

# Ace Relocation Systems Honored as Outstanding Family Business

At Ace Relocation Systems, family has a very special meaning. Yes, it describes the company's ownership structure. But it also refers to a way of doing business that embraces employees, customers and suppliers as if they were family.

On December 14, 2006, The San Diego Business Journal, in partnership with the University of San Diego's Family Business Forum, celebrated six of the region's outstanding family-owned businesses. The ceremony was held at the San Diego Marriott Hotel and Marina. Approximately 350 community leaders and business people attended. The judges assessed community involvement, success at linking family and extended family to the organization, and number of years in business. Their decision: among large companies (250 employees or more), Ace Relocation Systems deserved honors as the "2006 Family-Owned Business of the Year."

## Nearly 40 Years of Service to Customers

Ace Relocation Systems in San Diego began doing business in 1968. Reg Lammers purchased the company in 1985. Today, in addition to the Southern California headquarters, the company maintains office and warehouse operations in Long Beach and San Jose, California; Seattle, Washington; Austin, Texas; Chicago, Illinois; Orlando, Florida; and Baltimore, Maryland. Reg serves as Chairman. He also serves as a member of the Atlas World Group board of directors. Son Larry is President & CEO, and younger son Dan serves as Vice President of Operations.

"Being in the relocation business for well over 40 years, first as a van operator then in operations and sales, I have been blessed to have good people around me from the beginning," says Reg. "They are like family. Many have been here 10, 20, or 30 years and longer."

"In a family business, there's an obligation to every employee that goes beyond work," says Larry. "Ultimately, the employees, contractors, and customers are our extended family."

Perhaps the best part of working in a family business is simply being with the people you care about most.

"I think 'how lucky am I' to work with my father, my brother, and lots of friends," says Larry. It's a sentiment shared by his father. "To be lucky enough to have my sons work alongside me since high school and college has been an extra blessing," says Reg. "My daughter worked her way through school here before going on to other things. Many cousins have worked their way through college here, and some are still here in various capacities."

It's no surprise that Ace Relocation Systems has distinguished itself as one of the top-performing agencies of Atlas Van Lines. The company is the fifth largest agent in the Atlas system and has earned a sterling reputation for quality. In 2006, six of the company's eight locations earned the coveted Atlas Milt Hill Quality Award.

"Quality is an expectation shared by every member of our organization," says Larry. "We want to be good at what we do. We want to be among the best at delivering on what we promise."

An ever-sharpening quality focus and commitment to family ideals give Reg confidence that the company's future is destined to remain bright.

"It has been extremely gratifying to watch the many people who have matured and become successful here, as it has been to work with wonderful clients—some for over 30 years. Now, to see the next generation take the company to higher levels of service, expectations and controlled, solid growth is extremely rewarding."



Accepting the award is Larry Lammers, President & CEO of Ace Relocation Systems. Also attending from Ace Relocation Systems were: Debbie Dunn, Vice President, Sales & Marketing; Mike Emming, Operations Manager; Sandy Allen, Marketing; Pete Heldreth, Residential Sales; Dana Kehler, Quality Control; Angela Hedges, Customer Service, International.



## NO. 1 — SMALLEST COMPANIES

# Ace Relocation: Treating employees as family

BY BECKY BERGMAN

Silicon Valley/ San Jose Business Journal  
Contributor

Several years ago, Michael Quigley cut back the amount of time he commuted into the San Jose office of Ace Relocation Systems. As director of relocation services, the 43-year-old assumed he would lose a portion of his benefits, or worse, his job.

So Quigley, a San Jose father of three

boys, was shocked when the residential and corporate moving services company based in San Diego said it would keep paying for medical, dental, life insurance and retirement benefits.

Quigley called it a win-win deal. It's this kind of flexibility that has won loyalty from employees.

"In my case, if I'm sick I can still be productive without leaving the comfort of home."

Quigley, who has worked for the company for nearly 10 years, also learned that working at home at least 30 percent of the time wasn't going to cut into his vacation time either. He was amazed and pleased.

"With today's busy workload, more companies need to focus on how much time employees spend away from their families," said Quigley. "A happy home life will spill over to a happy professional life."

The company has 26 employees in San Jose, 7 of which work from home regularly.

Employees in all eight corporate locations in the U.S. also receive a price-break when they enroll in a local gym, and recently company officials began offering weight loss programs to encourage workers to get in shape, said Richard Clarke, vice president and general manager in San Jose.

The family-owned and operated Ace Relocation Systems won't go wild on the perks, and judging by the company's low turnover rate, it doesn't need to. The answer lies in treating workers like family.

"You are not treated like just another cog or a bar-coded employee. You are treated like family," said Quigley. "Ace genuinely cares about their employees and their families and everyone has fun while getting their jobs done and we all get along great."

Ace Relocation Systems is also a literal family: Larry Lammers, named company president in 2002, runs the San Diego headquarters while his brother Dan Lammers operates the Baltimore operation.

CEO Reg Lammers — Larry and Dan's father — bought two moving companies in 1968, merged the two and renamed it Ace of California. In 1988 the company expanded to San Jose and in 1993 opened its Seattle office and changed its name to Ace Relocation Systems Inc.

The company's top producing sales agent, based out of the San Diego corporate headquarters, works at home more than half the time, said company spokesperson Sandy Allen.

The flextime operates at the discretion of Ace Relocation officials and is potentially available to all 450 workers throughout the U.S., depending on their positions.

"Keeping the balance is a priority for me. Ace allows me to structure my workday to make that happen," said Quigley. "I have been in the industry for 20 years, half of that with Ace and I can honestly say I want to retire as an Ace Relocation Systems employee."

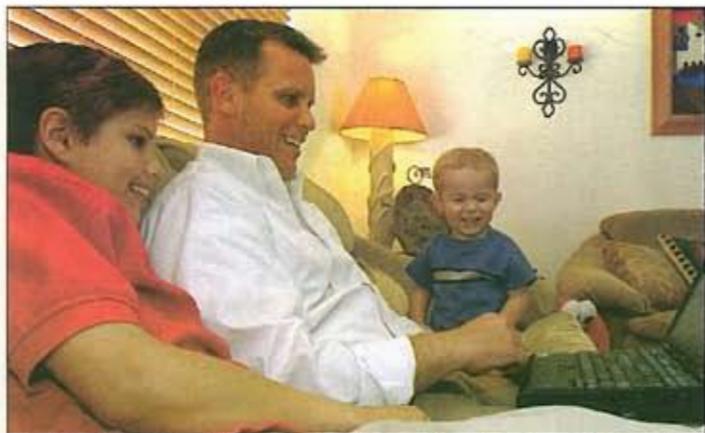


PHOTO BY DENNIS R. HERRON/PHOTOS

"You are not treated like just another cog or bar-coded employee," says Quigley, with his sons Justin (left) and William (right).

works for us. works for you.



## ACE RELOCATION SYSTEMS

CEO: Reg Lammers.

HQ: San Diego.

Bay Area employees: 26.

Score: 96.9.

Business Times Dallas Times Herald News  
**Best Places to Work in Bay Area 2007**

**ACE**  
Relocation Systems, Inc.<sup>®</sup>

## Best Places to Work in the Bay Area (25-50)

| Rank | Company<br>Address<br>Phone<br>Web site  | Score | Bay Area<br>employees | Business type/<br>Headquarters/<br>Year established | Top human resources<br>executive in the Bay Area | Top executive<br>in the Bay Area            |
|------|--|-------|-----------------------|---|--|---|
| 1    | <b>Ace Relocation Systems Inc.</b><br>675 Quinn Ave., San Jose 95112<br>(408) 287-7575<br>www.acerelocation.com                    | 98.9  | 26                    | Corporate relocation<br>San Diego<br>1968           | Debra Bedard<br>Office manager                   | Richard Clarke<br>Vice president            |
| 2    | <b>247 Workspace Inc.</b><br>18675 Madrone Parkway, Morgan Hill 95037<br>(408) 356-7800<br>www.247workspace.com                    | 96.7  | 30                    | Office furniture distributor<br>Morgan Hill<br>1998 | Paula Silva<br>COO                               | Mark Denham<br>CEO                          |
| 3    | <b>Engage PR</b><br>1301 Marina Village Parkway, Ste. 215, Alameda 94501<br>(510) 748-8200<br>www.engagepr.com                     | 95.39 | 25                    | Public relations<br>Alameda<br>2002                 | Brian Protheroe<br>HR manager                    | Molly Miller<br>Principal                   |
| 4    | <b>VerticalResponse</b><br>501 Second St., Ste. 700, San Francisco 94107<br>(415) 808-2489<br>www.verticalresponse.com             | 95.35 | 30                    | Email service provider<br>San Francisco<br>2001     | Kate Aughenbaugh<br>HR generalist                | Janine Popick<br>CEO                        |
| 5    | <b>The Staubach Co.</b><br>One Bush St., Ste. 650, San Francisco 94104<br>(415) 354-6900<br>www.staubach.com                       | 95.29 | 46                    | Commercial real estate<br>Addison, Texas<br>1977    | Gina Prasad<br>Director                          | Tom Maloney,<br>Tony Lautmann<br>Presidents |
| 6    | <b>XOJET</b><br>959 Skyway Road, San Carlos 94618<br>(650) 594-6300<br>www.xojet.com   | 94.97 | 46                    | Private aviation<br>San Carlos<br>2006              | Bob Jendusa<br>Vice president HR                 | Paul Touw<br>CEO                            |
| 7    | <b>CV Partners Inc.</b><br>444 Spear St., Ste. 213, San Francisco 94105<br>(415) 543-8600<br>www.cvpartnersinc.com                 | 94.95 | 40                    | Staffing services<br>San Francisco<br>2001          | Ian Casey<br>HR director                         | Kent Gray<br>CEO                            |
| 8    | <b>Bonfire Communications</b><br>577 Second St., 2nd Floor, San Francisco 94107<br>(415) 597-9930<br>www.bonfirecommunications.com | 94.8  | 26                    | Communications<br>San Francisco<br>2000             | Adam Smith<br>Director                           | Gordon Rudow<br>CEO                         |
| 9    | <b>Principal Builders Inc.</b><br>240 Stockton St., 5th Floor, San Francisco 94108<br>(415) 434-1500<br>www.principalbuilders.com  | 94.76 | 33                    | Construction<br>San Francisco<br>2003               | Maryanne DeGrange<br>HR director                 | Scott Reay<br>CEO                           |
| 10   | <b>Campus Surgery Center LP</b><br>901 Campus Drive, Ste. 102, Daly City 94015<br>(650) 991-2000<br>www.campussurgery.com          | 94.73 | 25                    | Ambulatory surgery<br>Palo Alto<br>2006             | Kimberly Seitz<br>HR director                    | Carole Wilson<br>CEO                        |

This List includes companies with 25-50 employees working in the Greater Bay Area counties of Alameda, Contra Costa, Monterey, Napa, San Francisco, San Mateo, San Benito, Santa Clara, Santa Cruz, Solano, Sonoma and Marin. Ranking based on scores obtained from a survey of the company's Bay Area employees. Compiled by Thomas Pisarek



# Leaders Of The Pack.

**These agents are forerunners on the road to excellence.**

Atlas is pleased to recognize 43 agents with the 2006 Milton M. Hill Quality Award. These quality leaders deliver service that exceeds expectations to put Atlas among the most respected providers in the industry...and the most trusted by customers.

### Among other requirements, these agents:

- Achieved a "superior" rating for the impression, organization, security and risk management practices of their warehouses.
- Attained the *Hauling Excellence Award*, a testament to customer satisfaction based on significant business volume.
- Demonstrated *World Class Commitment* in twelve critical areas of business performance.

We applaud the undeniable excellence these agents bring and their proven commitment to the Atlas values of **integrity, quality and solutions.**

## 2005-2006 Milton M. Hill Quality Award Recipients

|   |   |  |  |   |
|---|---|--|--|---|
| <i>A. Walecka &amp; Son, Inc.</i> (155)<br>West Wareham, MA | <i>Advance Relocation Systems</i> (59)<br>Baltimore, MD       | <i>Atlantic Relocation Systems</i> (1021)<br>Houston, TX           | <i>Imlach &amp; Collins Brothers, LLC</i> (1132)<br>Irving, TX                     | <i>Paxton Van Lines, Inc.</i> (1611)<br>Sandston, VA                    |
| <i>A-1 Metro Movers – Omaha</i> (251)<br>Omaha, NE          | <i>Alexander's Mobility Services</i> (207)<br>Tustin, CA      | <i>Bean Moving and Storage, Inc.</i> (385)<br>Hattiesburg, MS      | <i>Imlach Movers of Ft. Wayne LLC</i> (1131)<br>Ft. Wayne, IN                      | <i>Powell Relocation Group</i> (1657)<br>Grand Rapids, MI               |
| <i>Ace Relocation Systems, Inc.</i> (8)<br>Orlando, FL      | <i>Alexander's Mobility Services</i> (208)<br>Hayward, CA     | <i>Bekins Northwest</i> (2502)<br>Tacoma, WA                       | <i>Imlach Movers of San Antonio, LLC</i> (1136)<br>San Antonio, TX                 | <i>Reads Moving Systems of Florida, Inc.</i> (1724)<br>Jacksonville, FL |
| <i>Ace Relocation Systems, Inc.</i> (15)<br>Jessup, MD      | <i>Alexander's Mobility Services</i> (210)<br>Portland, OR    | <i>Celina Moving and Storage, Inc.</i> (592)<br>Celina, OH         | <i>Imlach Movers, Inc.</i> (1130)<br>Trenton, MI                                   | <i>Walker Transfer, Inc.</i> (2114)<br>Kenova, WV                       |
| <i>Ace Relocation Systems, Inc.</i> (25)<br>Long Beach, CA  | <i>Alexander's Mobility Services</i> (214)<br>Baltimore, MD   | <i>Collins Brothers Moving Corporation</i> (547)<br>Larchmont, NY  | <i>Mabe's Moving &amp; Storage, Inc.</i> (1415)<br>Rensselaer, NY                  | <i>Weleski Transfer, Inc.</i> (2151)<br>Tarentum, PA                    |
| <i>Ace Relocation Systems, Inc.</i> (43)<br>Kent, WA        | <i>Alexander's Mobility Services</i> (215)<br>Bloomington, MN | <i>Croft &amp; Smith Moving &amp; Storage</i> (646)<br>Landing, NJ | <i>McCormack-Payton Storage &amp; Moving Company, Inc.</i> (1380)<br>Grandview, MO | <i>Winter Moving and Storage, Inc.</i> (1077)<br>Bentonville, AR        |
| <i>Ace Relocation Systems, Inc.</i> (62)<br>San Diego, CA   | <i>Alexander's Mobility Services</i> (216)<br>San Diego, CA   | <i>DMS Moving Systems, Inc.</i> (800)<br>Canton, MI                | <i>Nelson Westerberg of Illinois, Inc.</i> (1505)<br>Elk Grove Village, IL         | <i>Wm. Duggan Co., Inc.</i> (2189)<br>Walpole, MA                       |
| <i>Ace Relocation Systems, Inc.</i> (75)<br>San Jose, CA    | <i>Alexander's Mobility Services</i> (217)<br>Nashville, TN   | <i>Golden Van Lines, Inc.</i> (991)<br>Longmont, CO                | <i>NMS Moving Systems, Inc.</i> (2015)<br>Oxnard, CA                               |   |
| <i>Action Moving Services, Inc.</i> (238)<br>Burnsville, MN | <i>Alexander's Mobility Services</i> (218)<br>Carland, TX     | <i>Home Moving &amp; Storage Co., Inc.</i> (1111)<br>Columbus, OH  | <i>Paxton Van Lines, Inc.</i> (1610)<br>Springfield, VA                            |   |

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