



RDC®

Connecting Global Mobility with Local Ability

A Message from the President

Dear RDC Members,

I am still on a natural high following our Spring Meeting in Orlando!

It was great to see all of you, including meeting our newest members. Interacting with our sponsors, advisory council members, awarding **Marie Montchal, CRP** her lifetime member status, and seeing the enthusiasm for the Excellence Credits awards are just a few of the highlights. We heard great feedback about the pilot programs that involved our sponsors and advisory councils interacting with RDC members and participating in RDC's first ever session at WERC.

Our two keynote speakers were both wildly popular. **Cris Collie** – just because he is Cris Collie - *and* for his great hints about personal branding. **Susan Schneider, SCRIP, GMS**, for knocking us off our seats with her **Ida Raderstaj** persona! We will continue to beg her to produce a video, as so many of you want to use it for agent training.

All this excitement happened **BEFORE** setting our feet through the doors of the **Mentors and Masters Program** where there were great speakers, more great



Carol A. Kelly
SCRIP, SGMS

roundtables and opportunities to interact with our colleagues in the industry.

Hats off to our conference chairmen, **Debbie Robinson, CRP** and **Ryan Carrell, CRP**, and their committees for producing two great meetings for RDC!

Looking ahead, we have new opportunities to present the RDC Road Show “National Market Trends and Topics” to RMC’s and Regional WERC groups. The **Global Task Force** is on track to ultimately produce a training module for our members to enhance our value to both corporate and RMC clients around the globe. Our relationship with WERC remains on a very positive path. And, our Fall Meeting chairperson, **Connie Swenson, CRP, GMS**, and her committee are busily planning a great meeting for us in Chicago.

SAVE THE DATE... October 8th! We look forward to seeing you in Chicago. In the meantime...have a GREAT summer that is full of friends, family and fun!

ONWARD and UPWARD!

Carol A. Kelly

2014 RDC President

IN THIS ISSUE...

- RDC Bylaw Review 1
- Spring Event Sponsors 2
- Spring Event Recap 3
- Spring Event Photos 4
- New Members in 2014 4
- WERC Foundation 5

Extra...Extra...

Read All About It



Lots of questions came our way at the recent meeting in Orlando, so we thought it would be a good idea to

revisit the new **RDC Bylaws**, relating to membership.

The bylaws were revised and approved by the membership in September 2013. The new bylaws contain several changes which were included to make our organization stronger. As far as membership goes, the new bylaws have strengthened and improved the application process and requirements. New members, who do not have their Worldwide ERC CRP or GMS designation, must get one or the other, within two years after becoming a member of RDC. Of course those members who have not earned either the CRP or GMS, and were members prior to the revised bylaws, are exempt from this requirement.

Continue on Page 2

RDC Bylaws--Continued from Page 1

The changes allow for membership if the applicant has for two of the last four years held the top full-time management level position in the relocation department of one or more companies. Also if they hold the (S)CRP designation and meet one or more of the following categories: has for the last year held the top full-time management position in the relocation department and are ultimately responsible for all relocation activities; is a full-time broker owner, with their primary responsibility in the relocation department of their company; or is considered senior management in charge of the relocation division in their company for two of the past four years. Lastly, it allows for membership if the applicant is employed in a management position in the relocation department of a residential real estate company, who for the previous two years have been in a full-time salaried position as an employee within the relocation industry.

If you should have any questions about the new bylaws, please do not hesitate to direct your questions to **Tommy Steel, CRP**, the 2014 Membership Chair, or any RDC Board member.

To review the new bylaws, go to www.relocationdirectorscouncil.com
We hope this communication will clear up any misunderstandings about qualifications for membership in RDC, and assist you as you recruit new members for our organization!

Think **EXCELLENCE CREDITS!!!**



RDC Spring Event Recap

If you missed the recent spring meeting in Orlando at the beautiful Hyatt Hotel, you missed a lot!

Our theme this year was “**Keep Moving Forward**” and we heard how to do that from **Peggy Smith, SCRIP, SGMS-T**, who gave her semi-annual global market update, along with **Cris Collie** who gave us 80+ tips that he gathered from RDC members on building your own personal brand, and then on to **Susan Schneider, SCRIP, GMS** who mesmerized us with her funny, but poignant “Customer Journey.” We were happy to be there to congratulate **Marie Montchal, CRP** as she accepted the honor as our newest Lifetime Member. If you haven’t already noticed, this session was jam-packed from beginning to end.

Thirteen round tables covered a myriad of topics from training to rentals to best practices on managing and converting web leads and six Advisory Council forums, in a new room format, where we heard from **Carol Coleman, CRP, GMS** at Humana, **Holly Clontz, CRP, GMS-T** at Ingersoll Rand, **Courtney Moncavage, CRP** from AiReS, **Laurissa Norwick, CRP, GMS-T** at theMI Group, **Joyce Pugh** from Allstate and **Bob Packard, CRP, GMS** with Lexicon Relocation. Some of their topics covered home financing for International transferees, succession planning and managed lump sum programs. All the programs were excellent and we have received rave reviews from those attending.

Congratulations to **Debbie Robinson, CRP** Spring Program Chair, and her capable committee, **Judy Bissell, CRP, GMS, Elizabeth Nunan, CRP, GMS, Ginny Taylor, CRP, SGMS**, and **Tammy Vlah, CRP** for putting together an outstanding program.



If you are wondering about some of those 80+ tips from **Cris Collie**, here are Cris’s top 15:

1. Believe in your brand (your company or yourself) or build it to where you can believe in it.
2. Lead by example
3. Find role models or mentors for accountability purposes
4. Have a “servant leadership” mentality
5. Give credit and share the successes with those who help you achieve
6. Become the real estate expert in your area, not just the relocation expert. Stay informed on what is happening in your market place.
7. Write personal notes
8. Share information – anything shared is usually not implemented in the same way or at all by another broker. It helps to make our industry better.
9. Do what is right – always
10. Do what you say you are going to do
11. Admit when there is a service failure, and do your best to fix it.
12. Tell the truth.
13. Love what you do, or do something else.
14. Forge strong relationships with other professionals in the industry that have the same beliefs and work ethic.
15. Have fun!

We welcomed ten new members and bid goodbye to **Susan Carson, Nancy Chamberlain, Linda Dudley, Linda Hauf, Mary Lou Lee, Frances Martinez Myers, Peggy Scott** and **Sandra Warstler**, who have retired and are on to other pursuits where they will lend their time and talent.

We enjoyed a lovely evening by the Hyatt Terrace Pool with members of the Advisory Council. After the frigid winter endured by most of the country, no one was complaining about the sunny warm Florida temperatures. It was an evening to relax and enjoy one another’s company, to swap stories about real estate, relocation and the events of the day and meet the newest members of our organization.

On Wednesday, the newly named **Mentors & Masters Program** (The Power of the Past – The Force of the Future) got underway with our Keynote Speakers, **Faye Chadwick, SCRIP, SGMS** and **Stacey Oliver-Knappe**, a mother-daughter team who took us back and moved us forward as they talked about the wonderful world of relocation then and now.

We were challenged to choose just three among seven roundtable topics which included Managed Lump Sums; Critical Metrics for a Successful Partner Network; Successful Partnerships – What’s Necessary from the Corporation and its RMC; A Positive Outlook Makes All the Difference; The Next Generation of Relocation Directors; Multiply Your Success – One Simple Step at a Time; Experienced Agent Training and Measuring; Tracking and Increasing your Competitive BMA listing Conversion. All tables were well attended, interesting and informative.

We are grateful to **Ryan Carrell, CRP** and his committee, **Allison Rybarczyk, CRP** and **Vicki Hamp, CRP, SGMS**, for putting together another impactful program.



The RDC Spring Welcome Registration Committee: Christopher Corley, Linda Lindenmoyer, Linda Komasu-Wong, and Connie Swenson.



The RDC Members ready to learn and *Keep Moving Forward* as the Spring Event Chair, Debbie Robinson reviews the agenda for Spring Event.



Lynn Breedlove, Maggie Kiesow, Candy Welch, Alicia Motter, and Fran Cashion enjoying the sun at the RDC Members Dinner.



Betsy Roche, Silvana Malpelli, Beth Archibald, Debbie Robinson, and Shawn Owens at the Mentors and Masters Program.

[Click Here](#) for additional photos from the Spring Event.

Welcome to Our New Members

Judy Bissell, CRP, GMS
Watson Realty Corp.

Steve Conway, GMS
Wayne Murray Properties

Carolyn Hart
CB Wallace & Wallace Realtors

Suzanne Hildebrandt, CRP
Daniel Gale Sotheby's International Realty

Suzanne Lail
Cottingham Chalk Hayes, Realtors
John David Larson, CRP

Coldwell Banker Harris McHaney & Faucette

Nina McGee, CRP
Coldwell Banker Residential Brokerage NRT

Kellie Mitchell
The Relocation & Referral Centre

Michele Najera
The Relocation & Referral Centre

Mary O'Neill, CRP
Baird & Warner

Marjean Richmond, SCRIP, SGMS
Century 21 Signature Real Estate

Deb Shields
Windermere Services Nevada

Carole Souza
NP Dodge Real Estate

Brenda Wall
Kuper Sotheby's International Realty

Thank You RDC

On behalf of the **Worldwide ERC Foundation**, I would like to thank you for your generous support of the Foundation. The Relocation's Directors Council has been a HUGE supporter in generating awareness of and participation in our charitable efforts and we very much value our partnership.



Your organization's efforts as it relates to The Foundation have held true to your tagline: "Connecting Global Mobility with Local Ability". We look forward to expanding our relationship with RDC not only in charitable giving, but also in developing strong, professional leaders in the relocation industry.

Once again thank you for all you do for the Worldwide ERC Foundation and the industry as a whole.

*Al Blumenberg, SCRP
VP, Global Partner Relations
NEI Global Relocation*



RDC sponsored a tee at the Foundation Golf Outing in Orlando.

Help make a difference around you... and around the world. Support the Foundation for Workforce Mobility

The Worldwide ERC® Foundation for Workforce Mobility was established in 2004. Its **MISSION** is to energize the global community through charitable giving. Its **VISION** is that all communities touched by global mobility are actively aware of, inspired by, and engaged in our charitable efforts, worldwide. [Click Here](#) for additional information.