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REMARKS

METRO ATLANTA RELOCATION COUNCIL



YOUR SOURCE FOR ALL MARC NEWS & EVENTS **JANUARY 2014**

MARC'S MISSION

Our mission is to provide corporate and service industry relocation professionals the opportunity to meet and work together on a regular basis to educate, to learn and to share knowledge and experiences about current relocation practices and merging relocation issues in an effort to better serve and address the diverse needs of relocating employees and their families.

2014 ED FORUM

FEBRUARY 6, 2014 | 8AM – 4PM

(8:00 AM REGISTRATION, CONTINENTAL BREAKFAST, LUNCH AND VENDOR FAIR)

COBB GALLERIA CENTRE

TWO GALLERIA PARKWAY - ATLANTA, GEORGIA 30339

For Registration and Details: MARCAtlanta.org
Seating is Limited

Corporate Members & Corporate Guests - Complimentary
Service Members - \$110
Service Non-Members – \$135 and/or at the Door

Approved for 5 CRP Credits

Program Speakers

Coming to America... Not as easy as it sounds Panel of Leading Industry Experts



Michael Wolf
Economist
Wells Fargo Securities, LLC.
U.S. Economic Outlook



David Oltman
Chief Compliance Officer
Ineo Relocation
Relocation Tax Update



Dan Lautman
Senior Consultant
DelCor Technology Solutions
Technology - Keeping Data Safe



Lisa Burkard
Managing Director
Spectrum Group Consulting Services, LLC
Moderator



Molly Feldman
Client Services Director
Dwellworks, LLC
Panelist



Karen McRae
Senior Vice President,
Managing Broker
Harry Norman
Panelist



Kendra Mirasol
President and Co-Owner
IOR Global Services
Panelist

MESSAGE FROM THE PRESIDENT

Karen McRae



It is with respect and humility that I begin my year as president of this great organization. MARC's reputation for innovation and education is widely known in our industry and throughout US regional relocation groups. The hard work of others who have served as your leaders in the past has given us a heritage that is important to preserve. It is my goal, with your help, to continue to grow our organization and bring value to you, its members. You have elected a dedicated Board of Directors and officers this year with a blend of experienced members and newly elected members, all of whom bring strong relocation backgrounds and expertise to MARC.

As Emerson Ross shared with you at the Holiday luncheon, there are several initiatives that are priorities for us this year to continue moving MARC forward, providing the growth and value that we all expect. These initiatives will be accomplished with your help.

They are as follows:

- 1. Grow corporate membership.**
- 2. Provide quality programs for all members.**
- 3. Increase communication and inclusion through membership surveys, our website, newsletter and social media engagement.**
- 4. Solicit members for our committees and meet regularly. Each committee should have a minimum of 8 members and meet no less than quarterly.**
- 5. Develop opportunities for community outreach.**

A huge thank you goes to Leigh Massey for her outstanding work as the 2013 president of MARC. Leigh and her Board of Directors provided leadership that resulted in phenomenal programs, fiscal responsibility and a long list of accomplishments. She dedicated countless hours of time and effort to MARC as our leader. She leaves big shoes to fill, and I will make every effort to follow her example of outstanding leadership.

I hope to see everyone at the 2014 Education Forum on February 6th at the Cobb Galleria Center. We have an exceptional program planned that you won't want to miss.

Thank you and I look forward to working together with you this year. I want to hear from you.



NEW! Corporate Member Incentive

MARC announces a huge incentive for corporate **members** this year. All corporate members will be able to attend meetings for free! This “special perk” has also been extended to the Education Forum which will be held on February 6th at the Cobb Galleria. If you are service member and would like to invite a corporate guest to one of our events, this is the perfect opportunity.

Once you have paid for your corporate membership, you are entitled to attend all meetings complimentary in 2014 including the corporate round table scheduled for March 20th.

2014 MARC BOARD MEMBERS



EXECUTIVE BOARD

Karen McRae - President
Emerson Ross – Vice President
Michael Nimer – Secretary
Theresa Kolony- Treasurer

BOARD OF DIRECTORS

Bill Baker
Lisa Burkard
Jeff Morris
Bob Packard
Mike Puckett
Sherry Ross
Teresa Palacios Smith
Tom Theisen
Immediate Past President - Leigh Massey

ADVISORY BOARD

Marlene Adams
Chris Chalk
Wallace Hitt
Connie Stinson
Mack Zitttrouer
Jan LeQuier



2014 MARC Renewal Fees Due

FEBRUARY 28TH

Don't forget 2014 MARC renewal fees are due. Log on to the MARC website under your member log-in to pay your dues. *Please remember failure to pay your dues by 2/28/2014, will cause you membership to be cancelled.*

MARC would like to thank the following members of the 2013 Board and Advisory Council for all their contributions to MARC.

Jill Knicely-Board of Directors
Fred Lemon- Board of Directors
Carolyn Cherry- Advisory Council
Tina Tyler- Advisory Council



Don't forget to join MARC's linked in page! You can join conversations, add articles and find out the latest information about the industry!

2013 Holiday Luncheon Cherokee Country Club

One of our favorite events of the year is the Holiday luncheon when MARC members have the chance to enjoy the spirit of the holidays. For the second year, the Cherokee Country Club in Sandy Springs was the site for this joyous event. Leigh Massey recognized all of the accomplishments of the 2013 board and Emerson Ross had the honors of introducing the 2014 MARC board. Attending also was a representative from the Marines who thanked members for the generous contributions to their "Toys for Tots" drive. MARC also generously donated \$500 to the Shepherd Center for Spinal Cord Injuries.



Holiday Luncheon

(CONT.)





2013 Fall Meeting Re-Cap

The fall meeting was held on September 12th at 103 West in Buckhead. The session opened with Dean Foster, President of Dean Foster Associates discussing Intercultural Global Solutions. Dean was followed by the Keynote speaker, Michael Burger. Michael, who has spoken to numerous Fortune 500 organizations entertained and enlightened the membership with his presentation “Are You Still Relevant”. Michael reminded us all that “Change Happens...With or Without You”, so we need to all be ready, all the time.



Fall Meeting Re-Cap *Cont.*



Farewell Letter From 2013 **PRESIDENT**

Leigh Massey



I cannot believe that 2013 is over -- time does fly when you are having fun! I want to thank every single member of MARC for allowing me to serve as president this past year; it truly was an honor and a privilege. So many of you shared kind words, great ideas, helpful suggestions, and heartfelt encouragement with me this year, and I am so thankful for that.

MARC is an amazing organization because of our members – you truly care about elevating our industry and group to new highs, always striving to improve. The 2013 Board of Directors, Committee Members, and volunteers dedicated their time and talent to bringing quality education, valuable networking, and impactful community outreach to our group. I thank each of them for their commitment to MARC and self-less volunteer spirit; and I know the 2014 Board and Committees will continue their hard work. And so I re-state my challenge to all MARC members – please voice your ideas and suggestions, or better yet, join a committee! This is your organization, so let us know what you think.

As we start this New Year, I wish peace and happiness for you and your loved ones. I am so grateful for the opportunity given to me this past year and all of the people who helped me along the way. I look forward to another great year at MARC, with all of you.

Best wishes,

MARC BOARD SPOTLIGHT

Meet MARC's Newest Board Members



Lisa Burkard

Lisa Burkard is the founder of Spectrum Group Consulting, LLC. Lisa who was formerly the Director of International Compensation, Benefits and Global Mobility with UPS has over 30 years of experience in the industry. Lisa has served on numerous boards including Worldwide ERC Board of Directors, Chair of the Worldwide ERC EMEA Committee and President of CEBS-Atlanta Chapter. Lisa has a passion for international travel and culture which is what prompted her interest in working in

the international division of UPS and more recently establishing a firm specializing in international benefits and global mobility. She has studied art history and enjoys cooking, gardening and community activities. Lisa also loves pilates/yoga and is currently training for a half-marathon.



Mike Puckett

Mike represents Cartus in the Southeast as Director of Business Development. Mike has been in the relocation industry for over 18 years, having held leadership positions in Client Services, Operations, Quality, and Business Development. Mike worked previously for Fannie Mae for almost ten years, serving as their regional manager over REO. Mike is an Atlanta native, and a graduate of the University of North Georgia. He carries his Certified Relocation Professional (CRP) designation from the

ERC, a Six Sigma Black Belt in quality, and is a Realtor (inactive) in the State of Georgia. Mike spends his free time with his family and being an active member in his church. He enjoys boating on Lake Lanier and riding his Harley Davidson when he can find time.



Bill Baker

Bill Baker is Senior Director of Corporate and Relocation Services for Cox Enterprises, Inc. in Atlanta, Georgia. He has over 18 years of industry experience and is responsible for the daily operations of two corporate facilities as well as for the administration of Cox's corporate relocation program. Bill has been married for 32 years and has 3 children and 3 grandchildren. He enjoys hiking, quail hunting and the outdoors. He also loves woodworking.



Sherry Ross

Sherry has more than 40 years of experience in the mortgage, relocation and real estate industry. She is known for her industry knowledge and client focus. Sherry serves as Marketing Director for Wells Fargo Home Mortgage's Corporate/Institutional Group, which is the nation's #1 residential mortgage lender and the nation's largest corporate-sponsored originator and servicer of relocation mortgages. She is responsible for promoting mortgage-based relocation and employee benefits programs to Fortune

500 companies headquartered in the southeast. In her spare time Sherry likes to garden and travel with her husband in their motor home. Sherry has two children and five grandchildren.



Tom Theisen

Tom is a 28 year Graebel veteran, having lived and worked in Orlando, FL, Charlotte, NC and Atlanta. He has worked closely with a variety of companies, (Fortune 100 to start-ups) assisting in domestic and international relocations. A keen focus on customer service has been the key factor in his success in Atlanta and the SE United States. Under Tom's direction, the Atlanta Branch has twice been honored with Graebel's Company of the Year Award. Tom currently oversees Graebel's moving

and storage activity in GA, AL, and TN. He mostly enjoys spending time with his 3 children and wife Maureen and occasionally finds time for running and a Braves game.



MARC MENTIONABLES

Marlene Adams has joined Compass Relocation Group, a third party relocation company located in Atlanta. As General Manager, Marlene will be responsible for all operational, team and client support.

Glenn Hansen joined Oxxford on December 3, 2013, as Director of Client and Customer Service.

On December 10, 2013, **Prudential Georgia Realty** officially transitioned to the new **Berkshire Hathaway HomeServices** brand.

Congratulations to **Harry Norman Realtors** and **Prudential Georgia Realty** who recently were honored with the annual “*Lexicon World of Quality*” award for their real estate partnership. In the van lines category, **Budd Van Lines, New World Van Lines and Ward North American** were also honored for their outstanding service. The award recognizes companies for their service excellence, supplier partnership and superior innovation and is only given to 30 companies worldwide. **Bob Packard** commented that of the thirty companies recognized worldwide, five are members of the **Metro Atlanta Relocation Council**.

Teresa Palacios Smith has been elected as the 2015 Chair and President of the National Association of Hispanic Real Estate Professionals (NAHREP). NAHREP is one of the largest minority trade Associations in the country with over 20,000 members and 45 Chapters across the nation.

The Worldwide ERC® Foundation for Workforce Mobility is pleased to announce one of their newest members elected to serve on the Board of Trustees. Beginning a three-year term effective January 1, 2014 GeLaine M. Joachim, SCRIP, Director, National Accounts for Premia Relocation Mortgage in Marietta, GA.

WELCOME NEW MEMBERS

Charles Morris, CRP - Cartus
Julian Brooks, CRP - Brookfield Global Relocation Services
Wayne Cooper - McKesson Corporation
Jessica Grasser - Doosan
Glenn Hansen - Oxxford Relocation
Debra Malki - NEI
Chad Keiser - National Corporate Housings
Sophie Curtis, CRP, GMS – CWS Corporate Housing

2014 General Membership Meetings

February 6 – Educational Forum at the Cobb Galleria Center

March 20 – Corporate Roundtable (FOR CORPORATE ONLY)

April 17 – Spring meeting (Location TBD)

September 11 – Fall meeting (Location TBD)

November 6 – ATL Food Bank Volunteer Day

December 11 – MARC holiday luncheon (Location TBD)

2014 Worldwide Employee Relocation Council Conferences

**May 7-9 – Orlando, FL
October 8-10 – Chicago, IL**



Don't forget to join MARC's linked in page! You can join conversations, add articles and find out the latest information about the industry!



It is a perfect time to update information on our website. This will be very helpful to you and our organization, year end is a perfect time to do a quick check to make sure everything is up-to-date – simply:

- 1. Log into www.marcatlanta.org**
- 2. Go to the Member Center!**
- 3. Click on “My Account”** update any information on yourself that may have changed, Email address, Phone numbers, and/or position changes. If you

find items that are highlighted (these are restricted fields) that need to be updated just email Mack.zittrouer@cort.com or Cindy at marcadmin@marcatlanta.org. we will be happy to update for you.

A few update reminders on enhancements to our site:

Tweet Away – MARC is now on Tweeter you can find us at <https://twitter.com/marcgroup>

Before you register for any Event or Meeting be sure to Login FIRST! It’s the only way the system can identify you as a member and not a guest.

Calendar – If you have events that may be helpful for other members to know about please send them to Mack and/or Cindy and we will be glad to add to our Calendar.

Lastly we recently added a page to our site dedicated totally to our Sponsors’ titled “MARC Sponsors”! If you have not checked it our please do so and if you plan to be a sponsor for 2014 please let us know of any updates that may be needed on your information. We want to provide as much exposure for our sponsors as possible.

At the end of year we will be updating all the committee’s, Sponsor’, Board and Executive Committee information on the site. So if you have questions about who to call you will be able to find it on our website. We are looking forward to another year of continued enhancements and improvements to our website. Our goal is to have the best website in the industry! We welcome your feedback.

Article by Mack Zittrouer - Website Chairperson



COMMUNITY OUTREACH

The Atlanta Community Food Bank, A Continuing Tradition

MARC's Community Outreach Committee is proud to lead the effort for MARC to participate around the Thanksgiving holiday each year at the Atlanta Community Food Bank. What a terrific way for MARC members to help the community and have fun doing it. This year our volunteer event was held the afternoon of Thursday, November 7th. A team of MARC members met to spend a fun afternoon sorting and packing over 16,000 pounds of food, representing over 10,000 meals. We were partnered with another group of volunteers from our friends at Home Depot, who were easily identified by their trademark orange gloves and clothing. A friendly wager broke out in our group as to whether we would beat our all-time high of 17,000 pounds, and we came very close.



Founded in 1979, the Atlanta Community Food Bank procures over 35 million pounds of food and groceries each year and distributes it to more than 600 non-profit partner agencies serving families and individuals in 29 metro Atlanta and north Georgia counties. Food pantries, community kitchens, childcare centers, night shelters, and senior centers are among the agencies that receive products from ACFB. In turn, these partner agencies provide food and other critical resources for low-income Georgians who suffer from hunger and food insecurity.



ACFB utilizes more than 1,000 volunteers a month, over 100 staff members, a large fleet of trucks and a 129,000 square-foot facility to procure and distribute food and grocery items received from hundreds of donors. Donors include manufacturers, wholesalers, retailers, brokers, restaurants, food drives, gardens and individuals. There is a detailed process for which donated items can and cannot be used, and processes for how the food is sorted and packed, for which volunteers are given a brief training session at the outset. Once packed, the product is easily accessed by partner agencies. They place their orders online and arrange for pick up or delivery. Once the food arrives at the agency, it is provided to families and individuals in need.

MARC is proud to participate and volunteer each year at the ACFB as a part of our community outreach. We encourage members to check the MARC calendar in early 2014 for next year's date. Maybe with enough volunteers we can break our record next year!



REMARKS SPONSOR SPOTLIGHT



Graebel is your local relocation expert. Count on Graebel for high-quality, cost effective relocation services locally in Georgia or expertly managed on-the-ground global mobility services in 153 countries. We have the industry's finest professionals who are passionate about helping you with your company's relocation needs worldwide. The standard for world-class service in relocation has been set by Graebel whether you are moving across town or relocating a family around the globe. We will go above and beyond, as evidenced by the Graebel Atlanta center having received the Consumers' Choice award for six consecutive years for relocation excellence and for its business ethics.

Additionally, Graebel has earned these recent top industry accolades: First-place in the Relocation

Baker's Dozen; Americas' Global Relocation Management Company of the Year, the Platinum award for twenty consecutive years; Top Service Company of the Year, Ranked Twelfth among the Top 250 Private Companies in the U.S. Rocky Mountain Region, the National Defense Transportation Association (NDTA) Quality award; the Quest for Quality award. And, among our credentials, Graebel is a charter member of the AMSA ProMover®!

Transform your global mobility program with Graebel Today! Visit: www.GRAEBEL.com or call Graebel Atlanta, Inc. at 770.263.6311. Visit our operation located at 5105 Avalon Ridge Parkway, Norcross, Georgia or our full service relocation center at 30000 Mill Creek Avenue Suite 250, Alpharetta GA.

REMARKS

METRO ATLANTA RELOCATION COUNCIL

MARC Would Like to Recognize & Thank Our 2014 Premier Sponsors

PREMIER PLATINUM

Quicken Loans
Relocation

Engineered to **Amaze**

Better Homes
and Gardens.
REAL ESTATE

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.com

citibank

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COLDWELL BANKER
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relocation
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2014 BOARD OF DIRECTORS AND ADVISORY COUNCIL

If You Are Interested In Serving On Any Of These Standing Committees, Please Contact One Of The Co-Chairs.

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