and operating efficiency are the 2010 cornerstones, and the program has gained widespread traction throughout the company. Every employee is involved in the quality improvement process, and results are beginning to resonate.

“The pillars we seek are sustainable competitive advantage and complete customer satisfaction,” said Ed Pionke, president and chief operating officer of Nelson Westerberg. “As the TQM process continues at a strengthened pace, our goal is cost and operating efficiencies we can pass to customers. Thus far, progress is beyond expectation. I’m pleased to see how well the company has taken this initiative to heart.”

Two well-organized, dedicated and highly motivated teams are leading the

charge in each area to identify improvement solutions in respective areas. Wayne Dennis, vice president, general manager of the company’s Georgia agency leads the customer service team, as Tom Riggio, director of operations at the New Jersey office is directing the operations team.

Teams are studying root causes of problems, listening to employee comments, and formulating process-solution recommendations. As a result, in 2010 the customer service team completely redefined relocation service standards and processes. In addition, measurement tools were developed to help evaluate future performance metrics. In February, the operations team created and executed an innovative approach for driver orientation, safety and quality standards.

“Continuous improvement of all operations and activities is the TQM driver, and teams are moving forward ambitiously with clarity and vision,” said Greg Koehlinger, executive vice president of Nelson Westerberg. “While this is an ongoing process, solutions are currently being implemented with positive effects cascading throughout the organization.” ❖

## Q&A with René Fardoux, Commercial Record Center

### What is the Commercial Record Center (CRC)?

As a wholly owned subsidiary of Nelson Westerberg, we use four buildings on the Elk Grove Village campus for storage of business records for suburban Chicago and other companies. Our sophisticated database allows electronic record keeping, and our secure pick-up and delivery service between customers’ offices and our secure, fully alarmed and heated facility. Our team of five is bonded.

### Who are your customers?

A number of our clients require help storing medical, legal, insurance, real estate

or financial documents. Today’s paring down and growth of office environments no longer allow for on-site storage. One company stores 22,000+ cartons with us; others store a hundred or fewer. We cater to all sizes and types of businesses.

### How has green affected the business?

Shredding has become the preferred mode of document destruction. We encourage clients to supervise the process onsite so as not to break the chain of custody. From shredded documents to paper towels is a short trip.

### How are records managed?

Clients have online access to their carton inventory we keep. They can call us directly, or they can complete an online order for cartons to be delivered, picked up and then re-shelved. The CRC is not privy to carton contents, although a title of records is provided by the client, and that’s the extent of our knowledge.

### Is there less paper nowadays?

One would think the green movement influences paper quantity; however, there’s a love affair with printed documents that is alive and well. Companies are still reluctant to forego a hard copy back up. ❖



# GLOBAL NEWS FROM NW INTERNATIONAL



## Going global? Increasing costs on horizon

**A**lthough household goods are a small segment of the overall shipping industry, we mirror the shipping world at large. Our industry, as most others, is experiencing dramatic change as pricing pressure and evolving demographics impact corporate international relocation activities, policies and planning. Current economic conditions limit relocation size and numbers, which in turn affects the entire supply chain. These changes have forced the steamship industry to adjust by mothballing ships thereby reducing available ship/container capacity worldwide. The net effect is increased costs and more difficult scheduling.

Current sailings are full as a result of decreased supply. Many ocean carriers are moving to increase pricing and associated fees to recoup losses of the past several years. Both Germany and France have bailed out their major national carriers as a result of poor operating results. This speaks to

general financial health of the industry and points to more of the same for the foreseeable future.

Increased costs are a given, but the larger issue may be the domino effect reduced capacity will exert on the inland transportation system. Scheduling is a critical factor in our customers' relocation experience, and current trends will demand our best efforts to create coordination systems to deal with lack of container/ship availability. Carrier efforts to maximize container utilization are reducing free time for loading and unloading, limiting access to a container until a booking is made (irrespective of the transferee's schedule or desires).

While we cannot change the reality of these factors, how effectively Nelson Westerberg International communicates the issues to our accounts and transferees determine future success in this new market. ❖



**Ken O. Curry**  
President & COO of Nelson Westerberg Int'l.

## International household goods shipments remain high risk

**U**.S. Customs & Border Protection (USCBP) established the Importer Security Filing (ISF) rule in 2009 to thwart terrorists' efforts to import weapons and materials into the U.S. Enforcement of the program began February 2010; however, Nelson Westerberg International has been adhering to ISF requirements since January 2009.

The ruling requires importers to file two entries with USCBP. ISF requirements are a combination of logistics information (ocean bill of lading numbers, container numbers, vessel information, etc.) and personal information such as passport and social security numbers. Nelson Westerberg

International works closely with its clients and vendors to ensure all information meets ISF deadline requirements. If information is missing, shipments cannot be loaded; failure to meet ISF requirements results in a \$5,000 fine.

"It is our belief household goods shipments will remain high interest to USCBP regardless of information obtained through the ISF program," said Ken Curry, President and COO of Nelson Westerberg International. "Origin of household goods is inherently unknown and is a mixed commodity. We expect to see a high level of household goods inspections resulting from the ISF rule." ❖



# 2009 DRIVERS OF THE



**NEW JERSEY**  
Abdullah Gray began working as a helper when he was 14-years-old.



**ILLINOIS**  
Eric abides by the Golden Rule “do unto others ...”

## It's all in the family

**T**hroughout Nelson Westerberg stories abound about familial relationships that span generations. Abdullah Gray, a short-haul professional van operator for New Jersey fits the bill.

At 14-years-old, he began working summers as a helper with his uncle, George Gamble, who still operates a rig with Nelson Westerberg. Uncle George taught Abdullah everything about the moving business, and Abdullah dove right in. Now, at 36-years-old and 22 years of service, Abdullah is Nelson Westerberg of New Jersey's driver of the year.


Abdullah owns his double-bunk 18-wheel rig and makes runs within a 1,000-mile radius of the Northeast. Abdullah credits his high-quality customer service (he ranks one of the highest in the agency) as a reason why he was selected driver of the year. He is dedicated and has always wanted to be the best helper, packer, loader and now driver. Having a mentor in the family also helped. Uncle George showed him how to pack the tightest trailer with no air pockets, and Abdullah's late mother taught him to deliver respectful and professional customer service based on her days in management.

*See Abdullah Gray pg. 7*

## And then there was one

**E**ric Vogt was once 1/6 of the Vogt family of operators who worked at Nelson Westerberg. Now, he's the only one since his family slowly passed on or chose other avenues. When Eric was 15-years-old, he was introduced to the profession; he worked summers as a helper on his dad's crew.

Now, 34 years later at 49, Eric is Nelson Westerberg of Illinois's driver of the year. The accolade, Eric says, he owes to his good help. Eric abides by the Golden Rule—do unto others, and he expects respect and dishes it out in return. His crew has been with him a total of 13 years; they're good with the customers and they treat his rig like it's their own.

While others suggest the economy has affected their revenue stream, Eric said he planned for the downturn and 2009 wasn't as bad as it could've been. When asked to predict the future, Eric thinks things will smooth out and flow more quickly due to Nelson Westerberg's quality service delivery. Eric is reminded what his dad used to say, “give them quality and the cash will flow.” And that wisdom is what drives Eric's success. 

**Kudos to  
Nelson  
Westerberg**



### Atlas Accolades to Agents

Nelson Westerberg of Illinois took home top honors from Atlas Van Lines in 2009. The agency ranked first among the entire Atlas Van Lines' domestic network of more than 500 agents in hauling excellence, hauling achievement, national account sales, and sales achievement.



**TEXAS**  
Adrian boasted the lowest claims in 2009.



**GEORGIA**  
Tony says he “drives a bit faster when he’s heading toward one of his new grandkids.”

### A 5.0/5.0 guy

**A**drian Ramirez is not one to toot his own horn. That’s why we asked Dion Hoops, director of operations for Nelson Westerberg of Texas, to share a few words about their 2009 Driver of the Year:

If anyone mentions the word “VIP,” the first person Dion thinks of is Adrian Ramirez. Adrian began as a helper for Nelson Westerberg of Texas in 1992. Adrian knew right away he wanted to be an owner-operator, and in 1999 he realized his ambition. In 2008, Adrian was also recognized as driver of the year.

Dion shares the reason why he was chosen twice consecutively for this top honor:

- More requests come in for Adrian to manage the relocation of transferees than any other driver.
- Adrian boasts a 5.0 cargo claims rating along with a 5.0 customer-service rating. These are the highest ratings anyone can tally.
- Adrian has one of the lowest claims ratios Dion has ever seen. Last year, Adrian ranked \$32.10 per 10,000 lbs of cargo; this year Adrian measured \$3.48 per 10,000 lbs of drayage.

*See Adrian Ramirez, pg. 7*

### It’s all in the details

**T**ony Fox, who has an email “TonyFoxyDaddy” (from his daughter), talked with *NWIWorld* while on the road from Boston returning to his Georgia home base. A relative newcomer to Nelson Westerberg, Tony joined the company in 2008. What lured him to Nelson Westerberg was Operations Director Paul Cornette. Paul and Tony have developed a good rapport, and Tony has been pleased to learn Nelson Westerberg is exactly as Paul described.

Through the long winter, Tony has kept busy helping the agency on a project with a national clothing retailer. He is delighted with his high rank as driver of the year knowing it’s his customer service that got him where he is today.

Tony has always operated his business with an eye directly on high-quality service delivery. When families are given that extra dose of attention, care and respect, it goes a long way to fueling a successful relocation. ♦

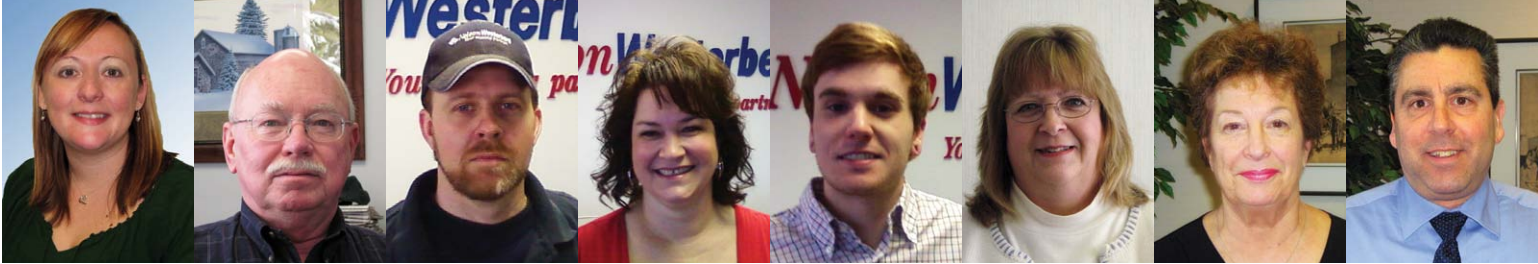
### Milton M. Hill Quality Award

The Illinois, Georgia and New Jersey agencies of Nelson Westerberg received the acclaimed *Milton M. Hill Quality Award* in 2009. Since 1996, Atlas Van Lines has presented the *Milton M. Hill Quality Award* to agencies that exceed industry standards. With criteria including hauling excellence, a superior warehouse rating and generating at least \$1 million in booking/hauling revenue, the award has quickly become one of Atlas’s top honors.



# NEWS

# REGIONAL ROUNDUP



**Teri Sheffler**  
New Jersey CSR

**Steve Hayworth**  
New Jersey surveyor  
& COD sales

**Curt Atkins**  
Georgia warehouse  
manager

**Lynn Lewis**  
Georgia operations  
assistant

**Zane Dennis**  
Georgia local  
dispatcher

**Barbara Hatfield**  
Illinois assistant to  
general manager

**Jeanne Madsen**  
HQ insurance &  
benefits administrator

**Robert Garlanger**  
HQ controller

**New Jersey:** The New Jersey Nelson Westerberg agency is actively increasing its fleet and hiring van operators in spite of 2009 being the toughest year **Lou Reo**, vice president and general manager, has experienced in 15 years.

Nelson Westerberg welcomes **Teri Sheffler**, customer service representative, working onsite at AIReS in Pittsburgh. Terri and our NJ team work seamlessly in support of AIReS relocation specialists in nationwide operations with one goal in mind—complete satisfaction and a “5” on every move. Congratulations, Teri, on your new baby girl!

Several in the New Jersey office celebrated years of service with Nelson Westerberg including **Juliana Cibelli**, vice president of client services, 25 years; and **Steve Hayworth**, surveyor and COD sales, 10 years.

Congratulations, Professional Van Operator **Neil Picone** on his Superior Achievement Award by Atlas Van Lines!

**Georgia:** In Atlanta, **Wayne Dennis**, vice president and general manager, has weathered the economy well: short hauls have increased, and he has added new hires including Warehouse Manager **Curt Atkins**; Operations Assistant **Courtney Carper**; PVO Paperwork/Safety Administrator **Lynn Lewis**; and, Local Dispatcher **Zane Dennis**.

Wayne is getting creative to weather a poor economy; his Atlanta relocation teams are managing a soup-to-nuts

operation for a national clothing retailer. During remodeling, Nelson Westerberg is removing, disposing and storing retail fixtures. Lamps, lighting, displays and clothing racks are part of the temporary materials being inventoried.

After remodeling, Wayne’s teams install the fixtures. For those stores in need of brand new displays, Nelson Westerberg is in Alabama loading new, off-the-assembly-line fixtures and displays for delivery back to retailers in the Atlanta region.

**Hope for Haiti:** When the 7.0 magnitude earthquake struck Haiti, **Emmanuel Cherenfant**, Nelson Westerberg of Georgia 2008 driver of the year, went home. He took an extended leave of absence and traveled to Haiti to help family and friends. Nelson Westerberg extends sincere wishes to Emmanuel and the Haitian people for a quick recovery from the disaster.

**Illinois:** Nelson Westerberg of Illinois held its high rank among Atlas Van Lines’ agents in 2009, thanks in part to the dedication of its professional van operators who’ve marked extended years of service.

Vice President and General Manager **Tom Philbin** congratulates the following owner-operators: five year plaques were awarded to **Wally Guilfoyle**, **Terry Morris**, **Jonathan Palmer**, and **Miklos Polyecsko**; 10-year plaque to **Laszlo Farkas**; 20-year plaques awarded to **Dan Brinkman** and **Mitch Daunce**; and a

25-year plaque was given to **Rick Lewis**.

On employee news, **Barb Hatfield**, assistant to general manager, has worked in the Illinois agency for 30 years! Congratulations, Barb!

**California:** Lido Van & Storage, Nelson Westerberg’s West Coast operation, welcomes new warehouse manager **Greg Rohmer**. For the second year, Lido sponsored the Irvine Half Marathon in support of local high schools’ athletic programs. **Larry Garcia**, general manager, marks his fifth year volunteering with the JTG Daugherty Racing team, car #47.

**Texas:** **Matt Patterson**, national account manager, just hit a 20-year service anniversary with the Texas agency.

**International:** **Ken Curry** marked 20 years of service with Nelson Westerberg International. Congratulations, Ken!

**Headquarters:** **Jeanne Madsen**, insurance and benefits administrator, marked 20 years of service at Nelson Westerberg.

**Robert Garlanger** is Nelson Westerberg’s new controller. He joins the company from Rogers & Hollands Jewelers where he worked since 1994. As a long-time Chicagoan, Bob brings a breadth of corporate financial expertise to the company having worked for a variety of blue-chip companies. Welcome aboard, Bob! ♦



## Smart Move puts thinking squarely in the box

**T**he household goods moving and storage industry continues to evolve spurred by the Atlas Van Lines' 2009 acquisition of Smart Move, Inc. which opens the self-service market to agents and customers in the Nelson Westerberg and Atlas Van Lines networks.

**“Smart Move gives homeowners more do-it-yourself options to control the relocation process.”**

“The name of the game today in household goods moving and storage is flexibility,” said Bob Akers, vice president and general manager of Nelson Westerberg

of Texas. “Containerized shipping is nothing new, but Smart Move gives homeowners more do-it-yourself options to control the relocation process.”

When selecting Smart Move, relocating families footing the moving expense receive a SmartVault,™ each holding up to 1,500 lbs. The vaults are easily transported by Nelson Westerberg professional operators and more efficiently stored. A SmartVault comes with 28 days free storage which helps make relocations with hidden curve balls more palatable and stress free.

With greater control for families in sticky relocation situations, Smart Move is also a bonus for professional van operators. Time away from home drains the bottom line for van operators who support an entire crew while packing, loading and hauling household goods. With Smart Move, Nelson Westerberg has a new solution to offer customers in the moving industry. ❖



TM & © 2010  
Smart Move  
Transportation  
L.L.C.

**The Atlas Van Lines Smart Move program benefits families, van operators and relocation specialists:**

- More pricing options
- More control during relocation process
- Free 28 days of usage or storage for each vault
- Easy load, low-to-ground access with wide locking door
- Options to hire Nelson Westerberg to pack, load, haul, unload
- Labor efficiencies at delivery and pick up; how/when relocation specialists are used
- Faster delivery than traditional van service; not limited by need for full trailers

## Feeding two- and four-legged citizens

**N**atalie Nisivaco is vice president of operations for Nelson Westerberg International, and she is passionate about animals.

Knowing the economy was hurting people, she launched the first “Moving to End Hunger” food drive prior to the holidays in 2008 collecting canned and dry goods for the Palatine Food Pantry. As she and others at the company culminated the 2009 program, they recognized pets were going hungry, too.



Nelson Westerberg plans a spring fling pet food drive for needy furry and feathered friends. Donated items will help local residents struggling to feed their pets and help shelters seeing an increase in unwanted pets or strays. Stay tuned for news of dates to donate! ❖

**Mr. Wiggles adopted Natalie and her husband.**

*Abdullah Gray, from pg. 4*

Strong family ties are a credit to his work. On Abdullah's crew of 10 years, his younger (by one year) brother and nephew keep it all in the Gray family. There are a few times when Abdullah has to remind his brother who's boss, but the rest of the time he's relieved to have someone trustworthy watching his back. ❖

*Adrian Ramirez, from pg. 5*

Dion is highly impressed with this metric.

- In 2009, Adrian hauled 411,000 lbs of household goods, and his claims cost for the entire year was \$143.

There's mutual respect between Nelson Westerberg and Adrian. With a trustworthy crew to support him, Adrian can anticipate a solid road into the future. ❖

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\*Services not provided by Atlas Van Lines



Atlas Interstate Agent  
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**Nelson Westerberg, Inc., together with its subsidiaries, provides moving, storage, freight forwarding, commercial and move management services. Services we provide include:**

- **Domestic and Cross-Border Relocation.** Domestic moving, household goods moving, storage and related services for businesses, families and individuals.
- **International Employee Relocation.** International household goods forwarding and related services for businesses and their employees around the world.
- **Commercial Services Division.** Targets office/industrial; facilities and churn services; warehousing/inventory control and specialized transportation.
- **Commercial Records Center.** Records retention and management services that include off-site document storage, imaging systems, and quick file access.
- **Amer-Trans Logistics, Inc.** Supply chain solutions for businesses that include household goods administration, relocation policy assistance, group move management, expense administration and home finding/home sale assistance.
- **Military.** Household goods moving, storage and related services for military personnel and their families.

*Nelson Westerberg, Inc. was founded in 1904  
and is headquartered in Elk Grove Village, Illinois.*

