

## news release

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### **HILLDRUP MOVING & STORAGE HONORS HEROES WITH RECOGNITION PROGRAM**

*United Van Lines agent celebrates successes throughout busy moving season*

Stafford, Va. – Approximately 43 million Americans pack up their belongings and relocate every year, and most of those moves happen between May and September. One United Van Lines agent came up with a unique way to recognize its employees who went above and beyond for their customers during the busy moving months. The operations department at Hilldrup Moving & Storage, headquartered in Stafford, Va., implemented a program called “Hilldrup Heroes” designed to recognize individuals on a weekly basis who distinguished themselves by providing outstanding customer service.

“The seasonality of the moving industry presents huge challenges. Knowing that Hilldrup's greatest asset is its people, Hilldrup Heroes recognized performers that rose above the challenges of peak moving season and went beyond the call of duty,” said Don Papke, general manager of Hilldrup Moving & Storage and founder of Hilldrup Heroes.

Winners, chosen by the local planner, operations and general managers, were announced at weekly crew meetings and won prizes such as gift cards to area establishments or American Express. Pete Fillis, a van operator, was the lucky grand-prize winner of the program and received a three-day trip to Atlantic City, N.J., a paid day off and \$300 in spending money.

Hilldrup Heroes was conceived to allow local operations managers and supervisors to recognize outstanding performances by service providers that might not have been directly related to an individual customer, but were critical in meeting Hilldrup's quality and productivity goals. Winning individuals, for example, took on loading and packing jobs at the last minute and spent early mornings and late nights providing service to customers.

*Hilldrup Honors Heroes with Recognition Program – add one*

“We definitely have plans to implement a similar recognition program during the 2007 peak moving season,” said Papke. “It’s when times are hectic that we often forget to give that extra bit of thanks to those most deserving, but we’re determined to not let those people and their efforts be overlooked. It really is a great program and one that we’re proud to have implemented at Hilldrup.”

**About Hilldrup**

Founded in 1903, Hilldrup is one of United Van Lines’ largest and most honored agency groups operating seven facilities throughout Virginia, North Carolina, South Carolina and Florida, with corporate headquarters in Stafford, Va.; just south of Washington D.C. For more information on Hilldrup’s services, please visit our website at [www.hilldrup.com](http://www.hilldrup.com).

**About United Van Lines**

United Van Lines, with headquarters in suburban St. Louis, Mo., maintains a network of 1,000 affiliated agencies throughout the world. As the nation’s largest mover, United holds more than 30 percent of the market, which is nearly double the market share of the second largest carrier. More information about United and its services is available at [www.unitedvanlines.com](http://www.unitedvanlines.com).