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Letter from the RDC® Board President Patricia Ann Pollard, SCRP, SGDS, SGMS



It appears we are finally in the spring season although places like NYC, Chicago and Indianapolis didn't get the first few memos regarding spring's arrival.

In preparation for our spring meeting, I looked up the various definitions of spring and thought I would share with you since they are all in line with RDC's Spring Meeting theme; **"Make it Happen, Testing the Limits of Our Comfort Zone"**

The meaning of spring—1) to rise, leap, move or act swiftly 2) to issue forth 3) to come into being, arise 4) to come into being by growth, as from a seed, bulb, root, etc. and the one definition we all look forward to, 5) the season of the year between winter and summer, when the weather warms and leaves and plants start to grow again.

As an organization RDC truly resides in perpetual spring. The energy, collaboration, education, networking opportunities and standards of the group provide a true greenhouse environment for relocation directors and managers. This is the organization we turn to for the latest and greatest trends in our industry, and for advice and encouragement from our peer group.

If you have not registered for our Spring Meeting and the Mentors and Masters Program, you need to hurry! Our meeting will be held at the fabulous Gaylord Texan Resort and Convention Center in Grapevine, TX. Look at additional information pertaining to both events on Page 2 and 3 of this newsletter. The Spring Planning Committee has been working diligently during the entire first quarter of this year to develop an exciting, informative agenda you won't want to miss.

Please see Pam O'Conner's message to RDC in the next column. Pam has been a powerful influence and dynamic force for the entire relocation industry. As Pam was preparing for her retirement from her position as President and CEO of Leading Real Estate Companies of the World, she crafted this beautiful letter to the entire membership of RDC. We all wish Pam the very best and hope she will find time in her new schedule to check in with us from time to time!

A Message from Our Friend, Pam O'Connor

I was truly honored to be asked to share a retirement message with you all, because I so respect the amazing organization you have built and the contributions you have all made – collectively and individually - to our world of relocation and real estate.

One of the hardest jobs in our business is that of Relocation Director. You are often "beaten up" by agents, by clients, by RMCs and sometimes even brokers who don't understand that you operate in a world in which you have little control over costs.

That said, you also have one of the coolest jobs in real estate. You have the ability to touch and positively impact not only transferees and their companies, but also the agents and brokers in your own companies. You are teacher, nurse, therapist, entertainer, coach, problem-solver, marketer, sales professional, tour guide, and so much more. You're compelled to be a chameleon who must adapt to and connect with every level of business colleague and client – and often their families.

Through the years of ongoing relocation challenges, you continue to impress me with your ability to roll with the punches, do more with less and still deliver a quality experience. And you manage to have fun while doing so, aided by a few glasses of wine and Cosmos along the way ☺.

In short, you are **AWESOME!**

As so many iconic relocation directors have retired, you've also been generous in sharing your experience and talent with our next generation of relocation directors will no doubt continue to be the heart of the relocation business. RDC's success reflects what I so fervently believe - that relationships and performance trump everything.

Thank you for all that you have done and will continue to do to make our business a better one. I'll miss seeing you at WERC and RDC meetings, but I treasure the friendships I've made with so many of you and hope we'll stay in touch in the years to come.

So, I'll leave you with the words I often use to conclude our LeadingRE team meetings (channeling Hill Street Blues):

"Be careful out there!"

Join RDC at its Spring Meeting in Dallas, TX!

Tuesday, May 15th 7:30 am – 4:30 pm
Grapevine Ballroom C

Make it Happen

TESTING THE LIMITS OF OUR COMFORT ZONE

7:30 am Registration, Breakfast and Sponsor/Member Networking

8:00 am Opening Remarks

Peggy Smith, SCRIP, SGMS-T, President & CEO Worldwide ERC®

Plan on being in your seat and ready to hear what ERC's dynamic leader, Peggy Smith, has to say about our industry, our opportunities and our future. Peggy is known for her strategic and forward-thinking approach to finding innovative solutions to industry challenges and is considered a leading authority on workforce issues.

8:15 am Make It Happen

8:30 am RDC Business Meeting

Patricia Pollard, SCRIP, SGDS, SGMS, 2018 RDC President
Testing the Limits of Your Comfort Zone – What makes you uncomfortable? What gets in your way of accomplishing your goals? Join Patricia Pollard for the opening of our 2018 Business Meeting and spend some time exploring this Spring's RDC Theme. How can you get past life's everyday obstacles and, in the process, become the best version of "You" possible? As an organization, RDC has some ambitious goals for 2018 and we need you more than ever to "Make It Happen".

9:00 am Legendary Service - Build an Unforgettable Culture of Service

Betsy Roche, Vice President Broker Network Services, Weichert Workforce Mobility

Betsy has a proven track record in relocation leadership, training and broker network management. She will be giving us inside tips on how we can all build a true service minded culture within our department and how we can make our service delivery absolutely legendary in the eyes of transferring employees, relocation management companies and corporate clients.

10:00 am Break, Sponsor/Member Networking

10:15 am Economic Forecast

Ted C. Jones, Ph.D., Chief Economist - Senior Vice President, Stewart Title Guaranty Company

Dr. Ted Jones will be giving us his economic outlook for the coming months. If you have always viewed statistics and financial analysis as dry and boring, you are in for a real treat. Ted will bring our economic situation to life with humor, insight, and authority. An accomplished and energetic speaker, Ted's information is always highly researched, extremely "in touch" and contemporary. You will be on the edge of your seat and wanting MORE.

11:00 am 2017 Tax Reform Overview

Joan M. Brady, SCRIP, GMS, Attorney at Law Morreale Brady Malone & Cwik, P.C.

Joan focuses on real estate law and relocation law, allowing her to work both locally and nationally with her clients. With 30+ years of legal experience, attention to detail and stellar problem-solving skills, Joan will give us a high-level overview of the 2017 Tax Reform prior to the panel discussion on the same topic.

11:05 am 2017 Tax Reform Impact on Relocation

Moderator: Rob Johnson, SCRIP, SGMS-T, Sr. VP, Client Services, Altair Global Relocation

Panelists:

- *Joan M. Brady; SCRIP, GMS, Morreale Brady Malone & Cwik, P.C.*
- *Bill Mulholland, SCRIP, GMS, Director, American Relocation Connections (ARC)*
- *Ted C. Jones, Ph.D., Stewart Title Guaranty Company*

12:00 pm Lunch – Sponsor/Member Networking

12:55 pm Round Tables

Always a favorite and a great opportunity to learn, network and share.

3:00 pm Break, Sponsor/Member Networking

3:15 pm Business Continuity in the Midst of Disaster

Moderator: Tess Chaney, CRP, GMS, Martha Turner Sotheby's International Realty

Panelists:

- *Tracy Hayes, President, CWS Corporate Housing*
- *Tammy Vlah, CRP, Watson Relocation Services*
- *Joshua Robertson-Tucker, Executive VP of Business Development and Relocation, C21 Award*
- *Julie Coleman, Regional Contracts Manager for The Americas at Shell Oil Company*

This lively 1-hour session will give attendees insight into how major corporations and industry leaders partnered with service providers and internal management to keep their day-to-day business moving forward in the midst of natural and man-made disasters. Learn how creativity, partnership and corporate support blended together to ensure the most valuable assets, the employees, had their immediate safety, housing and human needs met.

4:15 pm Sponsor Prize Drawings / Wrap Up

6:00 pm Members Dinner

[Click Here to Register](#)
See You in Dallas!!



Wednesday, May 16th
12:30 pm – 3:30 pm
Dallas Rooms 6 & 7

You won't want to miss "Meeting the Masters" at our upcoming Mentors & Masters.

May Caffi, Senior Director, Relocation and Immigration Sponsorship Services of Marriott International and RDC Advisory Council member, is our keynote speaker.

"During This Biggest Time of Change for the Relocation Industry – What's Next"

May will speak about her insight from the corporate perspective and share what she sees may change in the relocation area related to home buyout programs, the effects of the tax law changes, the challenges for the relocation management companies, the change in the household goods area, future of full service relocation companies and opportunities for our members.

Meet the Masters' Panel

A panel of seasoned relocation directors will share their knowledge, experiences, and insight into effectively managing a relocation division.

And of course, the ever-famous roundtables:

- **Making Group Moves Happen**
Lynn Breedlove, CRP, SGDS, GMS, BHHS Premier Properties
- **Training Your Team for Success**
Leigh Massey Hayes, Atlanta Fine Homes Sotheby's International Realty
- **The Art of the BMA**
Jo Lay, SCRP, SGMS, SGMS-T, Baird & Warner Real Estate
- **Cultivating RMC Partnerships**
Pam Jacknick, CRP, GMS, NEI Global Relocation
- **Think Global--International Settling-in Services**
Christine Haney, CRP, SGDS, GMS, Douglas Elliman Real Estate
- **Business Development – To Affinity & Beyond!**
Hellen Valle, CRP, GDS, BHHS PenFed Realty
- **A Path to Homeownership**
Ayoub Rabah, Home Partners of America
- **"Master Class"**
Teresa Howe, SCRP, SGMS, Pac Union International
- **Serving Up the Customer Experience**
Julie Martin, CRP, Crye-Leike Realtors
- **Discussing Future Opportunities in Relocation**
May Caffi, Marriott International

Come learn how to cultivate RMC partnerships, serve up the customer experience and discuss future opportunities in relocation.

[Click Here to Register](#)

RDC Upcoming Events

Mark your calendars **NOW** so you don't miss an event with RDC. Additional details and registration materials will be forwarded as they become available.



RDC Webinars

Thursday, May 24th 2:00 pm – 3:00 pm CT

RDC's National Market Trends and Topics

Achieving Excellence through Education

Patricia Ann Pollard, SCRP, SGDS, SGMS, RDC President
Kirsten Abney, CRP, RDC Education Chairman

Please join us for a dynamic presentation about the recent national and regional trends in the U.S. real estate market. See how the RDC Board is representing the RDC member on the renowned "RDC Roadshow".

Thursday, August 9th 2:00 pm – 3:00 pm CT

The Relocation Industry: Is it an Evolution or Revolution?

Kathy Connelly, SCRP, SGDS, GMS, BHHS Georgia Properties
Jo Lay, SCRP, SGDS, SGMS-T, Baird & Warner Real Estate

Industry disruption, more stringent requirements, new business models, and new lead generation platforms continue to emerge at a more rapid pace than ever before. Join us to hear perspectives on how to manage and embrace the changes impacting our industry to maintain and/or grow revenue contributions to your company.



RDC's Global Destination Specialist Certification Class

Monday, October 15th – Seattle, WA

This course will be available **BEFORE** the RDC Fall Event. It will take place at Windermere Relocation. Transportation will be provided to all registrants.

Why GDS?

- The need for global service centers is rapidly increasing as employers expand their global reach
- The fastest growing segment of the relocation industry is global
- Large numbers of foreign nationals are coming into the U.S. and their families require specialized services
- RDC members have the experience, resources, and infrastructure to deliver a robust, comprehensive settling-in program

2018 Fall Event

Wednesday, October 17th Seattle, WA

2019 Events

Tuesday, May 7th Atlanta, GA | October 16th Boston, MA

2020 Events

Tuesday, May 12th Houston, TX | October 28th Washington, DC

Welcome New Members

The RDC Membership Committee has approved nine new RDC members to date!

Please make sure you “Like” the RDC Facebook page. It will provide you access to the announcements of our new members.

Please join us in welcoming:

- **Renee Eads, CRP, GMS**
Greenwood King Properties
- **Mary Ann Kelley**
Northwood Realty Services
- **Lynn Louton, GMS**
Real Living Kee Realty
- **Molly Merrick, CRP**
BHHS PenFed Realty
- **Corinne Mossman**
Coldwell Banker Bain
- **Cindy Nixon, CRP**
Heritage Texas Properties
- **Becky Page, CRP, GMS**
John Daugherty, Realtors
- **Alexandra L. Romeyn, CRP**
Premier Sotheby’s International Realty
- **Kathy Semlinger**
BH&G Real Estate Bradfield Properties

Market Data Reports

It’s time to start submitting your first quarter Market Data Reports.



Remember this reporting reflects your market place and your company. This information is not only available through the RDC website for anyone who wants to look at the information, but it is also available through Worldwide ERC’s website. We also encourage participants at our Road Show to visit our website to check out the reports. Many relocation management companies and corporates who are interested in your area look to RDC to see what is happening in your market.

Submit your report today! [Click Here](#) to download the form.

2018 Advisory Councils

Corporate Council Board

- **May Caffi**, Senior Director, Relocation and Immigration Sponsorship Services, Marriott International
- **Michelle Coughlin**, SVP Client Services, Orion Mobility
- **Christine Holland**, Relocation Specialist, Massachusetts Institute of Technology
- **Gina Schoener, CRP, GMS**, Senior Relocation Administrator, Halliburton

Relocation Management Council Board

- **Joe Benevides, SCRIP**, COO, Plus Relocation
- **Bill Mulholland, SCRIP, GMS**, Director, American Relocation Connections (ARC)
- **Pam Jacknick, CRP, GMS**, Vice President, Client Development-Central Region, NEI Global Relocation
- **Steven John**, President and CEO, HomeServices Relocation
- **Tom Colucci, SCRIP, GMS**, Executive Vice President, Relocation Services, Tippet Richardson