

THE
NEWSLETTER OF
ADVANCE
COMMERCIAL
MOVERS AND
MOLLOY BROS.
MOVING &
STORAGE

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Martha Stewart is well-known as the “doyenne of domesticity”. She has a TV show that is nationwide. Her Moments with Martha are heard on the radio from Coast to Coast. Every shopper who enters a K-Mart can see that Martha Stewart has a tremendous influence on the marketing of merchandise from outdoor furniture to curtains to bedsheets. Her magazine even influences the living styles of countless thousands. Young June Brides use her magazine to pick their dresses, flowers, table settings and even the types of invitations that will be sent. She has a website www.marthastewart.com and from there she is launching another major internet site where she will merchandise and sell varied items. Martha Stewart

Living has grown from a small enterprise to a publicly traded company whose stock has astounded Wall Street analysts. Martha Stewart’s success hinges on the quality of her ideas, the quality of her merchandise, and the quality of the people that she uses to accomplish varied tasks.

On her TV show Martha Stewart brings guests who are experts in their field and they explain how to do certain things. Famous chefs explain how to buy the best products to produce the best results. Gardeners show her audience how to weed and feed to produce the best flowers. On one occasion this year Martha wanted to show her audience

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Martha Stewart & Don McGee

The Internet Helps Advance Deutsche Bank

Advance Commercial Movers was one of the preferred movers for Bankers Trust for many years. Advance moved thousands of high-profile executives and staff throughout the Bankers Trust facilities at 130 Liberty Street, 280 Park Avenue and 14 Wall Street. Recently, Bankers Trust was acquired by Deutsche Bank and Deutsche Bank, now with 10 buildings in New York City and Harborside, New Jersey, needed to re-evaluate the way they hired their movers and did their relocations.

The process began with the standard bidding process and continued with an understanding that the mover that would be chosen had to be large, flexible, responsive and up-to-date. Don McGee, who had worked with Bankers Trust for years had proven that Advance was responsive. Deutsche Bank also knew that Advance was one of the largest movers in the Tri-state area because of our past moves with Bankers Trust and the Global Trading Department move. Our flexibility and our up-to-date technology were carried out with the help of the internet.



Advance presented a web-site ordering scenario to Deutsche Bank. Deutsche could order moving services from all their different locations in New York by clicking on www.officemoving.com. Once on line and connected to the website Deutsche Bank personnel in all their different facilities would click on the Deutsche Bank icon and could order boxes, movers, storage, trucks, tags, bins or whatever else they might need. The process for moving was streamlined and the response time became immediate.

Cynthia Quarantello, of Advance, makes certain the whole system works. Cynthia manages the website and has linked Don McGee and Rob Gutmann, the managers responsible for the daily management of the account, by instant e-mail. Everyone else who is responsible for the account is alerted immediately to the Deutsche Bank requests. Our on-the-street movers are connected by Nextel communicators and are alerted that one or more of the Deutsche Bank buildings needs service. With the size and scope of Advance there is no job too small or too large to handle immediately.

The buildings in the Deutsche Bank system are:

- 14 Wall Street
- Exchange Place
- 31 West 52nd Street
- 1290 Avenue of the Americas
- 4 World Trade Center
- 16 Wall Street
- 130 Liberty Street
- Harborside, New Jersey
- 1251 Avenue of the Americas
- 1301 Avenue of the Americas
- 4 Albany Street

Advance is always ready to be responsive, flexible and up-to-date. Come visit www.officemoving.com, our interactive website at and you'll see an icon: "Your Account". Click, and get a preview of what Advance can do for your business and the needs of the future.

PaineWebber Retains Advance "In-House"

PaineWebber, one of the largest brokerage houses in the United States, has retained Advance Commercial Movers as the "In-house" mover for their Weehawken, Newport, and Mill Creek facilities in New Jersey. Advance maintains an office, a storage area and vehicles for the daily exclusive use of PaineWebber. The permanent presence is in the facility at 1000 Harbor Blvd, in Weehawken, New Jersey.

For the past year, Advance has been on call seven days a week, 24 hours a day to respond to the ever growing need for expansion and growth at PaineWebber. Besides their facilities in New Jersey, Advance has been asked to relocate people, contents and equipment throughout the tri-state area for PaineWebber. The large building at 1285 Avenue of the Americas, the smaller one at 135 West 50th, 120 Broadway and even the "Blackrock" building on Avenue of the Americas have seen the trucks and finely uniformed movers from Advance Commercial Movers in the corridors of PaineWebber's ever-growing company.



Advance maintains storage facilities in Edison, New Jersey and Lindenhurst, New York that are largely dedicated to servicing PaineWebber's needs. Daily calls for furniture, banners, and equipment are handled quickly and efficiently by Michael Nalbach, the Advance Manager for PaineWebber. Don McGee and Ralph Montanile of Advance share the responsibilities as overall managers for this important client.

"Getting to and from PaineWebber is a short vacation", says Don McGee. Don uses the New York Waterways Ferry that leaves every 15 minutes from 38th Street and goes directly to the PaineWebber facilities at Lincoln Harbor in Weehawken. The trip is always delightful and the view, in all kinds of weather, is breathtaking. On a recent trip to the PaineWebber facilities with Louise Kirstel, the Director of Business Development for Advance, Don and Louise saw a Harrier jet floating above the Ferry performing maneuvers for all to see during OPSail 2000.

The bulk of PaineWebber's employees in the New York City area work in the New Jersey Facilities. Cushman & Wakefield are the managing agents for the New Jersey Facilities. Advance works very closely with C&W to maintain efficiency and low costs.

Advance's staff, trucks, equipment and administrative personnel are always ready to serve PaineWebber 24 hours/day seven days/week.

Advance Moves FDA Labs to New 600,000 Ft Facility

Advance Commercial Movers recently completed a 600,000-sq. ft. relocation of the Food and Drug Administration's Northeast Regional Laboratories from Brooklyn to Jamaica, Queens. The one month long move involved the transfer of 227 truckloads of laboratory equipment and fixtures along with office furniture and laboratory files.

The FDA laboratory relocation may have been the most complicated and dangerous move Advance ever took on. It included the movement of hazardous materials, such as Chloroform, Hydrochloric Acid, Sulfuric

Acid, as well as frozen and refrigerated lab samples, such as salmonella cultures, ecoli, pneumonococcus, etc.

To complete the relocation safely and within legal guidelines, Advance and its affiliates, under the direction of Rob Gutmann, researched literature and legal guidelines regarding the handling and movement of hazardous materials. They identified and followed specific guidelines on packing each material, including the types and amounts of cartons required, the type and amount of cushioning, proper labeling and handling.

"The scheduling of a laboratory move like the FDA's," Rob says, "is very demanding because of the delicate nature of specimens, temperature requirements and research schedules."

The FDA move was, in fact, extremely challenging. Because of changes made to the building during the Agency's tenancy, crews from Advance had to cut a hole in the wall of the lab being moved in order to facilitate egress from the facility. At the same time, the FDA was conducting business as usual, adding to the complexity of the move.

Because Advance has handled many other laboratory moves in addition to the FDA regional laboratories, it has an abundant supply of the specialized and hard-to-source packing materials necessary to transfer lab supplies and specimens safely. The company has also relocated Alteon (diabetes research), Columbia Presbyterian Hospital, Albert Einstein, and Mallenkröd Nuclear Medicines, to name a few.

Autotote Doesn't Gamble When It Moves Its Pari-mutual Machines

Autotote can't afford to gamble when they move their pari-mutual wagering system, so they turn to Advance Commercial Movers. Autotote supplies New York State's three racetracks with the complex, integrated hardware/software solution that prints bet tickets, calculates odds and allows for the redemption of winning tickets. Transactions are processed at up to a thousand transactions per second, in a secure, redundant system. Anyone who visits the racing tracks thinks of Autotote simply as betting machines. What they don't know is that Advance Commercial Movers moves the entire system from track to track using military like precision — Aqueduct to Belmont to Saratoga to Aqueduct to Belmont.

Behind the scenes, foreman Kevin Lewis, and Dennis O'Connell coordinate the relocation of Autotote's 600 hundred betting machine plus the computer room that operates the system. "We go in Sunday," Dennis says, "at 6:00 and work non stop till we're done!"

The ongoing project entails the coordination of trailer load after trailer load of Autotote's electronic equipment from point to point, plus the transfer of the giant tote board that race fans rely on during their trips to the track. The tote board's flat panel screens alone fill 6 flatbed trailers.

The project is an on-going race for Dennis and his crew. When the delivery is complete, the crew waits to hear the thunderous sound of a thoroughbred racing down the track. "Many people have tried to do this job," say Dennis, "but according to Autotote we are the only company that does it right."

It Was A Big Megilla!

What do you do when you have to answer to a higher authority on a move? You don't take any chances. You do exactly what Temple Israel of Great Neck did. You call Advance Commercial Movers.

Temple Israel of Great Neck is a religious complex. It consists of a house of worship, a school and a museum. Because of its age and growth the complex needed to undergo some renovation.

What started as a relocation of the school became an extensive project. After the school relocation, crews from Advance were called upon to move the offices of several rabbis, first in swing space or storage while the school was renovated and then

back into their renovated offices. Each of the rabbis, many of them world renowned Jewish Scholars, had input on how his items were to be handled. Careful and respectful handling of rare books that were not allowed to touch the ground, along with ancient torahs and Jewish artifacts spanning more than two millennia were transferred multiple times during the duration of the project. As part of the move, every rare item was methodically photographed, cataloged, inventoried and custom packed.

During the project the movers had to work with religious restrictions prohibiting work on Friday night, Saturday or religious holidays. Crews from Advance rose to the occasion and completed the multiple relocations and shifts on time and without damage to any of the precious items they handled.



Martha Stewart Packs in Advance!

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How-to-Pack for a move. She told the audience that when she had to move her studio she needed help with this daunting task. She called on Advance Commercial Movers/Molloy Brothers, her expert for moving. Don McGee was on the show for two segments. There he explained how to pack dishes, flatware, stemware, appliances, lamps, and mirrors the right way. Martha commented that during the move of her studio that not a single dish or a single piece of stemware was damaged. Advance moved over 1500 dishes, 500 pots and pans, hundreds of pieces of stemware, appliances and uncounted kitchen utensils.

Over the past several years Advance has seen the tremendous growth of Martha Stewart Living firsthand. Advance has

been involved in moving her during her expansion at her headquarters in New York City, at her photo studio on 26th Street, and at her TV studio in Connecticut. Each and every time that we move anyone at this growing company we do it the right way. Pre-planning meetings are held. Tags and labels are pre-printed and affixed to everything that is moving. Finally, we put up placards and destination signs that are neat, clean and crisp so that not a box is misplaced or misdirected. Even our movers are stylish with their green-striped, colored moving uniforms.

Martha Stewart Living does things the right way. Martha Stewart chose Advance.



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