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Fred Haladay  
President & COO

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## PRESIDENT'S MESSAGE

### Off-Peak Season



**Fred Haladay**  
President & COO  
Atlas Van Lines (Canada) Ltd.

*"Like most Canadians coast to coast we are feeling the uncertainty of current world and neighbourly relations. We don't know what the near future looks like and what's to come. We do, however, know unequivocally that Canada will remain both strong and free. We also know that with glowing hearts we will continue to see Canada rise to face whatever challenges come our way."*

This is an excerpt from the Ontario Small Business Community, which I find fitting for today. Despite any external challenges we may face, we must unite to improve our circumstances and enhance our lives collectively.

Now is the time to come together, roll up our sleeves, and focus on our common future. It will not be easy, but by working as a group, we can stay determined.

We should explore every possibility, load every piece of furniture, and seize every opportunity that aligns with our goals. Be open to expanding your services by exploring logistics and freight transportation options through Connect Logistics or other white glove delivery services.

Canadians will never succumb to external pressures. Though the road ahead may be tough, we must remain resilient. Remember, we have an excellent network of agents and dedicated staff who will support us and help us succeed in these challenging times.

***I am prepared for this challenge. Will you join me?***



# GOVERNMENT

## Government Security Program Approval: UPDATE

**Important Reminder:** Agents participating in Government business are obligated to complete the Contract Security Program that consists of three phases: the Designated Organization Screen (DOS), Document Safeguarding Capabilities (DSC), and IT Inspection.

### Atlas Subcontractors - Agents ONLY

Total Subcontractors	To Be Submitted	DOS Phase	DOS Granted	DSC Phase	DSC Granted	IT Inspection (final)	Completed CPS Program
74	2	7	3	19	3	20	18

## Completed CPS Program



Agent CSP Completion	Date Completed
8655 - Dowell's Moving & Storage	11-July-2024
8603 - Premiere Van Lines Edmonton	23-July-2024
8770 - GLC Moving & Storage Edmonton	23-July-2024
8621 - AMJ Campbell Toronto East	21-August-2024
8940 - AMJ Campbell Cambridge	15-August-2024
8707 - AMJ Campbell Oakville	15-August-2024
8696 - AMJ Campbell Thunder Bay	24-September-2024
8448 - Dewitt Movers & Storage	7-October-2024
8702 - AMJ Campbell Kingston	28-October-2024
8805 - Summit Moving & Storage	6-November-2024
8861 - AMJ Campbell Paradise	2-December-2024
8474 - AMJ Campbell North Bay	13-December-2024
8850 - AMJ Campbell Victoria	13-December-2024
8410 - Jay's Transportation Group Regina	2-January-2025
8243 - King's Transfer Van Lines Montreal	8-January-2025
8841 - AMJ Campbell Vancouver	22-January-2025
8931 - AMJ Campbell London	22-January-2025
8799 - AMJ Campbell Toronto West	10-February-2025

# IMPORTANT AGENT REMINDERS

## Certificate of Insurance


As part of contractual requirements with Atlas Canada, it is imperative that agency insurance coverages remain current and on file.

**All Agents** must provide Atlas Canada with a current copy of their Insurance certificate.

Please be advised that once your current certificate expires, a renewed certificate should be emailed to our office.

Please scan and e-mail your current certificate to Jennifer McNeelands at [backcheck@atlasvanlines.ca](mailto:backcheck@atlasvanlines.ca). Include your agency name and agency number in the email.

**Click the button to view and download the Updated Certificate of Insurance.**

 **Certificate of Insurance**

THIS IS TO CERTIFY THAT \_\_\_\_\_ (hereinafter referred to as "The Insured") has in force with the Agency Code # \_\_\_\_\_ (Insured's whose name(s) appear(s) below, insurance as follows:

NOTE: THIS FORM MUST BE COMPLETED, SIGNED AND RETURNED BY YOUR INSURANCE BROKER/COMPANY. A COPY OF YOUR INSURANCE POLICY IS NOT ACCEPTABLE.

**1. AUTOMOBILE FLEET INSURANCE**

Name of Insured: \_\_\_\_\_ Expiry Date: \_\_\_\_\_  
Policy #: \_\_\_\_\_  
Limits of liability are not less than \$ \_\_\_\_\_ inclusive as respects Bodily Injury and Property Damage and apply with respect to all automobiles registered in the name of the insured or which are leased by the insured under terms by which the insured is required to provide such insurance.

NOTE: ATLAS REQUIRES NOT LESS THAN \$1,000,000 AUTOMOBILE FLEET INSURANCE COVERAGE.

**2. COMPREHENSIVE GENERAL LIABILITY INSURANCE**

Name of Insured: \_\_\_\_\_ Expiry Date: \_\_\_\_\_  
Policy #: \_\_\_\_\_  
Limits of liability are not less than \$ \_\_\_\_\_ inclusive as respects Bodily Injury and Property Damage.

Form of coverage is not less broad than the standard Comprehensive General Liability Policy as set forth in the Insurers Advisory Organization Manual of Bodily Injury and Property Damage Liability Insurance, Blanket Contractual, Personal Injury, Cross Liability and Severability of Interests Clause and Non-Owned Automobile Liability Insurance.

The Policy covers Atlas Van Lines (Canada) Ltd., as an Additional Named Insured, as respects all premises and operations of the Insured, and in addition carries the following endorsement:

"Premises loss which, from, or within which the insured is moving property shall not be considered as in the care, custody or control of the Insured".

NOTE: ATLAS REQUIRES NOT LESS THAN \$1,000,000 COMPREHENSIVE GENERAL LIABILITY INSURANCE.

**3. CARRIERS' LIABILITY INSURANCE**

Name of Insured: \_\_\_\_\_ Expiry Date: \_\_\_\_\_  
Policy #: \_\_\_\_\_  
Limit of liability is not less than \$ \_\_\_\_\_ per vehicle and catastrophe limit not less than \$ \_\_\_\_\_.

Coverage is on an all risk basis covering the liability of the Insured as a private or common carrier and applies to property of any description that the Insured has in its care, custody or control for the purpose of transportation. Coverage applies from commencement of preparation for shipment and at all times thereafter while in the care of transit within Canada including storage incidental to such transit for not exceeding 90 days, and until the property is delivered to its intended destination.

The Policy covers Atlas Van Lines (Canada) Ltd. as an Additional Named Insured but only as respects shipments not registered with Atlas Van Lines (Canada) Ltd.

NOTE: ATLAS REQUIRES NOT LESS THAN \$200,000 CARRIERS' LIABILITY INSURANCE/UNIT

NOTE: ATLAS REQUIRES NOT LESS THAN \$500,000 CATASTROPHE LIMIT/UNIT

1/2

**Certificate of Insurance**

## Worker's Compensation Requirements

As part of contractual requirements with Atlas Canada, it is imperative Worker's Compensation files remain current.

**All Agents**, are required to provide Atlas Canada with copies of their WSIB certificates on a quarterly basis, or as issued by the province/territory in which they are located.

Please scan and e-mail your current certificate to Jennifer McNeelands at [backcheck@atlasvanlines.ca](mailto:backcheck@atlasvanlines.ca), be sure to include your agency name and agency number in the email.

**Please click the button below to view the list of the Worker's Compensation contact information and requirements for each province/territory.**

**Worker's Compensation  
Requirements in Canada**

## Government & Corporate Services

**A reminder to ALL Agents** - if you are in need of assistance with Government moves please contact the G&C team at the following email addresses:

**DND Moves** - [govtrequest@atlasvanlines.ca](mailto:govtrequest@atlasvanlines.ca)

**RCMP** - [rcmp@atlasvanlines.ca](mailto:rcmp@atlasvanlines.ca)

**CRS** - [crs@atlasvanlines.ca](mailto:crs@atlasvanlines.ca)



# QUALITY



## T.E.R.I. Award Nominations

Monthly T.E.R.I. Awards and recognition are given to individuals who have given outstanding customer service including sales, administration, van operators, packers, and unpackers. These individuals are nominated by their agencies for going above and beyond in their roles or have provided excellent customer service.

Does this sound like someone you know? If yes, please submit your T.E.R.I. Award nomination to: [teri@atlasvanlines.ca](mailto:teri@atlasvanlines.ca)

Every month a name is selected from the list of nominees for a chance to win \$500!

### All nominations must include the following information:

- ✓ Nominee's Full Name
- ✓ Nominator's Full Name
- ✓ Agency Name & Agency Code of Nominee
- ✓ Registration Number (When Applicable)
- ✓ Agency Contact Person Name & Email (Award to be emailed here)



**PLEASE NOTE:** All nominations must be backcheck compliant.

Submit any backcheck approvals to: [backcheck@atlasvanlines.ca](mailto:backcheck@atlasvanlines.ca)



# IMPORTANT UPDATES

## Financial Services

***Effective April 1, 2025,*** The Atlas Canada Board has approved the implementation of a **Non-Compliance Government Documentation Fee of \$150.00.**

Please ensure you are regularly checking Shipment Audit in AtlasNet for documentation tracers. All documents must be scanned within 48 hours of the tracer being issued to avoid the non-compliance fee.

### Mandatory Document List:

- Electronic Survey
- Receipt for Pre-Move Booklet
- Pack Report
- Damage Loss Packed Item Report
- Bill of Lading (signed on delivery or into SIT/LTS)
- Inventories
- Scale tickets with all required information (for shipments estimated over 7000 lbs)
- Government Unpack Certificate
- Damage Loss Unpacked Item Report

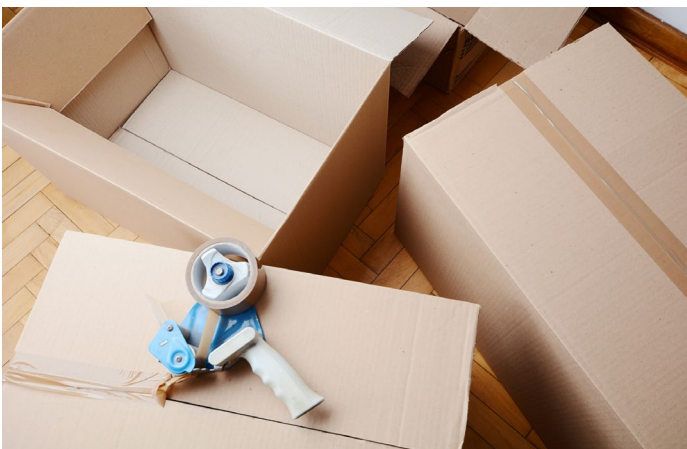
### If Applicable:

- Shuttle Notification
- Shuttle Invoice
- ASPOD
- Copy of email for Authorizations – SIT/SIV/Wait Time



## Procurement Department

***As of April 1st 2025 we will be receiving a 8.4% increase on all corrugated products.*** If you would like to place an order before this increase, all orders must be placed prior to April 1st, 2025 and picked up before April 4th, 2025. This will be at a first come, first served basis.

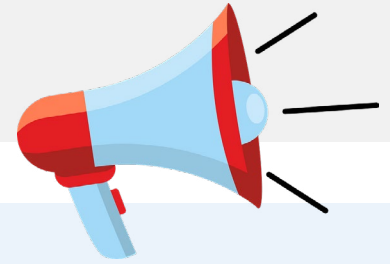


Mover's Equipment alongside with Atlantic Packaging (our corrugate vendor) will work together to ensure that quality and delivery timelines are met for this upcoming season.

***Please Note: Atlantic Packaging is a CANADIAN and family owned business.***



# CLAIMS SERVICES



## Important Announcements

**Exciting News!** Atlas Claims Services is excited to offer **Claims Management System (CMS) Navigation** training for all agents **on March 18th at 10 AM EST and March 25th at 2 PM EST.**

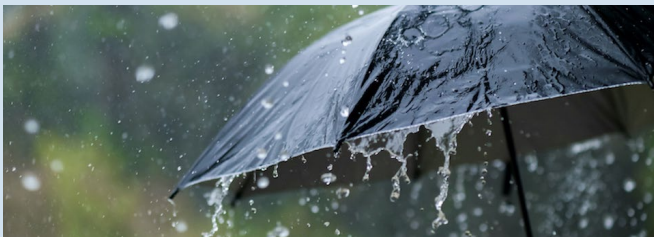
Please keep an eye out for a registration email coming soon!

## Claims Reminders

### How To Prevent Water Damage

As we transition into the Spring season, please remind yourself of the precautions that can be taken to avoid water damage.

1. Inspect all trucks and trailers to ensure there are no holes or other defects.
2. The cargo space should be clean and dry at all times.
3. At no point should tailgates be allowed. (I.e. Placing any portion of the shipment for transportation outside the van body), this is prohibited by Atlas Policy.



### Federal Government Servicing and Certification of Electrical Items

If your agency has completed the certification report for electronics, please make sure that the make and model is noted on the document.



Click the button below to view and download the **Certification of Electrical Items** document.

**Certification of Electrical Items**

### Inadmissible List

Please ensure that all customers receive the inadmissible items list so they are aware of what can and cannot be shipped.

Click the button below to view and download the **Inadmissible Items List** document.

**Inadmissible Items List**



# OPERATIONS

## Goals & Priorities for 2025

- In 2025, we will continue reducing our government penalty percentage and increasing our government business share.
  - **A new role in Operations** will keep a closer eye on these shipments and be more proactive in catching problems before they arise.
- Building on 2024’s success, we remain focused on **minimizing** late deliveries.
- We’re **expanding our Containerization programs**, including Affinity Vaults and WCCs. A WCC Calculator, launching soon, will help secure the best shipping rates.
- We will offer **multiple training sessions for agents, PVOs, and crews**. Share your training ideas with Brad Skinner or Shane Godwin.



## Questions?

If you have any questions please don’t hesitate to contact any of the Operations team members below:

CONTAINER TRANSPORTATION PLANNER		WESTERN LONG HAUL	EASTERN LONG/SHORT HAUL	
<b>Brad Skinner</b> bskinner@atlasvanlines.ca 800-268-5031 800-668-4171 905-844-0125		<b>Jeanine Arsenault</b> jarsenault@atlasvanlines.ca 800-268-8065 800-668-4171 905-844-0812	<b>Steven Lord</b> slord@atlasvanlines.ca 800-668-4679 800-268-5031 905-844-0811	
VP, TRANSPORTATION SERVICES		US CROSS BORDER/ HHG COORDINATOR		TEAM LEAD - HHG/WESTERN SHORT HAUL
<b>Mark Cooper</b> mcooper@atlasvanlines.ca 800-268-0918 905-844-0125		<b>Harshita Sood</b> hsood@atlasvanlines.ca 800-268-5031 U.S: 800-268-2226 905-844-0812		<b>Shane Godwin</b> sgodwin@atlasvanlines.ca 800-268-5065 800-668-4171 905-844-0812



# PARTNERSHIPS

## Food Banks Canada

We are proud to partner with Food Banks Canada, a national charitable organization focused on relieving hunger and promoting food security across the country. In 2025, for every move booked by a residential client in Canada, Atlas will help put food on the table for families in need.

We are excited to share the the Family Day campaign with FBC that ran from February 10-17 was a total success and we look forward to share the results with you all soon!

[Read More](#)[Make a Donation](#)

## Tree Canada



Atlas Canada is proud to support Tree Canada and their work to restore forests and grow sustainable communities. In 2025, every residential move booked will plant a tree, contributing to 5,000 trees across the country!

With the help of our trusted agent network, we're bringing this initiative to life—one move, one tree at a time. And with matching support from the Government of Canada's 2 Billion Trees program, our impact is doubled!

[Read More](#)[Make a Donation](#)

# ACQUISITION ANNOUNCEMENTS

## Orbit Brokers

On January 1st, 2025, Atlas Canada announced its acquisition of Orbit Brokers, a respected provider of customs brokerage services! This strategic acquisition, will enhance Atlas Canada's ability to deliver seamless customs clearance solutions for clients across Canada and the United States.



### Orbit Services

#### **Customs Clearance Expertise**

- Specializes in commercial customs clearance
- Ensures efficient and compliant import solutions into Canada

#### **Regulatory Knowledge & Compliance**

- Expertise in navigating complex Canadian import regulations

#### **Local Delivery Services**

- Provides seamless delivery within Canada

#### **Logistics Support for Connect Logistics & Atlas Canada**

- Enhances Connect Logistic's ability to offer end-to-end logistics solutions



#### **Meet the Vice President!**

Clayton Castelino joined Orbit Brokers as a Customs Rater in 2004, earning his customs broker designation and quickly advancing to VP of Operations in 2008. In this role, he led customs management, customer relations, and business operations. Today, Clayton serves as the VP of Orbit for Atlas Canada, continuing to drive excellence in customs brokerage and logistics.

If you have questions, you can email Clayton - [clayton@orbitbrokers.ca](mailto:clayton@orbitbrokers.ca)

# SALES & MARKETING

## Sales & Marketing Tips

### Utilizing the Trusted Agent Logo:



Agent Trusted  
Logo

- Click the button above to download the **'Trusted Agent Logo'**.
- Add the **'Trusted Agent Logo'** to your email signature.
- Use the logo on your Social Media pages to unite our partnership.
- Add the logo onto branded materials to send out to customers.

### Our Container Solutions:



Container  
Guidebook

**Affinity Vaults:** Ideal for large to mid-sized moves, available across major cities in Canada.

**World-Class Containers:** Ideal for large to mid-sized moves, with services concentrated around major city centers.

**Wood Lift Vans/Sofa Boxes/D Containers:** Designed for smaller moves and specific item transport, ensuring safe and secure handling.

## AGENT ANNOUNCEMENTS

### Jobs Available

King's Transfer Van Lines Montreal is currently hiring an Operations Manager and a Sales Coordinator.

*Click the links below to view the job postings.*

[Operations Manager](#)

[Sales Coordinator](#)





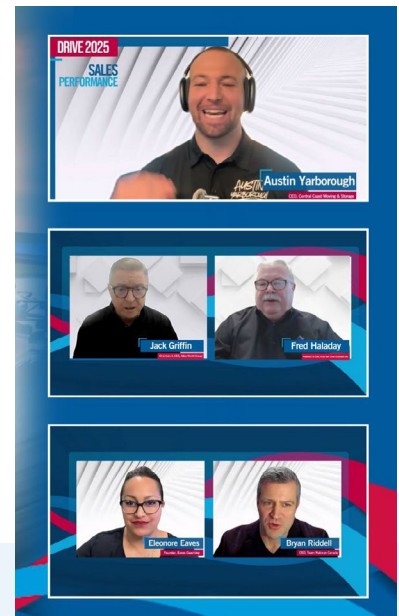
# VIRTUAL CONFERENCE - DRIVE 2025



Our **DRIVE 2025** virtual conference was a huge success, and it's all thanks to you! We loved seeing everyone engage, learn, and connect throughout the event.

A heartfelt thank you to our keynote speakers, partners, and the entire Atlas team for making this event outstanding. Your contributions and energy have set the stage for an amazing year ahead.

Here's to continued growth, collaboration, and success across our Atlas network in 2025 and beyond.



## Share Your Feedback!

Just a quick reminder to share your feedback on the DRIVE 2025 Virtual Conference!

If you haven't already, please take a few minutes (just 3-4!) to complete our short survey. Your input is invaluable in helping us improve future events.

***Click the button below to take the survey now!***

**DRIVE 2025 Survey**

If you have any issues accessing the survey or have any questions please don't hesitate to reach out!

Abbie Lawrie - [alawrie@atlasvanlines.ca](mailto:alawrie@atlasvanlines.ca)

OR Jackie McCulloch - [jmcculloch@atlasvanlines.ca](mailto:jmcculloch@atlasvanlines.ca)

# AROUND THE OFFICE

## Lunar New Year!

On January 29th, Atlas Canada had a celebration for the start of the Lunar New Year. This included a potluck surrounded by festive decorations and a company wide trivia to educate everyone on the history and traditions of the Lunar New Year. 2025 is the year of the Snake, which is said to bring joy, prosperity, and good fortune!



## Canada Takes the Win!

On February 20th, Canada took the WIN over the USA in Nations Hockey Game! Some of our staff showed their team spirit by rocking their jerseys—because hockey isn't just a game, it's part of who we are!



## We Want to Hear From You!

Do you have a story, anniversary, question or comment? Let us know!

Email [CAN-mktg@atlasvanlines.ca](mailto:CAN-mktg@atlasvanlines.ca) to have your agency featured in the next Amplifier North.