



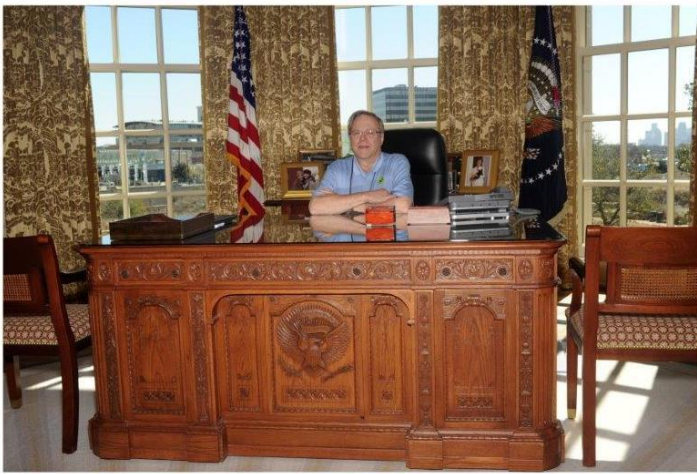
# RDC

Connecting Global Mobility with Local Ability

## IN THIS ISSUE...

- Fall Event 2
- RDC Members in the News 2
- Road Show 3
- RDC Logo 3
- GDS Recipients 4
- The Compound Effect 5

### Message from the RDC President, Tommy Steel, CRP, GMS



Hello RDC Members:

It's time for back to school, autumn in some areas (certainly not in South Texas), and football. I am so excited about this time of the year, mainly because its college football season. I don't think many are as big a college football fan (Baylor Bears) as I am, except probably **Judy Gray, CRP** and her **National Champion Ohio State Buckeyes**.

Enough of football... it is almost time for our Fall Meeting in Boston. **Diane Howard, CRP** and her committee have been working hard for most of the year to bring our members an outstanding program. Our theme for the meeting is **"Change is Opportunity"** which is appropriate for several reasons. One of the changes will be the changing of the leaves about the time we are having our meeting. Other changes could be the way we do business as many of our markets are now doing global business in a much bigger way. We have many opportunities for you to learn from several experts and to hear from several leaders in our industry. **Peggy Smith, SCRP, SGMS**, CEO of Worldwide ERC has agreed to speak to us again and to give us an update on WERC. **Kevin Kelleher**, President of Cartus Relocation will be our keynote speaker and for those of you who have heard him speak know we are in for an educational treat. We have our own **Pandra Richie, SCRP, SGMS** among many others will also be speaking.

Our Advisory Council will be leading forums in the afternoon. Diane has planned a full day of events and opportunities for all those in attendance.

Of course we want all of you to plan on attending the **Client Appreciation Event** which will take place at **The Top of the Hub** which is walking distance from the convention center at the Prudential Center building. If you have a corporate or RMC client you'd like for us to invite, please e-mail their contact information to [rdc@gss.net](mailto:rdc@gss.net).

#### RDC Road Show

**Carol Kelly, SCRP, SGMS-T; Maureen Campbell, CRP, SGMS-T; Annie Hamilton, CRP; Vicki Hamp, CRP, SGMS-T; and Diane Howard, CRP**, have all worked hard on presentations to many RMC's and WERC Regional Groups this year. This program, which was started by **Jo Lay, SCRP, SGMS**, has grown tremendously over the past few years. A brief version of this presentation was given at the Spring WERC meeting and will be done again in Boston. Kudos to Carol and the board members who helped with the presentations as this benefits all RDC members as it gets the RDC name out to the RMC's and helps them see the value of using RDC members to assist their clients.

We are not quite at the end of the year, but I want to let all of you know how grateful I am that I was able to serve as your 2015 RDC President. This year has gone by so quickly. I would ask that every one of you volunteer to serve on an RDC committee this coming year. I think you will all get so much more out of RDC if you do.

One last thing. Did I mention that I am really looking forward to college football and especially watching my Baylor Bears.

See you in Boston and remember...

**"Attitude is Everything"!**

*Tommy Steel*

2015 RDC President



## Change is Opportunity

our ability to change and take advantage of the current market!

New and favorite attendees will be seen on stage with great speakers including: **Kevin Kelleher** with CARTUS, and a host of panelists including **Laurissa Norwick, CRP, GMS-T** from the MIGroup and **Michelle Keech**, Biogen IDEC, that will fill us in on the Military and US Borders.

Advisory council representatives: **Holly Clontz** of Ingersoll Rand and **Shelly Giles** of Tenet Healthcare Corp, will be leading a discussion about “Mergers and Acquisitions and How They Effect Mobility.”

Our Roundtable Sessions include:

- Great listing presentations, improve conversion rates
- Create raving fans with your best customer service practices
- Update your professional image online
- How to build the “ideal” sales agent
- The “Wow” effect! What special things do buyer agents do?
- How to set realistic goals for your department and stick to them
- Today’s Renter: Capture “unregistered buyers” and hold on to them
- A high stress service event! Plan effective group move presentations
- Managing the referral assignment process

After a long day in great meetings, we will be networking at the popular **RDC Client Appreciation Event** at The Top of the Hub, from 7:30 to 10:30 pm. The views of Boston ‘at the top’ are stunning!

Just another phenomenal educational event planned for our RDC Members—Be sure NOT TO MISS IT!

[Register Today!](#)

### RDC 2015 Fall Event

This year’s Fall Conference in Boston will focus on change with many topics that show

### Way to Go...

Congratulations to our own RDC members that have won **Worldwide ERC Awards in 2015!** Keep up the great work raising the professionalism in our organization with connections and service.

#### First-time distinguished Service Award Recipient



**Tina Swenson, SCRIP, SGMS**  
Ebby Halliday, Realtors  
Dallas, TX

#### Meritorious Service Award Recipient



**Kay Webster Latham, CRP, SGMS**  
Coldwell Banker First  
Equity, Realtors  
Amarillo, TX

**Congratulations** to RDC Member **Sue Kwasneski!** Sue has been recognized in the Las Vegas Business Press magazine on their “**Women Who Mean Business,**” list of the most prominent business executives in the city. As one of our own, let’s all congratulate her on this prestigious award at [Sue.Kwasneski@cbvegas.com](mailto:Sue.Kwasneski@cbvegas.com) or direct at (702) 939-5114.



### Still Need Your GMS?

WERC is offering classes at their Fall conference in Boston. Be sure to take advantage of the special **RDC 10% discount** when signing up for this event

For more information and to access the form to take advantage of this discount, please see the RDC website or [Click Here.](#)



**Show Your Loyalty**  
**...And Your Professionalism**

Add the updated RDC logo to your email signature and promote our organization!



[Click Here](#) to get the logo!

**RDC's National Real Estate Trends and Topics**

“RDC’s National Trends and Topics” a/k/a “The Road Show” has been updated and is ready to roll into communities like yours! Let RDC know if you have connections or local relocation groups that would benefit from this great presentation about the local market economies.

The Road Show will also be presented once again in a session at Worldwide ERC’s Global Workforce Symposium on Thursday, October 8 at 1:45 pm.



Have you completed your area  
 Market Data Reports?

This is the time to get them done – before the Fall conference! Please log in and complete the 2Q 2015 as soon as possible!



**RDC Advisory Councils**

**Corporate Advisory  
 Council Members**

**Holly Clontz, CRP, GMS-T**  
 Ingersoll Rand  
*Term 2014/2015*

**Shelley Giles, SCRP, GMS**  
 Tenet Healthcare Corporation  
*Term 2015/2016*

**Lois Johnson, CRP**  
 ADP  
*Term 2015/2016*

**Michelle Keech**  
 Biogen IDEC  
*Term 2015/2016*

**Relocation Management Company  
 Advisory Council Members**

**Ryan Agee, CRP, GMS**  
 Altair  
*Term 2015/2016*

**Courtney Moncavage, CRP**  
 AIReS  
*Term 2014/2015*

**Tia Hamlin, CRP**  
 Brookfield Global Relocation Services  
*Term 2015/2016*

**Laurissa Norwick, CRP, GMS-T**  
 The MIGroup  
*Term 2014/2015*



## GDS Recipients

Our first GDS Course was held in Las Vegas this past Spring which provided the GDS Certification to the following RDC members.

The Global Task Force is currently developing a plan to conduct another GDS Course at the 2016 Spring Event in Houston.

**Kirsten Abney CRP, GDS**  
Heritage Texas Properties

**Katie Adams CRP, SGDS, GMS**  
BERKSHIRE HATHAWAY HomeServices  
Ambassador Real Estate

**Judy Alloway CRP, GDS**  
JBGoodwin Realtors

**Beth Archibald SCRIP, SGDS, SGMS**  
Archibald Relocation and Real  
Estate Services

**Caprice Atwell CRP, SGDS, GMS**  
Prudential Sterling Properties

**Sue Carey SCRIP, SGDS, SGMS**  
CENTURY 21 Kreuser & Seiler

**Adrienne Caron CRP, GDS**  
Select Business Development Group

**Ryan Carrell CRP, GDS**  
Carpenter Realtors

**Tammy Carroll CRP, SGDS, GMS**  
PARKS / Bob Parks Realty

**Katherine Carter SGDS, GMS**  
Dielmann Sotheby's International Realty

**Pepper Coffey CRP, GDS**  
Pacific Sotheby's International Realty

**Carolyn Cole CRP, GDS**  
Influence Real Estate and Relocation  
Services

**Tom Colucci SCRIP, SGDS, GMS**  
Coldwell Banker Residential Brokerage

**Kathy Connelly SCRIP, GDS**  
Berkshire Hathaway HomeServices Georgia  
Properties

**Christopher Corley CRP, GDS**  
Ray and Poynor Properties

**Pamela Darby CRP, SGDS, GMS**  
Kentwood Real Estate

**Kelly Dewey CRP, SGDS, GMS**  
Coldwell Banker Harris McHaney &  
Faucette

**Karen Edmonds CRP, SGDS, GMS**  
Winkelmann Realty

**Dee Emerson CRP, GDS**  
Influence Relocation Services, California

**Cindy Guttery CRP, GDS**  
Cynthia Guttery

**Christine Haney CRP, SGDS, GMS**  
Douglas Elliman

**Jennifer Harding GDS**  
Russell and Jeffcoat

**Nancy Harmann CRP, SGDS, SGMS**  
GARDNER, REALTORS

**Dennie Howard GDS**  
ERA Colonial Real Estate

**Pattie Huey SGDS, GMS**  
Better Homes and Gardens RE  
Gary Greene

**Anne Incorvia SGDS, GMS**  
John Daugherty, Realtors

**Richard Jones CRP, SGDS, GMS**  
Coldwell Banker Tomlinson Group

**Rachael Joyner CRP, GDS**  
Joyner Fine Properties

**Marc Krebs CRP, GDS**  
Coldwell Banker Residential Brokerage

**Karen McRae SCRIP, SGDS, SGMS**  
Harry Norman, Realtors

**Michele Minotti CRP, GDS**  
Century 21 Excellence Realty

**Debbie Morris CRP, SGDS, GMS**  
F.C. Tucker Co.

**Charles Morrow CRP, SGDS, GMS**  
Better Homes & Gardens Metro Brokers

**Michi Olson SGDS, SGMS**  
Alain Pinel Realtors

**Shawn Owens CRP, SGDS, GMS**  
CENTURY 21 Realty Partners

**Bernadette Pacheco GDS**  
Realty ONE Group

**Marian Padgett CRP, SGDS, GMS**  
Berkshire Hathaway HomeServices  
Carolinas

**Patricia Ann Pollard CRP, SGDS, GMS**  
Coldwell Banker United Realtors

**Stephanie Quam CRP, SGDS, GMS**  
Berkshire Hathaway HomeServices  
Northwest Real Estate - Greater Seattle Area

**Elizabeth Roche CRP, GDS**  
Weichert, Realtors

**Shirley Seifert CRP, GDS**  
HUFF Realty Relocation

**DJ Stephan CRP, SGDS, GMS**  
Allen Tate Relocation Services

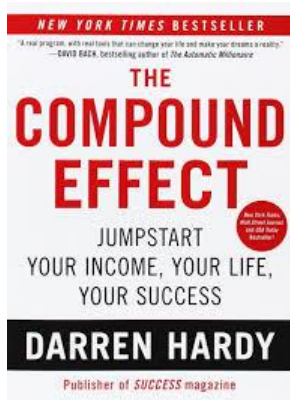
**Joan Thomas SCRIP, GDS**  
Wilkinson and Associates,  
ERA Powered

**Hellen Valle CRP, GDS**  
Berkshire Hathaway PenFed Realty

**Brenda Wall GDS**  
Kuper Sotheby's International Realty

**Dana Winans SGDS, GMS**  
Better Homes and Gardens  
David Winans & Associates

**Larry Zapf CRP, GDS**  
Beverly-Hanks & Associates



## The Compound Effect

By Fran Cashion

If you were lucky enough to have attended the Spring 2014 Mentors and Masters roundtables, you would have heard about this wonderful little book, “**The Compound Effect**” by **Darren Hardy**.

In the book (which is a two-hour read) Mr. Hardy takes us through a number of lessons that inevitably lead to success, both in our personal and professional lives, by focusing on consistency of good habits and taking action without procrastination. His book is about taking responsibility, being open to coaching or mentoring and being willing to be honest enough about yourself (he suggests you ask your friends for an overall assessment) to lead you to all of your goals.

The Compound Effect is the principle of reaping huge rewards from a series of small, smart choices. The key words here are “small” and “smart.” Think of goal setting, for instance. We might set a goal (or a goal might be set for us) that sometimes seems unachievable. What the book encourages the reader to do is to begin to take action by beginning small but always being consistent. The book is worth reading just to see the results of his “magic penny” analogy. Wow! He drives home his point about consistency and the power that it holds if we learn to stick with the goals we have set and not give up too soon.

“Since your outcomes are all a result of your moment-to-moment choices, you have incredible power to change your life by changing those choices. Step by step, day by day, your choices will shape your actions until they become habits, where practice makes them permanent.”

~ **Darren Hardy**

The ripple effect is caused through making small changes that have a significant impact. Do you have any bad habits? I do. I watch too much television and I wanted to stop. By incorporating Mr. Hardy’s theory, I have cut back one hour of a typical 3-4 hour marathon of TV watching in the evening, and instead focused on reading more or baking, or writing.

The key and critical piece of *The Compound Effect* is to keep working on your goals consistently and efficiently until you see the payoff. He helps you do this by incorporating “Action Steps” at the end of each chapter. So it really isn’t just a book you pick up and read and forget. It’s a book that leads you to achieving whatever goals you may have set for yourself, whether they are personal or professional (or both) if you are willing to do a little bit of work.

Mr. Hardy quotes a marvelous author, Jim Rohn, who says “What’s simple to do is also simple not to do.” This book is not a silver bullet. It’s a workbook that guides you, chapter by chapter, toward achieving your goals and developing better habits. To quote him, “A daily routine built on good habits is the different that separates the most successful amongst us from everyone else.”

Are there small or large changes you want to make in your life? I challenge you to pick up this book and follow the simple, but consistent message of determining your motivation, being honest with yourself, and taking the small but significant steps that will lead to a better you!