

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.

