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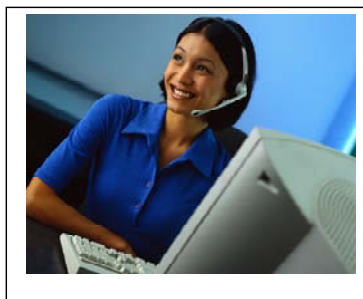
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All American Relocates Blue Cross & Blue Shield Call Center



The last week of June, All American utilized its technologies services to relocate the Blue Cross and Blue Shield of NC's Call Center from Chapel Hill N.C. to Durham, N.C. The challenge was to relocate 467 call center personal computers to their new location with the least amount of downtime. The relocation of PC equipment and office contents had to be done in one phase and that would be over the last weekend in June, typically our busiest month of the year.

Pre-move meetings outlined the scope of work and opened communication with key personnel. After inventorying all the computers, All American disconnected desktop PC equipment from origin and reconnected it at destination. "Our technical services teams are a great help to our customers. "We can manage it from start to finish and they can focus on their business," said George Leach, All American Senior Project Manager. Crews loaded 800 move bins with office contents and shuttled them to destination. Thanks to the organization of their IT team and our technical services team, the relocation was seamless. Blue Cross and Blue Shield's communications lines were back online on Sunday and they were ready for business.

2Q Highlights: We Are Still Moving Forward

All American is not letting the down economy keep us from doing what we do best. We are still moving forward with our customer-focused initiatives. 2Q Highlights indicate we are continuing to excel in all areas of our relocation services.

- April 2009:** All American recognized as Mayflower Transit's **Agent of the Month**
- April 2009:** Jason Potts named to **AMSA** (American Moving & Storage) **Moving and Storage Institute (MSI) Board**
- May 2009:** Darien Bond wins Mayflower Transit's **Van Operator of the Month Runner-Up**
- June 2009:** Kevin Strickland named Business Leaders of Charlotte **2009 Newcomer of the Year**
- July 2009:** Frank Ferraro named **Relocation Specialist** for United Van Lines in our Fayetteville, N.C. facility
- July 2009:** All American recognized as Mayflower Transit's **Agent of the Month**
- July 2009:** All American Move Coordinators score **PERFECT 10s** On **Customer Satisfaction Surveys**
 - Gina Moody
 - Jessica Ezzelle
 - Sabrina Bran
 - Mandy Carden



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Water Cooler News

WEDDINGS

Rodney Robinson to
Cassandra Brand on
May 29, 2009.



Jason Potts Elected to MSI Board



Jason Potts

Jason Potts, Interstate Operations in our Raleigh, N.C. facility, was named to The Moving & Storage Institute (MSI) Board of Directors. The MSI was founded in 2001 and fosters educational opportunities for individuals in the moving and storage industry. By awarding of scholarships and conducting educational activities, the MSI allows individuals to develop a better understanding of the transportation and warehousing of household goods. For more information about the MSI, visit promover.org.



Welcome Frank Ferraro

Frank will be based out of our Fayetteville, N.C., branch overseeing all Sales and Business Development in the Cape Fear and Pinehurst, N.C. regions for United Van Lines. Frank is known for his integrity and personal values, and his hands-on approach to business and is a great addition to the All American team.



Frank Ferraro

All American Delivers Donated Computers to Fort Bragg Kids

All American partnered with Kramden Institute in the June 19 **Geek-A-Thon** held at Lenovo headquarters in Research Triangle Park, N.C. Volunteers cleaned, tested and installed new software for more than 100 donated computers. The computers were stored at our Raleigh facility until the weekend of Aug. 15, when All American transported and delivered them to deserving military children at the Albritton School in Fort Bragg, N.C. The students were thrilled and had plans to use them to stay in touch with their deployed parents. Read more at www.kramden.org.

Plan + Move + Store + Install

Executive Note:

The Power of Partnerships

The economy and the recession are forcing all businesses, small and large, to look for more ways to build their brand. All American has always had great partnerships with our Mayflower and United agent family. The question is, have we really utilized our network of agents to reach more customers and build incremental sales? Flashback to pre-recession in 2007. Business was good, each agent was autonomous and we frequently shared referrals and industry knowledge. Flash forward to August 2009. Home sales are down and moves are harder find. What is the solution? Using the power of many has proven to be a lucrative plan for All American. Look at it as power buying: splitting marketing and operations costs between many businesses that are vying for the same customer. These enhanced partnerships are strengthening our customer reach and allowing us efficiencies in all of our business lines. We encourage our customers to think differently about your partnerships.

Brett Plummer, CEO & John Potts, COO



www.aacorp-usa.com