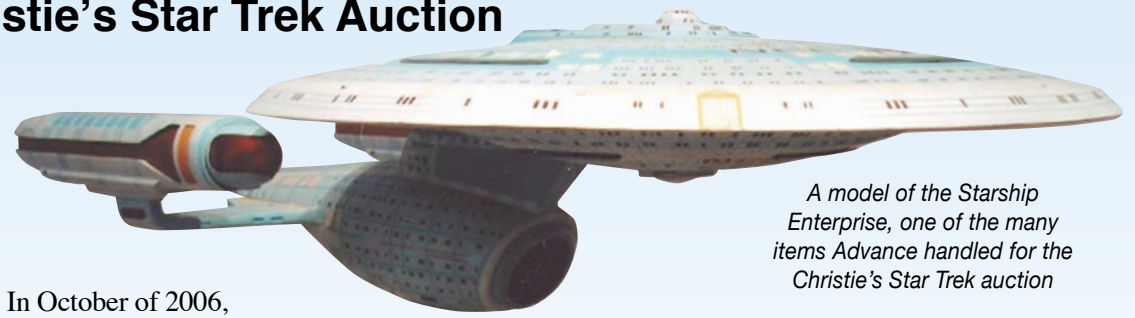




## Advance Relocation Resource Group

### Advance Completes History Making Project for Christie's Star Trek Auction



*A model of the Starship Enterprise, one of the many items Advance handled for the Christie's Star Trek auction*

In October of 2006, Christie's, the famed New York City Auction House, held a remarkable, once-in-a-lifetime auction of official Star Trek memorabilia from the archives of CBS and Paramount Studios. The project was unique and interesting, and it became the subject of a documentary on the History Channel. The highly sought after items included materials from all of the Star Trek television series and movies, including spacecraft

models, set pieces, costumes and prop weapons. In total, the memorabilia spanned over 1,000 auction lots and numbered approximately 4,000 pieces. Managing this extremely fragile and valuable inventory required a qualified moving company with an incredible attention to detail. Christie's contacted Robert Gutmann, the Senior Vice President of Advance Commercial Movers, to manage the project.

Prior to retaining Advance, Christie's executives had to first verify that Advance was qualified to handle such an immense undertaking. The project required stringent security requirements and over 10,000 square feet of dedicated and secure warehouse space in order to even be considered for the project. After touring Advance's Maspeth facility and meeting with Rob, the Christie's team felt

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### Lillian Vernon Makes Its Move *continued on page 2*

Lillian Vernon is a well-known national catalog and online retailer that has been serving its dedicated customers for over 56 years. The company markets gift, household, children's and fashion accessory products. With specializations in personalization, celebration and organization, Lillian Vernon is a household name and a part of popular American culture. Its corporate headquarters was located in Rye and later in White Plains, New York. However, with their call and national distribution centers already operating in Virginia Beach in a sprawling 827,000 square foot facility on 62 acres,



*Lillian Vernon's new sprawling headquarters in Virginia Beach, VA*

it chose to relocate its headquarters to this central location.

Working with Jack Rose from Advance Commercial Movers, Lillian Vernon executives planned a move from their original headquarters in Rye to an office park in downtown White Plains. This first move was

completed in one week, on schedule, and to the satisfaction of all involved. As a result of this successful project, Jack and Advance Commercial Movers became the company's choice to handle the next and much more complex move to Virginia Beach two years later.

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- [officemoving.com](http://officemoving.com)
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- [fitcony.com](http://fitcony.com)
- [recordguard.com](http://recordguard.com)

## Lillian Vernon Makes Its Move

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The Virginia Beach relocation was a complete relocation service project. The Advance Commercial Movers team, organized by Project Manager Dennis O'Connell, handled every aspect of this project with care. They packed, disassembled, moved, unpacked and reassembled every physical working part of the company's headquarters including, but not limited to, files, cabinets, workstations, product samples, computers, assorted technology and shelf stations. The Advance team also removed a great deal of unneeded materials during the cleaning process to reduce the amount of overall content. In addition, mechanics were brought in to disassemble furniture and special items including a light booth. This highly sensitive and fragile piece of equipment is a freestanding room with pure lighting used to identify, view and match colors accurately. The project was completed in November over the course of several phases, filling approximately ten tractor trailers.

"We were thrilled with the level of service and professionalism of Jack, Dennis and their entire crew. The project was completed on schedule without a hitch. The fact that we used Advance twice speaks for itself. Any complications we encountered were quickly addressed by the Advance team, nothing fazed them. They came in and did what it took to get everything done right with a great attention to detail. I have moved five different times, and working with Advance was the smoothest," said Mark McGowan, Lillian Vernon Vice President of Human Resources.

"These projects marked the first time we worked with the management at Lillian Vernon. Through a competitive bidding process and educating them about Advance's commitment to service, we have forged a strong partnership with them. In fact, when the Lillian Vernon staff members left their White Plains location for Virginia Beach, they left behind a small group of employees that we will be moving to Harrison, New York, later this year," said Jack Rose.

## International Creative Management Chooses FITCO/Advance Commercial Movers

For more than five years Garret McKeon has been developing a mutually beneficial relationship with the professionals at International Creative Management (ICM). Previously, Garret had performed relocation projects for ICM at its original headquarters located at 40 West 57th St. in Manhattan. When ICM needed a company that could organize its out-of-building relocation, it chose the expert and experienced staff at FITCO/Advance Commercial Movers.

Based in Los Angeles, ICM is one of the world's largest talent and literary agencies, with offices in California, New York and London. ICM has been a force in the entertainment industry for over thirty years and represents a wide array of talent from motion pictures, television, books, music, branded entertainment and commercials.

ICM's New York offices were relocated to Worldwide Plaza, located at 825 Eighth Avenue. The building, in Midtown on the west side of Manhattan, is a New York skyline icon. The 50-story office tower features more than 1.6 million square feet of Class A office space and 137,000 square feet of retail space. Moving into this building has provided many benefits for ICM: the building's many amenities include a health club, restaurants and a bank.

FITCO/Advance Commercial Movers' Garret McKeon was the Project Coordinator and Kevin Lewis the Project Manager; the two worked with a professional move consultant, and together they managed a smooth transition. The project incorporated 36 FITCO/Advance Commercial Movers professionals, moving the contents of a 50,000 square foot office with the assistance of five large vans that made continuous trips between the two locations. The FITCO/Advance Commercial Movers team moved 150 employees, their workstations, the contents of 40 private offices, more than 100 computers and a series of mini-libraries.

The entire project was planned to maximum efficiency several months in advance, but the relocation itself began on a Wednesday and was completed the following Monday.

On Wednesday and Thursday FITCO/Advance Commercial Movers team members conducted all the pre-move packing and organization, on Friday the main move was completed and on Saturday the post-move cleanup, unpacking and furniture adjustments were made.

"By Monday morning our team had buttoned everything up, and made sure not one minor detail was overlooked or forgotten," said Garret McKeon, Project Coordinator.

"Working with Garret and FITCO/Advance Commercial Movers was a pleasure. We worked with Garret previously and were comfortable trusting him with this project. From the top down the team from FITCO/Advance Commercial Movers was reliable and accommodating. Moving is a stressful time, and Garret and Shamus Barnes, President of FITCO, remained calm, making the entire process easier for us. When unexpected complications occurred they managed them; they were completely professional. In fact, we are doing a smaller move soon with Garret, and we're not even bidding it. FITCO/Advance Commercial Movers is our choice," said Angela Dallas, Facility Manager for ICM.



*Worldwide Plaza at 825 Eighth Avenue and new base of operations for International Creative Management*

# Lifetime Brands, Inc., Relocates to Garden City



*Lifetime Brands' new headquarters at 1000 Stewart Avenue, Garden City, NY*

Advance Commercial Movers recently completed the relocation of one of the top-100 companies on Long Island, Lifetime Brands, Inc. Lifetime Brands, Inc., is a publicly traded company and a leading designer, developer and marketer of a broad range of nationally branded consumer products used in the home. As a part of their long-term growth strategy, the staff of Lifetime Brands, Inc., needed additional space and decided to leave their headquarters in Westbury for the spacious 114,474 square feet of space in the Business and Research Center in Garden City. Their new building at 1000 Stewart Avenue is a mixed-use redevelopment that was formerly the Bristol Myers-Squibb Pharma building.

Anthony Parziale, Vice President of Sales for Advance Commercial Movers, has developed a strong partnership with the management at Lifetime Brands, Inc. This relationship led to Lifetime Brands, Inc.'s selection of Advance Commercial Movers to facilitate the relocation of its corporate headquarters and two showrooms. The corporate headquarters, which included one of its showrooms, located at Merrick Avenue in Westbury, was packed and moved to the new showroom space a short distance away at 1000 Stewart Avenue. The second showroom was located in Manhattan; its contents were packed and stored while construction was completed. The entire project was overseen by Project Managers Dennis O'Connell and David Crooks.

The project involved the management of a 42-person Advance moving crew and 65 truckloads of content. A combination of straight trucks and tractor trailers was used to complete the haul. The contents of the move consisted of electronics including computers, fax machines, copy machines, office furniture, and a large amount of files that were organized, packed, moved and then set up in the new location by Advance's crew. Personal contents and electronics of approximately 250 employees were relocated over the course of this move. The project was completed over one weekend with some packing and preparation done several days in advance.

"The actual period of moving was designed to minimize the disturbance of business and have the company fully operational as fast as possible. Dennis and David, our Project Managers, and staff were able to complete this project successfully despite ongoing construction in the new headquarters which could have hampered progress," said Anthony Parziale.

## Profile:

### Bob Hendler, ACM Vice President of Sales

Bob Hendler is a moving industry icon with over 40 years of experience in New York City. He has worked on some of the largest projects in the history of the city.

Early in his career, Bob started his own company that provided commercial moving, storage and furniture delivery and installation. While running his own company, Bob managed one of the biggest relocation projects ever in New York City. During the 1980s, American Express embarked on its dream to become a financial services supercompany and purchased several major companies in downtown Manhattan. During this period Bob's company helped to manage this massive consolidation project, which involved over 3½ million square feet of office space in a time span of over 15 years.

Bob ran his business successfully until only two years ago when he sold a majority of the company's assets to Advance Commercial Movers. Bob took his years of knowledge and experience and brought them to Advance as a Vice President of Sales.

Recently with Advance, Bob has handled major projects for clients including Quebecor Inc., a massive communications and printing company, and The Telex Group, a global telecommunications company.

Bob was instrumental and well recognized for his role following the terrorist attacks on 9/11. Bob donated all his trucks to the recovery and cleanup efforts following the tragedy. For his efforts, Bob earned the Proclamation from President Bush for Recognition of Services and Support rendered during 9/11 and also the 9/11 Humanitarian Award from the Columbia Association of Civil Services in 2003 and the Community Mayors of New York State.

Bob has been the Community Mayor of Long Island City for 25 years, and is a Board Member for the Juvenile Diabetes Foundation. When Bob is not moving offices or helping others, he enjoys spending time with his four children and four grandchildren.



*Bob Hendler, Advance Relocation Resource Group Vice President of Sales*

# Advance Completes History Making Project for Christie's Star Trek Auction

*continued from cover*



*Senior Project Manager Frank Colon and Advance Vice President Robert Gutmann pose on the "bridge" of the Starship Enterprise from the original Star Trek television series in Christie's Auction House*

comfortable with Advance's experience, ability and facilities, and hired the firm to handle this multimillion-dollar inventory.

The project consisted of three phases: organization, viewing and post-sale. The entire effort was managed by Vice President Robert Gutmann, Senior Project Manager Frank Colon and Warehouse Facility Manager Oscar Padilla. It required constant communication and liaison with the Christie's Logistical, Art Transportation and Client Services departments.

The organization phase began when the vast collections of Star Trek items were delivered from CBS and Paramount Studios to a Christie's warehouse in the Bronx. From there all items were catalogued, divided into their respective auction lots, and precisely packed to the most rigorous Christie's standards.

The viewing phase consisted of transporting these items to Christie's auction house in Rockefeller Plaza, unpacking the items and readying them for the Christie's viewing, where potential buyers could view and inspect each lot.

"This process was made even

more difficult because we were competing with the *Today Show* and the *MTV Music Awards*, both of which were creating logistical challenges for the eight tractor trailer loads moving in and out of Rockefeller Plaza," said Frank Colon.

The post-sale, which took place after the Christie's auction and over the course of two months, made it the responsibility of Advance to ensure the delivery of the extremely delicate and expensive memorabilia to buyers all over the world.

"Their high level of logistics experience and dedication to quality was noticed from the very first meeting. Moreover, Advance successfully sustains that quality level throughout the entire project. True professionalism," said Roxanna Zarnegar, Christie's Vice President and Director of Logistic Operations.

"The greatest satisfaction of this project came from the fact that it was executed without a hitch and with the participation of many members of the Advance Commercial Movers and FITCO teams. This project involved 70 different employees and multi-tiered layers of management and responsibility, from our CEO to the warehouse forklift operators," added Robert Gutmann.

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