



Moving with Pride

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The One



Moving Views

A moving industry newsletter published by the HighStar Group of Companies-December 2006

Reviewing 2006, planning for 2007

Don Kachur President

Highland's annual management meeting was held in Jasper September 17-19th. With the summer behind us, this 4 day meeting provides an opportunity for us to review the peak season and make adjustments where ever we feel our service can be improved - and in the moving business, it can always be better.

The most significant issue addressed this year was the shortage of trained front line staff. The shortage of truck drivers in Alberta has been well documented in the news. When you add to this the specialized skills and physical demands required of a professional mover, it makes finding new employees very difficult. Even though Highland has a well established and stable core moving staff, the boom in Alberta has still left us straining to accommodate the increase in demand. In 2006, we were forced to turn down most private business in order to ensure service to our key accounts.

We have already started making plans for summer 2007. Success will involve new and creative means of attracting and training professional staff and ensuring all business supports the wage demands of the hot Alberta employment market. Quite simply, we would rather turn down business than risk performing a substandard move.

Highland welcomes 2 new key accounts



Highland Moving was one of 3 firms chosen to manage the relocation of employees for **CNRL's Horizon Oil Sands Project**. Highland has a long history of serving the moving needs of the oil industry, having moved employees for Syncrude, Suncor, Petro-Canada, Shell and Albion Sands, as well as many of the engineering and construction firms who build these projects.

Highland is proud to welcome CNRL to their list of key accounts.

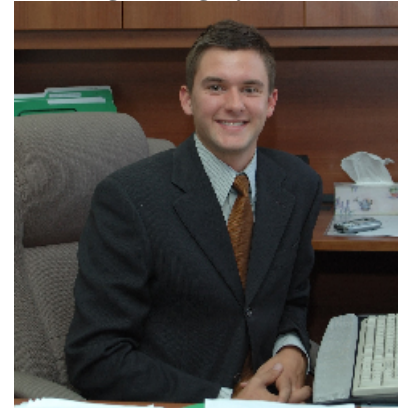


Highland is proud to announce that **Lockerbie and Hole** has chosen Highland/Starline as their corporate mover. For over a century, Lockerbie and Hole has been providing construction services to the industrial, municipal, commercial and institutional market sectors throughout Canada and the world. **Highland looks forward to providing Lockerbie employees with world class moving service.**

Announcements

Highland is pleased to announce the following appointments:

Casey Kachur
Branch Manager, Calgary



While attending University, Casey spent his summers gaining first hand knowledge of the moving industry. He has worked in all departments at Highland, including operations, sales and accounting. In 2004/2005 Casey was awarded Jason Lang scholarships for academic excellence and in 2005 graduated with distinction from the University of Alberta with a Bachelor of Commerce degree.

Leeanne Booth
Director of Marketing and Corporate Sales



Leeanne has spent the last 17 years of her career in regional and national management positions in customer focused environments. Leeanne has nine years of relocation experience, five of those with a third party relocation company and the last four years with Highland as the Branch Manager in Calgary.

What's happening at Starline Overseas



Moving internationally demands specialized skills and resources. Starline employs professional freight forwarders who understand all facets of international moving, including customs clearance, international documentation and air and sea freight.

Meet our International team Edmonton



Barb Paterson International Relocation Manager

Responsible for the overseas department in both Edmonton and Calgary, Barb recently celebrated her 10th anniversary with Starline. Barb has spent the majority of her life in the moving business, honing her skills and gaining experience in various departments throughout the industry. Barb has managed Starline over the past 5 years, and is a well known and respected member of the international moving community.



Grace Stypka

Grace began her career with Highland in the domestic market, and moved to Starline Overseas in 2001. Grace's previous 10 years of customer service experience in the Hospitality industry combined with her willingness and enthusiasm to master a very detailed process have made her the perfect candidate to consult transferees and coordinate international relocations.

Calgary



Nate Edwards

Starline is thrilled to welcome Nate back to the overseas team in Calgary. Nate began his career in the moving industry with Highland in 1999, gaining hands on experience as a swamper, a dispatcher, and finally joining the overseas sales team in 2002. Nate left Highland in February of 2005 to pursue further experience and opportunities and after being away for a year and a half made the decision to return. Nate cites the superior systems at Starline and a team approach to business as the main factors in his decision to return to Starline. Nate's 7 years industry experience, 4 specific to overseas, is not only an asset to Starline but to our customers embarking on one of the most significant moves of their lives.

Starline Overseas is the international transportation and move management subsidiary of the Highstar Group of Companies. Starline is affiliated with FIDI, the world's largest global alliance of quality international moving companies. With more than 500 agents, all accredited by the FIDI Accredited International Mover standard (FAIM), our premium worldwide network is represented in all of the world's major centres.



What is FAIM? "FIDI Accredited International Mover" is the first recognized industry certification for international movers. In 1997 FIDI made a commitment to develop a formal quality management program that would become the worldwide standard. Currently, FAIM is the most stringent, all encompassing quality guarantee program for the international moving industry. All FIDI affiliates are required to obtain FAIM accreditation prior to affiliation and to maintain this certification via periodic compliance procedure verification.

Peak moving season this year set a record at Starline with July 2006 being the single largest month recorded in Starline's 20 year history. Starline's state of the art technologies combined with our skilled sales and operations teams, ensure your transferee's transition to their new country is a positive one.

HighStar Group of Moving Companies:

Highland Moving and Storage Ltd.
Starline Overseas Moving Ltd.
ReloVision Move Management Software Inc.

Calgary 403-720-3222
Edmonton 780-453-6777



Festival of Trees 2006 *A Time for Dreaming*



The Festival of Trees is the largest annual event held at the Shaw Conference Centre. More than 37,500 people attend. Over 100 spectacular Christmas trees and more than 150 holiday decorations all newly created for Festival of Trees 2006!

For over 16 years Highland has been a major sponsor of the Festival, assisting with set up, tear down and delivery of the trees.

Funds raised through the 2006 Festival of Trees will support the purchase of leading-edge equipment for three specialized intensive care units at the University of Alberta Hospital.

Highland Moving is proud to support and participate in Edmonton's favorite Christmas event!



Highland assists with set up of trees



Touring the trees

Highland has a new look...

Visit our new website at www.highlandmoving.com

We hope you find our new website helpful and informative. We have included information, tips and checklists for relocating your employees and moving your offices. We would appreciate your feedback, or if there is information you would like to see included on our website, please let us know by sending an email to info@highlandmoving.com

Office Moving...960 and counting

Does Highland do office moving? You bet we do. So far this year we have done over 960 office moves. Our success is based on our commitment to operate a stand-alone office moving division, where staff and management are dedicated full time to office relocations.

In Calgary four new buildings totaling about 1.1 million square feet of office space are set to be completed in 2007 and about 650,000 square feet of new space is anticipated for delivery in 2008. All of this office space has been 100 % pre-leased. With these huge volumes of office moving on the horizon, now is the time to secure a reliable office moving service provider.

At Highland, we pride ourselves on being one of the largest and most respected office movers in Western Canada.

For expert advice on office relocations, call Casey Kachur in Calgary at 720-3222 or in Edmonton call Richard Rusnak at 453-6777.



Highland wishes you and your family all the best this holiday season and for the coming year!

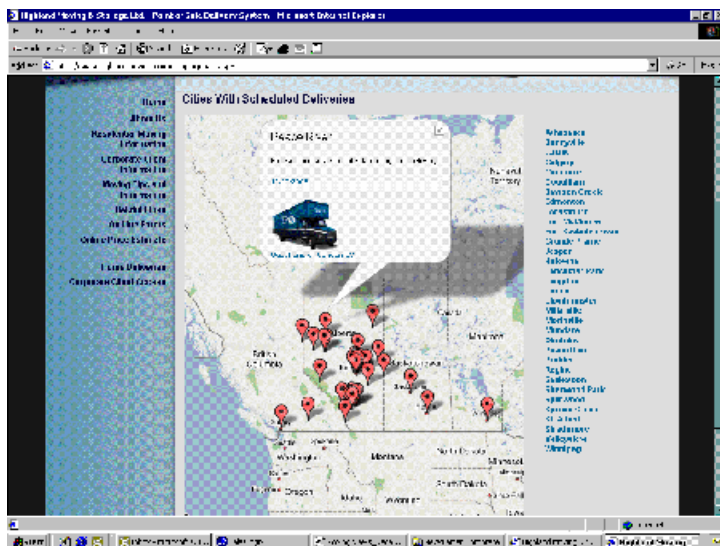


Web works wonders for Alberta furniture deliveries

Alberta's independent furniture and electronics merchants have a new service that will help them compete with big box retailers for the business of out-of-town customers.

National chain stores with sophisticated distribution and delivery systems have always had an advantage of being able to offer rural customers direct in home delivery, often at no charge. Smaller, independent retailers however have had few options when faced with a rural customer. Either the goods were shipped on a scheduled freight carrier – a low cost option that saw their leather couches mixed in with oil drums and chicken feed, or they could use a professional moving company who could provide white glove service but with prices most often far more than can be justified by the client.

Highland Moving thinks they have solved this problem – and many of their customers do as well. Their service, Highland Home Delivery, uses web technology to cut the price of long distance deliveries. How? The key to cost effective rural delivery is having the furniture “piggy back” on a van already dispatched to rural Alberta. It sounds simple but moving companies operate on an on-demand basis instead of having scheduled runs. For a retailer to call 20 or 30 moving companies to find a moving van going to a specific area on dates suitable to the customer was difficult if not impossible. It was also impractical for us to call 20 or 30 stores to see if they had anything going our way.



This is where the web comes in. Highland already uses a sophisticated customer service software program to handle their household moves. This software has recently been merged with Google maps to create a quick visual reference of Alberta. A pin indicator shows every town that Highland vans will be visiting in the next several weeks and the dates they will be there. A retailer can coordinate a delivery with their customer right at point of sale. Once suitable dates are discussed with the customer, the store uses a quick drop down menu to enter the goods to be shipped and the website calculates the price of the delivery. Not only are costs reduced by sharing the transportation but our software system carves out many administrative costs involved in setting up the delivery. Information from the web is transferred electronically to our database and automatically sets up all required documentation and alerts our dispatch and delivery coordinator of a pending delivery. Delivery coordination is purely an electronic event.

Stores love it. Previously, shippers either paid a hefty price to movers or had to wrap or crate the product themselves before shipping on a regular freight carrier. Even the most careful preparation often was not enough to prevent damages to fragile items. Not only that, but freight carriers could not deliver into the home or help with furniture needing set up. Professional in home placement and set up is what movers do.

Highland hopes to expand the small delivery network to private individuals who want to send a few items of furniture around the province. We get many calls for people who only have a few items to ship, an antique chair to the city or a desk to a student at Vermillion College, and cannot get this done at a reasonable price. We will allow public access to the site where families can check the web to see when our trucks will be in their town and allow them to coordinate a shipment online.

For more information please contact Willy Peters at 780-453-6777.

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