



WHAT'S INSIDE:

1. President's Letter	6. Ed Forum Recap	10. Tech Tips	13. Premier Sponsors
2. 2014 Spring Meeting	8. MARC Corporate Roundtable	11. MARC Mentionables	14. Annual Sponsors
4. Scholarship Winners	9. MARC Member Spotlight	12. Sponsor Spotlight Wells Fargo Home Mortgage	15. 2014 Board & Council

REMARKS
METRO ATLANTA RELOCATION COUNCIL

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

in f t

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.



MESSAGE FROM THE PRESIDENT

Dear MARC Members,

Thank you for your support of our MARC programs this year and also your willingness to serve by joining the Committees that keep our organization growing with new ideas and resources. MARC's primary objective is education for our membership and we have certainly accomplished this goal through our outstanding programs. Worldwide ERC celebrates their 50th anniversary this year and the theme of their recent conference was, "celebrating the past, shaping the future." While MARC is not as "seasoned", this theme is one that resonated with me as it relates to our programs during 2014. We began the year with our extremely informative Education Forum, learning from our economist, tax advisor, technology data specialist, and international panel; how far we have come in recovering from the downturn in our economy. However there are challenges that regulations and new legislation such as the Dodd-Frank Bill will present to our relocation industry in the future.

Next we held our Corporate Round Table discussion. This was led by two of our members, Jan LeQuier of The Home Depot and Connie Stinson of InterContinental Hotels Group. We have received very positive feedback from the meeting attendees and will be looking into hosting other events for this segment of our membership and corporate guests. Our primary objective for these meetings is idea sharing on policy development and open discussion of how those individuals in charge of relocation for their respective companies can implement best practices. Thank you to Wells Fargo for hosting the meeting in your wonderful facility.

Most recently we celebrated the MARC and WERC Foundation Scholarship recipients which is always one of our most enjoyable meetings. Pandora Richie, SCRP, SGMS-T and current WERC Chairman, began the meeting with her thought provoking presentation on Managing Talent Management, followed by our panel on The Link Between Education and Mobility moderated by education consultants, Fontaine Draper and Barbara Levy of Education Connection who discussed with our panel how all types of education, whether private, public or home school will impact our workforce development for our students and our employers. Our three Scholarship winners were once again, an amazing group of young people. Thank you to the Committee chaired by Mike Puckett of Cartus and Bill Baker of Cox Enterprises, Inc. for your dedication to this important search for deserving students.

There is much more ahead before the completion of our year with new initiatives which will be coming soon from our Community Outreach committee; enhanced ways of welcoming our new members and helping them get engaged by our Membership Committee; more Social Media exposure from our Website & Technology Committee; informative Newsletters; outstanding Programs, and much more. If you are not on a committee at this time, please contact me to discuss your interests. Also, mark your calendars for our fall meeting on September 11th at UPS corporate headquarters.

Have a wonderful summer and enjoy your vacations and time away. As Steve Gilliland, a former MARC speaker has said, "Research has shown that the health benefits of laughter are far-ranging. It can relieve pain, reduce stress, and promote happiness. Humor lightens your burdens, inspires hope, connects you to others and keeps you grounded, focused and alert." Good advice for all of us!

Karen McRae



2014 Spring Meeting Re-Cap

This year's Spring meeting was held on April 17th at the South Terraces Conference Center in Dunwoody, Georgia. This meeting which was attended by more than 70 members and guests included two informative sessions along with the 2014 MARC Scholarship Award Scholarship winner's presentations.



Kathy Householder & Joe Dudek



Glenn Hansen, Trina Paturas and Michael Nimer



Joshua Desperra, Danelle Harris & Natalie Smith



Tim Miller & Karen McRae



Panelist: Greg King, Courtney Fowler and Dr. Ruth Martin



Bob Packard, Matt Amerson and Mark Britt

Session one featured Pandora Richie, SCRP, SGMS-T, 2014 President of WERC® and focused on Managing Talent. Pandora discussed the top global trends that CEO's say will transform their business as well as the three year goal and strategy for WERC®. She provided statistics about the talent management maturity model and discussed the fact that many companies are still in the very early stages of strategic talent management.

Session two focused on the link between education and mobility and included a panel of experts which explored the key role that education plays in facilitating mobility and economic development within Georgia. Three panelists representing different segments of the education system in Georgia shared their insights into how they have adapted their programs, processes and curriculums to respond to their constituencies.

The sessions were followed by the MARC Scholarship Award winner presentations which was moderated by Mike Puckett.

Spring Meeting Re-Cap *Cont.*



Andy Orlin, Sean Slean and guest



Leigh Massey and Mike Puckett



Linda Straw and Michael Nimer



Bob Packard



Angie Gilbreath and Natalie Smith



Tim Miller and Lisa Burkard



Jeff Morris, Guest and David Bronder



Mande Barden, Sherry Ross, Connie Stinson and Tom Theisen



Jill Knically and JP Nerny



Rob Eames and Mike Puckett



Janie Williamson



Linda Allender



MARC Scholarship Winners

MARC Community Outreach Committee Awards Scholarship Winners

By Mike Puckett, Chairman for Community Outreach

An enormously busy year for our Community Outreach Committee already this year! The work for our annual MARC Scholarship Awards program began back in January, with materials and processes finalized, then rolled out to several dozen area high schools. We were fortunate to collect nearly \$800 from our ticket raffle at our MARC Education Forum in February! Perhaps due to the unusual amounts of wintery weather this year, we received a slow response to the scholarship announcements, but still ended up with 33 highly qualified candidates from whom we had to narrow the selection. Always a challenging effort, we reached our final three, one of whom was sponsored by WERC®, through the efforts of a great team of people, including Bill Baker, our committee co-chair, and committee members Lynne James, Sherry Gasaway, Arnold Schwartz, Sophie Curtis, Angie Gilbreath, Phyllis Hughes, Andy Orlin, and Dottie Dixon. In fact Dottie joined in the work effort as she has plans to help launch a similar program for the Tennessee council next year. Night and weekend hours were required to carefully sort through the worthy applicants, read through the essays, many of them heart-touching; and – as usual – we came away wishing we had the opportunity to award many more students.

Our efforts culminated with recognizing our winners during the MARC Spring Meeting, where we had the chance to meet the students and their parents, and to hear a little bit about their backgrounds, incredible stories, and their plans for their future. A special thank you to Pandora Richie, who attended our Spring Meeting and joined in the awards presentation ceremony, and WERC® for providing us matching funds that allowed a third award winner. The following is a brief introduction to our winners this year, including a portion of each of their essay. *(Continued on next page)*



Jenya Rector, parents Jean and Joe Rector

“Hello, my name is Jenya Magin Rector. I moved to America from Russia when I was 16 years old. I am 19 years old. While growing up in Russia I didn’t really have a family, except for my grandma. When I was in second grade my grandma put me in an orphanage because my dad and mom both had a huge drinking problem. Some might question why she would do that. She explained to me that she always wanted what was best for me and I am grateful to her for that. She couldn’t raise me on her own because her small salary wasn’t enough to provide for the necessities I needed. I perfectly understood my grandma. She wanted to do whatever she could to give hope for a bright future. When I went into the orphanage my life changed. I had to live with other kids who had similar problems in their families. For the next eight years my new home and family were the kids who lived with me and caregivers who were always with us. Almost every Sunday I had a chance to visit my grandma. She was always so excited to see me when I went home. Several times I didn’t get to see her for a few months and it was very hard on both of us. During the times away from her, I always remembered what she said to me: “Jenya, study hard, be a good person and don’t be like your dad”. I keep those words in my head and heart to motivate myself to do the best I can. I believe those words played an important part in the process that allowed me to come to America.”



Olivia Allensworth, parents Don and Pam Allensworth

“Moving to Georgia really opened up some great opportunities for me. I was invited to speak at Hoby (Hugh O’Brien) Youth Leadership Seminar last Summer. It was a great experience to be able to share my story of service and encourage sophomores to get involved and make a difference. I also had the opportunity to serve as a camp counselor for orphans in Romania with a group of people I met here. The children of Romania stole my heart and I am forever grateful for the experience. I have an organization called kid4kid in which I serve orphans and help mobilize others to make a difference. This trip confirmed my passion for helping orphans and expanded my worldview. The things that I took away from this trip made every difficulty in this move worth it.”



Madeline McGee, parents Angie and Chris McGee

Sometimes I think back on Maddy, age thirteen, and my mind is flooded with everything I wish so badly for her to know.

- It is acceptable to be unhappy, I’d tell her. Happiness is impossible if you don’t have a reason for being where you are, and when you’re a teenager the reason for being there is never your own. It’s always someone else’s, and those two realities are incredibly difficult to reconcile together.*
- I would tell her that she will find her reason, and that when she does everything will change.*
- I would tell her that a mix of memories and experiences like hers will never belong to anyone else on the planet.*
- Mostly, though, I would tell her to never underestimate the importance of people. Despite her tally, her life is not measured numerically. It is not the number of places she has lived that defines her, but the human beings she encounters. There are so many people in the world and by the time she’s my age it will seem as though she’s met at least half of them. She’ll make and lose friends and each one of them will become at least a small part of her. Leaving them may be what causes the heart to break, but meeting them is what causes it to forget it was ever broken.*

REACH UP

REACH IN

REACH OUT



New Summer Community Outreach event!

Please look for news on our upcoming Summer membership charity event, which is still in the planning stages. Our goal is to hold an event after-hours during a weekday for all of us to come together on a more informal basis to enjoy one another’s company while raising funds for a worthwhile cause.

MARC's Educational Forum Recap

On February 6, 2014, 90 plus members and guests met at the Cobb Galleria in what is the traditional start to the MARC year; the 2014 Education (Ed) Forum. Just a week after “Carmageddon” hit the city we were able to meet, reconnect, and share stories of commutes that extended in some cases into the next day. We had four key sessions on a broad range of topics: Michael Wolf of Wells Fargo got us started with an economic overview. He was followed by the always educational and entertaining David Oltman of Ineo Relocation (who knew tax could be so fun!). After lunch Dan Lautman of DelCor Technology Solution briefed the group on Keeping Data Safe, an issue important to both our personal and business lives.

Coming to America-not as easy as it sounds... was our final session, a panel discussion moderated by Lisa Burkard and including Molly Feldman (Dwellworks), Karen McRae (Harry Norman) and Kendra Mirasol (IOR Global). They helped us envision some of the challenges faced when relocating to America.

Thanks to everyone who participated, attended, and of course to all our sponsors that allow us to put on our biggest event of the year.



Arnold Schwartz and Lee Cagle



Tracy Gorman and Bob Packard



Andrew Jackson and Sean Slean



Tina Tyler, Molly Feldman, Glenda Philpot and Jon Kiser.

Ed Forum

(CONT.)



Janie Williamson, Alex Muliero, Kendra Mirasol and Sophie Curtis



Joe Doole and Laura Matrisciano



Group at Lunch



Jason Paschel and Rob Eames



Richard Banks and Rob Kreiling



Sherry Ross and Ginger Merrick



Debra Malki and Guests



Steve Hunt, Jill Knicely and Neil Demond



Roxanne White



Lynn Seitz and Tina Lippins

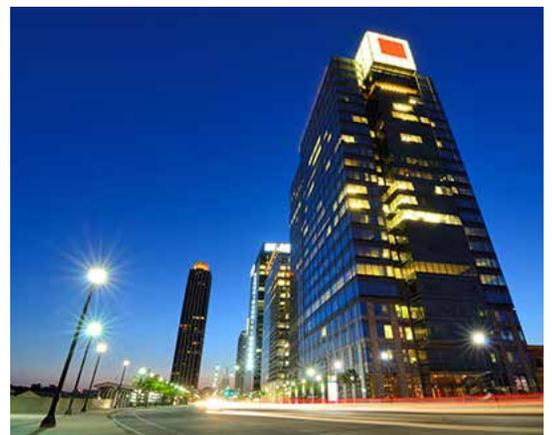


MARC Corporate Roundtable

This year MARC held its Corporate Roundtable on March 20th at the offices of Wells Fargo in Atlantic Station. Attendees were surveyed prior to the meeting to learn about their needs around domestic relocation and to find out their experience level in the field. This information was used to launch topics of discussion around relocation issues directly affecting the attendees.

The meeting was highly interactive and topics discussed included lump sum and their derivation and payment, temporary living, the difficulty in finding suitable rental properties in the major US cities, plans for policy change, among many other topics. The consensus of the group was to continue these discussion groups on an informal basis, perhaps prior to the start of the business meeting for regularly scheduled MARC meetings. One topic of interest to most in attendance was how to conduct service provider/service partner meetings that add substance and value to the time spent.

MARC values its corporate members and this roundtable opened the discussion around how MARC can provide more value to them as a member.



MARC MEMBER SPOTLIGHT

Get to Know Some of Our Members



Sophie Curtis

Sophie Curtis is currently a Business Development Associate with CWS Corporate Housing, responsible for new accounts in all of CWS's core markets with a special focus on Atlanta, Charlotte, and Raleigh. Prior to that she was Director of Relocation Services at Corporate Relocation, Inc. in Dallas, TX. Sophie has been in

the relocation industry since 1998 in various positions with both in-house programs and RMCs. Sophie earned her CRP in 2002, GMS designation in 2008, and holds a Texas Real Estate license (inactive.) Sophie attended Texas A&M University and is a proud Aggie—she thinks college football is way better than the NFL! Sophie has been an avid runner since 1997 and competes in a number of races. She also enjoys hiking, camping, beach vacations, and anything to do with gardening and being outdoors. Sophie has two Labrador retrievers and will soon be able to have goats and chickens on the new property that she and her husband recently purchased!



Rob Eames

Rob Eames is an Account Executive on the Quicken Loans Relocation team and is responsible for the business development of the Southeast. He has been a team member of Quicken Loans for over 4 years and started his career in relocation February of 2013. Born and raised in the Metro Detroit area, Rob has a passion for the

city of Detroit and takes great pride in its resurgence. He has been married for over 11 years and has a 13 month old boy named Drew. Rob likes to travel, enjoys the outdoors, he's an avid golfer and most of all loves time spent with his family and friends.



Sherry Gasaway

Sherry is the Publisher and Manager of Sales with KNOW Atlanta magazine. She truly loves working in the relocation industry and being involved with companies and people that are moving to the metro Atlanta area. For more than 20 years, she has been active with the Atlanta real estate industry.

She is currently a member of the Greater Atlanta Homebuilders Association, in addition to serving on its Professional Women in Building and Sales and Marketing councils. In her spare time, Sherry enjoys cooking, gardening and entertaining family and friends at her home on Logan Martin Lake in Alabama. She has been married for 22 years and they are the proud parents of two teenagers.



Kim Robinson

Kim Robinson is the Manager - Home Sale Administration/ Associate Broker for The Home Depot in Atlanta, Georgia. Her responsibilities include the day-to-day operations of The Home Depot's relocation department. Kim has experience in both the corporate and third party sectors totaling 17 years of industry

related experience. Kim has been married for 27 years. She and her husband enjoy hiking, boating, and riding their motorcycle. Kim is a pet lover and has a Labrador mix dog named Ruby and a tortoise shell cat named Abigail.

TECH TIPS



The website committee has been very busy with several changes and advancements to help make your use of our website more effective and efficient. We are working with our web design firm to continually help enhance and improve the site.

The next big move you should see is an enhancement that will improve your experience on your mobile devices and iPads. Improvements took place on May 10th with an upgrade that will now allow you to register for events, move around within the site more easily, as well as view the content in a much better format. Be sure to let us know if you find any problems or have concerns after May 10th with your mobile devices.

A few update reminders:

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

Calendar: If you have events that may be helpful for other members to know about please send them to Mack at Mack.Zittrouer@cort.com or Cindy at MarcAdmin@marcatlanta.org and we will be glad to add to our Calendar.

LinkedIn: The MARC LinkedIn page was recently updated and we are adding new content and discussions so please join our group and add content relative to our industry that can help fellow members.

Log In First: Please remember to log into your account first! This is the only way the website can identify you as a member and it will assure you receive all the discounts members receive when registering for events. It also gives you access to all the pages and content that are not available to guest and the public. It pays to LOG IN each time you visit the site!

Presenter and Speaker content: After each meeting you will find the presentation along with any other information speakers allow us to make available to our members. This information can be accessed at any point and is a great resource library.

Visit our SITE: If you want to be more involved in our association you can find information regarding all our events and committees to help you select places you feel you can add value.

Our goal is to continue to improve the website and add value to the membership, if you think of something that you feel can help please let us know.



Eve Seib and Michael Nimer were recently quoted in the Wall Street Journal. The article which was featured in the April 13th weekend edition is titled “What Relocating Grads Should be Thinking About.”

Wallace Hitt has been elected as Vice-President to fulfill the remainder of Emerson Ross’ role this year.

Emerson Ross has relocated to Houston, Texas with his new role with Weichert Workforce Mobility.

Chris Chalk will be relocating to Fargo, North Dakota with Doosan Infracore.

Karen McRae and Leigh Massey recently represented MARC at the annual WERC® regional affiliate meeting in Orlando, FL during this year’s Spring conference.

Debbie Maupin has been named President of Graebel Relocation Services Worldwide.

Jan LeQuier recommends you check out charitynavigator.org if you are looking to volunteer or give money to a charity. This website provides great information about the charity and how your contributions are spent!

Congratulations to **Lauren Mills** who just received her CRP designation. She is the Manager, Corporate Accounts for Harry Norman, Realtors Corporate & Consumer Business Services Division.

Kathy Connelly and Karen McRae recently participated as presenters at WERC® and RDC. Kathy Connelly presented a regional economic outlook at a roundtable discussion at ERC and Karen McRae at a roundtable at RDC on international relocation programs.

WELCOME NEW MARC MEMBERS

MANDE BARDEN
WELLS FARGO

JON KISER
COLDWELL BANKER

DAVID BRONDER
WHR GROUP

KEITH MICHELSEN
BRISTOL GLOBAL MOBILITY

RICK BRUCE
CAPRELO

LAUREN MILLS
HARRY NORMAN

SOPHIE CURTIS
CWS CORPORATE HOUSING

KENDRA MIRASOL
IOR GLOBAL SERVICES

JOHN DUDEK
QUICKEN LOANS

LISSA WORKMAN
NCR

LISA HOWELL
KNOW ATLANTA MAGAZINE

join our team

NOW HIRING

MARC is considering adding a part-time independent contractor to assist in managing its financial accounting records. Applicant should be knowledgeable of:

- Non-profit organizations
 - QuickBooks
 - Technology
- Database management
 - Website navigation
 - Basic bookkeeping

If interested in applying for this position, please send your resume to marcadmin@marcatlanta.org

MARC FALL MEETING



MARC Your Calendars for
Thursday, September 11, 2014
At UPS Corporate Headquarters
Details to follow!

REMARKS SPONSOR SPOTLIGHT



Feel confident in experienced hands

For more than 160 years Wells Fargo has been focused on satisfying all our customers' financial needs. In fact Wells Fargo Home Mortgage was the first to setup a formal relocation mortgage program back in 1987 based on a need from one of our corporate clients. We continue to be committed to helping our client's offer seamless financial services during relocations. For us it's about building lifelong relationships one customer at a time. You can:

Expect a consultative relationship

- Our success is measured by that of our clients
- We proactively initiate discussions on policy, structure and trends, and provide timely industry and legislative updates that affect our program

Look to us for home financing options

- Highly competitive rates and fees keep costs to a minimum
- Our product range continues to provide options in an evolving marketplace
- Wells Fargo is a responsible lending leader, committed to helping homebuyers make informed decisions

Rely on industry-leading service

- Our experienced representatives have relocations down to a science
- Transferees consistently enjoy first-class customer experiences

**WELLS
FARGO**

HOME
MORTGAGE

**We have what it
takes to go the
distance for you
and your employees**

- Wells Fargo Home Mortgage provides employee relocation services to the majority of the Fortune 500 companies.
- Wells Fargo Home Mortgage is the nation's #1 lender to homebuyers
- Wells Fargo Home Mortgage services loans for more than 8 million customers nationwide
- Barron's ranks Wells Fargo among the World's Top 50 Most Respected Companies
- Fortune ranked Wells Fargo One Of The World's Top 50 Most Admired Companies

Sherry D. Ross CRP

Marketing Director

678-757-9955

Sherry.d.ross@wellsfargo.com

wellsfargorelo.com



Together we'll go far



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

metrobrowsers
.com

citibank

GRAEBEL
PEACE OF MIND. WORLDWIDE.™

AIReS
AI Relocation Solutions

PREMIER GOLD

TRC GLOBAL
SOLUTIONS

PAXTON
INTERNATIONAL

CARTUS.

NEI
Global Relocation

HARRY NORMAN,
REALTORS®
Since 1930

PREMIER SILVER

First Class
MOVING SYSTEMS

Interconex, Inc.
An Expression of Excellence

OXXFORD

CHASE



BERKSHIRE HATHAWAY
HomeServices
Georgia Properties

OneSource | Relocation Personified
RELOCATION

WHR Group
EMPLOYEE RELOCATION

WARD
MOVING | STORAGE | DISTRIBUTION

ALTAIR.
GLOBAL RELOCATION

COLDWELL BANKER
RESIDENTIAL BROKERAGE

LEXICON
relocation
YOUR PEOPLE. YOUR WAY. WORLDWIDE.®

MARC Would Like to Recognize & Thank Our 2014 Annual Sponsors

PLATINUM

**WELLS
FARGO**

HOME
MORTGAGE

GOLD



SILVER



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.

PRESIDENT

Karen McRae, SCRP, SGMS
 Harry Norman Realtors
 Office 770-916-4030
 karen.mcrae@harrynorman.com

SECRETARY

Michael Nimer, CRP
 OneSource Relocation
 Office: 470-268-3601
 michael.nimer@onesourcerelocation.com

VICE PRESIDENT

Wallace Hitt
 Post Corporate Apartments
 Office: 770-434-6494
 wallace.hitt@postproperties.com

TREASURER

Theresa Kolany, CRP, GMS
 Oxxford Relocation
 Office: 770-392-1434
 theresakolany@oxxfordrelo.com

COMMITTEE CHAIRS

ASSISTANT TREASURER

Sherry Ross
 Wells Fargo Home Mortgage
 Office: 678-757-9955
 sherry.d.ross@wellsfargo.com

MEMBERSHIP

Tom Theisen
 Graebel Atlanta Movers Inc.
 Office: 770-325-9646
 ttheisen@graebel.com

NEWSLETTER/PR

Teresa Palacios Smith
 BHHS Georgia Properties
 Office: 678-352-3339
 Teresa.Smith@bhhsgeorgia.com

SPONSORSHIP

Jeff Morris, CRP, GMS-T
 TRC Global Solutions
 Office 770-592-4613
 jeffm@trcgs.com

COMMUNITY OUTREACH

Mike Puckett, CRP
 Cartus
 Office: 770-904-0526
 michael.puckett@cartus.com

IMMEDIATE PAST PRESIDENT

Leigh Massey
 Atlanta Fine Homes Sotheby's
 Office 404-974-4325
 leigh@atlantafinehomes.com

COMMUNITY OUTREACH

Bill Baker
 Cox Enterprises, INC
 Office: 678-645-4882
 bill.baker@coxinc.com

PROGRAMS

Bob Packard, CRP
 Lexicon Relocation
 Office: 770-977-2998
 bpackard@lexiconrelocation.com

PROGRAMS

Lisa Burkard, CRP
 Spectrum Group Consulting Services, LLC
 Office: 678-638-6168
 lisaburkard@spectrumgroupconsulting.com

WEBSITE

Mack Zittrouer
 Cort Furniture Rental
 Office: 571-350-9706
 mack.zittrouer@cort.com

ADVISORY COUNCIL

Marlene Adams, CRP, GMS
 Compass Relocation Group
 Office: 678-229-4077
 marlene@compassrelocationgroup.com

Chris Chalk, CRP, GMS
 Doosan Infracore Construction Group
 Office: 770-353-3854
 chris.chalk@doosan.com

Connie Stinson, SCRP, SGMS
 InterContinental Hotels Group
 Office: 770-649-8228 x100
 connie.stinson@ihg.com

Mack Zittrouer
 Cort Furniture Rental
 Office: 571-350-9706
 mack.zittrouer@cort.com

Jan LeQuier, CRP
 The Home Depot
 Office: 770-384-2317
 jan_lequier@homedepot.com