



THE DIRCKS Insider

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We would enjoy your feedback! E-mail your comments, questions or news to newsletter@dircks.com.

You can also view our online version of this newsletter at www.Dircks.com

INSIDER STAFF

Rick Dircks
Rich Reinert
Agency G

PLAY BALL!!!

Spring in Arizona is truly a magical time of year, and while those of us who live here don't suffer through too many cold winter nights waiting for it to warm up, visitors from around the country flock to the Valley to escape the lingering snow and rain in their home towns. Oh yeah, they might also come for the baseball.

Yes, it's that time of year again and our seasonal guests flock to Arizona for a full month of Spring Training games leading up to the Major League Baseball season. 15 MLB teams call Arizona home for a short time each year, making the Phoenix Metropolitan area the city with the highest concentration of professional sports facilities in the United States.

That means that each year, we've got a lot of professional baseball players and franchise staff who need a place to live, and who do you think many of them call? If you answered Dircks Moving & Logistics, then you just hit a home run!

That's right, we help many of the ball players get situated in their temporary housing each year. Whether living in a house, condominium or apartment, Dircks works with valued partners such as ProHousing to make sure that each player is set up with furniture, bedding and other amenities while in town. And once they're gone, we move it all back to the warehouse and get ready for next season.

On a larger scale, Dircks works directly with a number of the franchises to help with stadium logistics and warehousing. For example, we recently partnered with the Oakland Athletics organization on a large moving and logistics project.



The A's are playing their last Spring Training season at Phoenix Municipal Stadium, and they will move to their new digs at HoHoKam Park in neighboring Mesa, AZ. Dircks will be there every step of the way to load out all of their office furniture and clubhouse equipment, among other things, and we'll inventory and store all of their gear until the big move in 2015. Coincidentally, the A's will be taking over HoHoKam from the Chicago Cubs organization, who Dircks helped move into their own newly built stadium this season!

And of course, we love working with our hometown club, the Diamondbacks. Even though they don't have far to go for Spring Training, the D-Backs still call on us to move their gear. We even helped baseball legend Joe Garagiola move recently.

We love this time of year in Arizona, and we are truly grateful to have the opportunity to work with so many fine sports organizations. The clubs rely on us for both residential and commercial services, so spring in Arizona represents a time where we, as a moving and logistics company, get to show off our complete set of skills in a short window and on a grand stage, just like the Major League Baseball veterans and aspiring stars who call the Valley "home" each year. We sometimes call ourselves the "Baseball Movers", and because players and organizations keep coming back to us for peace of mind each year, we also feel like we're part of the teams. Play ball!

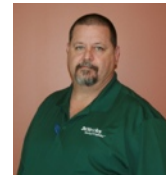
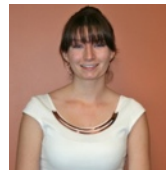
- Rick Dircks



EMPLOYEE NEWS

MOVERS & SHAKERS!

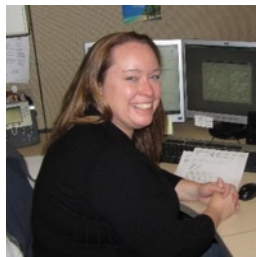
Meet the newest team members at Dircks Moving & Logistics, all of whom are tops at what they do and ready to help with your next move or logistics project. We are thrilled to welcome **Natalie Pinard** (OA/DA Coordinator) and **Karlie Jamieson** (Commercial Services Coordinator). We're also proud to announce that **Corey Fore** has recently been promoted to Interstate Planner, and **Jon Ruhl** has been promoted to Household Goods Warehouse Supervisor. When you do business with Dircks Moving & Logistics, please join us in saying "welcome aboard" to our newest family members, and "congratulations" on the new promotions!



Clockwise from L:
Karlie Jamieson,
Natalie Pinard,
Corey Fore and Jon
Ruhl

MAYFLOWER HEART OF QUALITY

Mayflower annually honors only the best of the best with its Heart of Quality Award. This award was created to recognize the over-the-top efforts of move coordinators throughout the Mayflower Van Lines network who provide customers with exceptional service, and only a small number of people receive the awards annually. The awards are based on ratings received from customers themselves, who have worked with Mayflower and its agencies on residential moves. So with all of that said, we are extremely pleased to announce that Dircks' National Account Manager **Alicia Tobin** has been awarded the 2013 Heart of Quality Award!



Quality and outstanding service are extremely important to all of us at Dircks, and so we are very proud of Alicia for being identified by Mayflower as one of the best in the country. We see that Alicia works diligently every single day to deliver great service, satisfaction and peace of mind to all of our customers. To know that these customers value Alicia's service so much that they give such stellar ratings, we find ourselves immensely flattered. Alicia embodies every one of our core values here at Dircks Moving & Logistics, and we are thrilled to have her on our team!

GET TO KNOW ... AGUSTIN SALINAS

We'd like to introduce you to Agustin Salinas, our new Warehouse Manager of Logistics. In his new role, Agustin is responsible for all aspects of inbound, outbound and inventory operations of the Dircks Warehouse, as well as all aspects of facility management and compliance.

Agustin brings more than 15

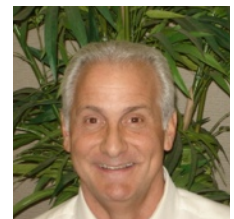


years of management and supervisory experience in apparel, retail and food distribution services, having previously worked with Systems Services of America and Ralph Lauren/Jones Apparel Group.

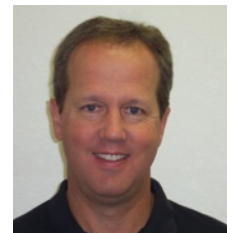
Agustin is originally from the "Great State of Texas". He has been married to his wife, Perla, for 12 years, and they have two children: nine year old daughter Andrea and three and a half month old son, Gilbert. In his free time, Agustin enjoys cycling and grilling.

MAYFLOWER MASTERS CLUB

The Mayflowers Masters Club is a reward and recognition program for agency sales representatives for exceptional sales achievement during the past year in four primary business segment categories — corporate account household goods, residential household goods, special products, and total revenue. It almost seems as if you can set both your clock and calendar to the time of year that our own **Jim Tate** will be named to the Mayflower Masters Club, because he has earned this honor more times than we can count! Jim has over 38 years of experience in sales and marketing for the moving industry in the Phoenix area, and he specializes in working with the senior communities in Arizona.



This year, we are also proud to announce that **Steve Hook** has been welcomed into the Mayflower Master's Club. Steve has been with Dircks for 23 years now and has received numerous performance recognitions in his time, including Salesperson of the Year when Dircks was affiliated with Allied. One memorable moment of his is with a customer at their dining room table and noticing a U.S. Open trophy. The customer was golfer Steve Jones! Congratulations to you both for this spectacular achievement!



NEWSWORTHY!

It's OUR Honor!

Dircks Moving & Logistics recently attended the Arizona Relocation Alliance annual conference, and we were very lucky to have been chosen as the winners of a \$150 raffle prize.

Our own Janet Dircks (no relation) was on-site to represent the company, and she very generously decided to donate the winnings to **Honor Flight Arizona**, a non-profit organization created solely to honor America's veterans for all their sacrifices. As part of its mission, Honor Flight Arizona helps transport our military heroes to Washington, D.C., free-of-charge, so that they may visit our nation's war memorials.



Janet Dircks at far left, along with ARA President Micky Mattison and WWII veterans.

This is a great example of the type of employees we have here at Dircks Moving & Logistics!

If The Shoe Fits ...

The Phoenix Coyotes are known here in Arizona not only for their skills on the ice, but also for their dedication to social support through **Coyotes Charities**. On April 4th, the organization hosted a shoe drive along with **Soles4Souls** to benefit needy individuals in Arizona, and they called on Dircks to help out with wardrobe boxes for collections. 20,000 pairs of shoes was their "goal" (still counting as of press ... it takes a long time to count that many shoes!), and we were thrilled to be asked to help get them there!



TAGALONGS, SAMOAS & THIN MINTS ... OH MY!

For the fifteenth consecutive year, Dircks Moving & Logistics has provided storage services for the Girl Scouts–Arizona Cactus-Pine Council. No, we don't store merit badges, we store something much sweeter ... cookies!

That's right! Each year when everyone's favorite fundraising treats makes their way to Arizona, the first stop is Dircks Moving and Logistics. More than 3 million boxes of cookies need to be unloaded, stored, sorted and staged for delivery to "the troops", and we are always up for the job.

2014 marks the very first year that the Girl Scouts have not collected pre-orders for the cookies, as the organization has found that a direct sales model is more efficient for everyone. Meaning, there's no more teasing and having to wait for orders to come in, the Girl Scouts take instant gratification to a whole new level when they set up outside your grocery store or knock on your door, cookies in tow.

And that's big news! The Girl Scouts seem to have learned a huge lesson in logistics and supply chain, and the local media here was all over the story.



Each of the four major networks and Arizona's largest independent television station all came out to spend the morning at Dircks to interview the Girl Scouts and to let everyone know that cookies would be available later that day. No free samples for the news crews, however ... they had to support the organization like all of the rest of us.

DUEL IN THE DESERT

It's no secret that we at Dircks are supporters of Arizona State University and our hometown Sun Devils. So when the opportunity arose to create a video to be aired at the annual rivalry football and basketball games with the University of Arizona Wildcats, we jumped on it! Of course, we played up the rivalry and had some fun, airing a segment that showed two ASU parents sending their daughter off to her first year of college at UofA ... with a "Kick Me, I'm A Wildcat" sign taped to her back.

But the best part? Everyone in the video are Wildcat alum who had to wear ASU gear ... talk about taking one for the team!



Dircks

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DIRCKS IN PHOTOS

GOOD MOVE

Dircks recently had the good fortune to work once again with the Arizona State University Athletic Department, this time helping to move its newest Vice President of Athletics, Ray Anderson, to his new home in Tempe. Mr. Anderson joins ASU after having served as the Executive Vice President of Football

Operations for the National Football League at their headquarters in New York. Good Move, ASU!



BAD MOVE

We caught this picture of a woman moving a love seat ... uphill ... with a baby stroller. We hope she wasn't making multiple trips to move everything she owns to a new house, but either way if you don't call professionals to get the job done, it's a Bad Move!

