

REMARCS

METRO ATLANTA RELOCATION COUNCIL

WINTER 2012 VOLUME 10, ISSUE 4

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MARC MISSION STATEMENT:
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 emerging relocation issues in an effort to better serve and address the diverse needs of relocating employees and their families.

Available Soon On:



SAVE THE DATE

The 2013 Education Forum is scheduled for February 7th at the Cobb Galleria.

If you are interested in sponsoring this event contact Jeff Morris: jeffm@trcg.com.

If you have any suggestions for future programs or would like to join the Program Committee please contact Leigh Massey: Leigh@atlantafinehomes.com

or Bob Packard bpackard@lexiconrelocation.com



HOLIDAY LUNCHEON



MARC REQUESTS YOUR PRESENCE AT OUR ANNUAL HOLIDAY LUNCHEON

**Thursday, December 13, 2012
11:30 am to 2:00 pm**

Different Location! New Address!

**Cherokee Country Club
665 Hightower Trail
Atlanta, GA 30350**

Join us for food, fun & holiday cheer!
Please remember to bring an unwrapped toy benefiting the Children's Healthcare of Atlanta.

**\$50.00 member advance fee OR \$60.00 payment at door
(guest charge is \$60)**

**All registrations must be completed on the MARC website.
Payment can be made via Visa, MasterCard, American Express, Discover,
or by mailing a check by 12/7/12 to:
MARC P O Box 467292
Atlanta, GA 31146**

**Please register by Dec. 10th
at www.marcatlanta.org**

Please Note: Men's Jacket is required. Cell Phones must be kept on silent or vibrate inside clubhouse.
A comprehensive list of the children's wish list can be found on page 13 and our website.

PRESIDENT'S LETTER



Well, another year has almost come and gone. Time passes so quickly, doesn't it? It has been a great year for the Metro Atlanta Relocation Council! We have accomplished so much thanks to the hard work of the Executive Committee, Board of Directors, Advisory Council, Committees and all of our member volunteers. I would like to take a moment to recognize these members for their dedication and volunteerism. Leigh Massey and our program committee worked tirelessly this year to bring our members relevant content at great venues. Fred Lemon and the membership committee helped grow our membership. Rob Kreiling and our community outreach committee awarded three deserving young people college scholarships. Jill Knicely and Teresa Smith provided great content in our newsletters to keep our members up to date on key MARC happenings. Mack Zittrouer and the website committee completed a long overdue revamp of our website. Jeff Morris increased our sponsorship to record levels two years in a row.

I want to give a special shout out to our sponsors. Your contribution to the organization allowed us to make all of the above happen. Stay tuned as we explore new and excited sponsor benefits for 2013. If you haven't volunteered on one of our committees, I encourage you to do so in 2013. It's a great opportunity to expand your knowledge of the industry and add value to the organization.

And lastly, thank you for the opportunity to serve as your President in 2012. It has been an honor and a pleasure. I wish you all happy holidays and much success in the coming year!

Jan LeQuier

Jan LeQuier

Remembering Our Friend Arch Kennedy

The relocation industry lost a valued member and leader recently. Edward Brien "Arch" Kennedy a career relocation professional passed away in Atlanta, GA September 26, 2012. Arch was an icon in the relocation industry and a friend to everyone who knew him. Arch has been involved in the relocation and real estate industry for almost 50 years and will truly be missed by all those who had the pleasure of knowing and working with him and most of all calling him Friend. Arch was a dedicated relocation business development professional for WRRI (Weichert Relocation Resources Inc) and the former RRI (Relocation Resources Inc). His jovial laugh and smile will be greatly missed in the relocation industry.

Arch was husband to his loving wife Mary Jane Kennedy and father to Brien, John and Joseph Kennedy, Devina Allen, Brince Dixon (Stacy) and eight grandchildren. Please remember Mary Jane, his children and family in your thoughts and prayers.

MARC WEBSITE UPGRADED

The screenshot displays the MARC website's homepage and its member center interface. At the top, there is a navigation bar with links to Home, Member Center, About Us, Membership, Events & News, Scrapbook, Committees, Providers, and Resources. Below the navigation bar, there are several small images of Atlanta landmarks like the Georgia Dome and the Georgia State Capitol. On the left side, there is a sidebar titled 'MEMBER CENTER' containing a list of links: Member Home, Calendar/Announce, Events, Committees, Documents, Board Members, Board Messaging, Board Only Area, Member Directory, My Account, My Organization, My Dues Renewal, My Event History, My Biography, My Payment History, Job Board, and Message Board. To the right of the sidebar, the 'Member Central' area is shown for a user named Teressa Smith. It indicates that she has no outstanding dues invoices and her membership is paid up through December 31, 2012. Below this, there is a grid of 16 icons representing various website features, each with a corresponding label: Calendar/Announce, Events, Committees, Documents, Board Members, Board Messaging, Board Only Area, Member Directory, My Account, My Organization, My Dues Renewal, My Event History, My Biography, My Payment History, Job Board, and Message Board.

This year MARC upgraded our website offering our membership a more robust site with a number of new services and greater information. We hope each of you are using the site and if not here are a few helpful hints that may be of benefit.

First, after you log into the site you will find two sets of menus, one across the top and one along the side you can use either to help you navigate and move within the site.

Remember you will need to keep all your information updated under the tab MY Account this menu can only be found on the side menu bar. You may add your Twitter, Facebook, & LinkedIn links to your information. It is imperative that you check and update your information as this is the best way members are able to reach out to you!

My Event History also on the side menu will give you a history of events and meeting you have attended and should you need a receipt for your records simply click on the details button on the right of each event.

My Biography is a great place to add information related to you, your career, and also any personal and family information you would like to share. It is a great place to let members know a little of your history and also the things that are of interest to you.

Events and News is a place to find what Events and/or meetings are scheduled and also find copies of our newsletter.

The Committee's menu is where you can find the current members of the various committees' in our organization. Please use this to help you find your place in MARC. Find a committee of interest to you and contact the chairperson and ask to be involved. We are all looking for people to add value to our committee's and would welcome your participation.

Be on the lookout this coming year as we hope to continue adding new menus, information, and services to our website. If you have people interested in MARC this is the place to refer them. They can easily complete their application for membership as well as find a great deal of information about MARC all on the site.

Mack Zittrouer Website Chairperson





MARC Supports the Atlanta Community Food Bank with its Annual Volunteer Day



On Thursday, November 29th, MARC members spent a fun afternoon volunteering at the Product Resource Center at the Atlanta Community Food Bank (ACFB). This was our largest turnout for the annual MARC event with 21 volunteers packing 9,646 pounds of food which represented 6,431 meals.

Founded in 1979, ACFB procures over 35 million pounds of food and groceries each year and distributes it to more than 600 nonprofit 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 product 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. 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's Community Outreach and Scholarship Committee is proud to participate and volunteer each year at the ACFB in the weeks following Thanksgiving. Check the MARC calendar in early 2013 for next year's date!



REMARKS



2012 FALL MEETING

The Roswell County Club was the site for this year's Fall meeting which was held on August 23rd. This meeting was both informative and motivational. Mack Zittrouer unveiled the new MARC website and provided tips on how to maneuver the website's new features. This was followed by two sessions which included a panel covering "Tech Talk" and finalizing with keynote speaker Derrick Tenant who spoke about turning obstacles into opportunities.





Are you involved in a community project or organization? Do you know a MARC member that has had a promotion, received an award or had something exciting happen in their personal life? We'd like to spotlight activities that MARC members participate in and/or share their "mentionable" so that we can let the entire membership celebrate the occasion.

*Please send information to
Jill Knicely at jknicely@paxton.com*

MARC MENTIONABLES

1-Teresa Palacios Smith

Teresa Palacios Smith was named one of the "TOP 250" Hispanic Agents in the United States by the National Association of Hispanic Real Estate Professionals. She placed #32 in the country and #1 in Georgia.

2-Berkshire Hathaway HomeServices®

HomeServices of America, Inc.™, a Berkshire Hathaway affiliate, and Brookfield Asset Management, announced today that they have partnered to introduce Berkshire Hathaway HomeServices®—a new franchise brand that joins the existing brands and affiliate networks of Prudential Real Estate and Real Living Real Estate. Earl Lee, has been named as the new company's CEO.

3-Jan LeQuier

Recovery wishes for Jan LeQuier who recently had surgery on her hand.

4-Eve Seib

Eve Seib, President of OneSource Relocation, a global relocation management and consulting services company, was recently honored by Business to Business Magazine among 2012 Top 25 Entrepreneurs of Atlanta. Under Eve's leadership since 2007, OneSource Relocation has grown its revenue over 400% and cemented its position as a premier provider of boutique level relocation management services for companies based in Atlanta and around the world.

5-Alex Muliero

Alex Muliero announced that he has joined Altair Global Relocation as Vice President of Business Development for the Southeastern United States.

MARC Receives Thanks for Supporting the Worldwide ERC Foundation for Workforce Mobility

The Worldwide ERC Foundation for Workforce Mobility Board of Trustees would like to express their gratitude for MARC's generous donation to the 2012 Bestival auction. This contribution helped exceed our fundraising goal. We are very excited about the 2013 Foundation events that will be held in conjunction with the Worldwide ERC National Relocation Conference in San Diego and Global Workforce Symposium in Dallas. Information about the Foundation and our future activities can be found on our webpage <http://www.worldwideerc.org/Foundation/Pages/about-foundation.aspx>

REMARCS

HELLO
my name is

NEW MARC MEMBERS

Rick Bruce, CRP
CapRelo

Kim McMahon
National Corporate Housing

Debbie Robinson, CRP
Ray and Poynor Properties

Membership Numbers

20 Corporate	5 Lifetime
99 Service	124 Total



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



The MARC newsletter committee is looking for writers and reporters to help out with the newsletter. Your skills are needed to help cover our quarterly events.

Please contact Jill Knicely at 404-344-8000 or email jknicely@paxton.com

REMARCS is your newsletter and we want you to be a part of it.

MARC Welcomes New Board Members



The Nominating Committee is pleased to announce your 2013 Board of Directors and Advisory Board:

EXECUTIVE BOARD

Leigh Massey - President
Karen McRae - Vice President
Teresa Palacios Smith - Secretary
Marlene Adams - Treasurer

BOARD OF DIRECTORS

Jill Knicely	Jeff Morris
Theresa Kolany	Michael Nimer
Jan LeQuier	Bob Packard
Fred Lemon	Emerson Ross

ADVISORY BOARD

Chris Chalk	Connie Stinson
Carolyn Cherry	Tina Tyler
Wallace Hitt	Mack Zittrouer

MARC thanks the members of the 2012 Board of Directors and Advisory Council for an outstanding year.





SPONSOR SPOTLIGHT



LEXICON®
relocation

Lexicon Relocation's single focus is relocation, an industry tasked with assisting in the management of human capital around the globe. We coordinate the delivery of relocation services efficiently to keep great talent productive throughout the global mobility process considering each client's unique objectives and corporate culture. Founded in 1993, Lexicon has achieved continuous and controlled growth through providing flexible solutions for our client's mobility programs. Our dedicated relocation professionals coordinate and manage services in over 125 countries. We support corporate and government organizations, their employees and mobility programs by offering a comprehensive suite of customized relocation and assignment management services including compensation management. We collaborate seamlessly with quality suppliers to provide all third-party services associated with relocation. Specializing in providing high touch personal

service, we support our clients' goals of satisfaction, efficiency and cost savings. Motivated by making positive differences in people's lives every day, Lexicon delivers on our 'Take Care of the Customer' business philosophy 24/7/365. Lexicon's global headquarters is in Jacksonville, Florida with regional offices in Georgia, Ohio, Connecticut, California, and Hong Kong. Your People. Your Way. Worldwide.



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Relocation**

Visit Lexicon Relocation at
<http://www.lexiconrelocation.com/>
or scan here to learn more

trending now

Presented By

CARTUSSM



MARC provides its members a great opportunity to be part of a relevant industry group that keeps us all in touch with one another and with industry trending. Our recently revised MARC website is more comprehensive and easier to use than ever. It is an honor to have been asked to write the inaugural quarterly article for our MARC newsletter & website.

What Does Relocation Mean Today?

If this article had been written ten, or even five years ago, the content would have been different. Of course, the basics of an employee relocation are largely unchanged, in that a client needs to move an employee from a departure location to a destination, and this typically involves fundamental departure and destination services, and the task of moving their belongings between the two locales. But beyond the fundamentals, what has changed about relocation are the why's, how's, where's, and when's. In short, what clients need today is different in many ways from what they needed just a few short years ago, and what their employees need has changed as well. Let's take a look.

Less Predictability, Less Permanence

I remember speaking with a high-level transferee years ago about his upcoming move. He was excited about the move, and reported, "This is my retirement move – the last that I plan to make, back to my native Idaho." It turned out that it was the 17th move of his

career. Permanence is not something many transferees expect, and things change for transferees and companies more quickly today than ever before, driving the need for human capital in ways that can be challenging for a company to predict. Today, many smaller companies are finding it necessary to move employees outside the U.S., perhaps for the first time. The need for moves to a specific area, due either to market expansion or merger and acquisition, may not have been foreseen even six months prior. An international long-term assignment, which has typically lasted for three years, may now not even play out for two, so that the original, planned repatriation may not be necessary for an indeterminate time, as the assignee moves from one international destination to another. Even within the U.S., companies are finding the need for more extended business travel and short-term or rotational assignments.

Continued

Flexibility and Breadth of Benefits

Ten years ago it was not uncommon to speak with a client and find out that their policies had not been updated in several years. Today, because of constantly changing mobility needs, changing socioeconomic trends, and the changing requirements clients are faced with, policy development must be ongoing. Similarly, a client requires flexibility in their program management to adapt to these changing needs, often on the fly. Expense tracking, exception management, and cost projection have never been more important. Once in the realm of international mobility, clients can find themselves in need of services they did not even know existed, as managing risk and international compensation take on whole new dimensions, and as new company needs become apparent.

Internal Customers

Historically, a client's human resources team was the primary internal customer for mobility benefits. Today, the trend towards procurement involvement in securing relocation services continues. In fact, today even procurement is no longer a customer unto themselves, as they often must try to meet the needs of the human resources staff, who are the closest to the relocating employees and their needs, and also simultaneously meet the needs of their finance group, many times under goals and objectives set in advance by a CFO. This not only drives the cost of services, but can also drive - and in some cases, limit - which benefits can be offered to their relocating population.

Technology as a Solution

World class or benchmark technology used to mean access to a third-party system via the Worldwide Web. Even as recently as five years ago, the ability for a relocating customer to go to their hotel room and plug in their laptop to access their policy was considered state of the art. Today, clients and customers recognize that mobility does not happen 9-to-5, and the ability to plug in a laptop at night is not necessarily sufficient access to information. With the advent of smart phones, our world has changed, and changed quickly. Customers are now beginning

to expect access to their information even faster. This has spawned the advent of mobile applications for smart phones, allowing customers and client contacts to access their policy information, move data, and statistics right from their phone, wherever they happen to be at – night or day. As an example, the CartusMobile app, launched in early 2012, has already been downloaded in 57 countries worldwide.

Destination - Everywhere

Many clients' common move patterns years ago was either all U.S. domestic, or primarily U.S. domestic with a smaller – often much smaller – number of international assignments. Today it is not uncommon to see companies with the need to move more of their employees outside the U.S. than within. Today, companies of all sizes are finding the need to do business outside of the U.S., and consequently to move their employees outside of the U.S. In fact, many clients are moving their people between international locations with neither end of the move touching the U.S.

Clients have varying degrees of experience in the international realm, and many discover their needs are greater than they expected only after they have begun new assignments. A key area of focus for these clients eventually becomes their awareness of immigration and compensation issues. They find themselves with the need to get their arms fully around international mobility, particularly as they begin to understand the potential risk associated with the safety of their human resources and the integrity of their tax and accounting compliance requirements.

This is an exciting time to be a part of the mobility industry. It is a nearly universal characteristic of human beings to enjoy helping others, and the opportunity to provide viable global solutions for clients and customers is rewarding. As the Thanksgiving holiday is upon us as I write this article, what an ideal time to be thankful for the opportunities we have to be part of an industry and a trade organization that keeps us focused on solutions for our customers.

Article by Mike Puckett

MARC Would Like to Recognize & Thank Our 2012 Premier & Annual Sponsors

PREMIER PLATINUM



PREMIER GOLD



PREMIER SILVER



MARC Would Like to Recognize & Thank Our 2012 Annual Sponsors

PLATINUM

Quicken[®] Loans[®]
Relocation

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channelmatch
PARTNERS

GOLD

citibank



SILVER


CapRelo


Merchants

Atlanta Fine
Homes
Sotheby's
INTERNATIONAL REALTY


POST[®]
CORPORATE
APARTMENTS

Oakwood[®]

Fred Lemon & Associates, Inc.

Holiday Wish List 2012

Thank you for your interest in donating toys for patients at Children's Healthcare of Atlanta! Your generous gifts will help brighten the holidays for children from birth through age 21.



Toy and Safety/Infection Control Guidelines

- All toys and books must be brand new and unwrapped.
- Recommended age labeling used as a guide: read safety messages on packaging.
- Toys must be sturdy. Avoid toys that can break, leaving sharp edges.
- Toys must be non-toxic.
- Fire regulations prohibit electrical, spark-producing, or friction-producing toys.
- Toys promoting violence are not appropriate.
- Toys with numerous small parts that require close supervision are not appropriate.
- Rubber/latex balloons are prohibited.

Infants and Toddlers

Rattles and squeeze toys, Crib Activity Center, musical crib mobile (no cloth) with bed rail clamp, music boxes, infant lullabies, Click'n Chatter Telephone, Baby Einstein DVD's and toys, Baby's First Blocks and Play Gym, non-breakable infant crib mirrors that clip onto a rail, pop-up toys, Fisher Price Little People, plastic links to hang rattles on crib, plain "onesies" (clothing item), teething rings (no cloth), toys that light up or make noise, stuffed animals, infant swings, and Exersaucers.

Pre-School

Touch books, Baby Einstein Products, Play-Doh, Lego Duplo Blocks, Little Tykes toys, blowing bubbles, Little Kids "No Spills" Bubble Tumblers, Fisher Price play medical kit, cars and trucks, Brio trains, non-toxic paint/brushes, plastic cars and animals, plastic food, Mr. Potato Head, Big Wheels, big dolls, coloring books, big crayons, and Fisher Price Peek-a-Blocks.

School Age

Magna Doodle, games: Monopoly Junior, Parker Brothers Sorry, Milton Bradley Connect Four, Guess Who, LIFE, Trouble, Apples to Apples, checkers, Legos, small trucks, Crayola art kits, coloring books and crayons, jewelry kits with beads, DVDs, action figures, hand held games, Playstation 3 games, Wii games, markers, construction paper, non-toxic paint/brushes, battery run toys (please include batteries), school scissors (blunt-tip), glue sticks, "I Spy" books, harmonicas, Barbies, Spider Man, and Dora items. Adolescents

Uno Cards, Jenga, Taboo, playing cards, model kits, craft kits, stationery, pen and pencil sets, plastic picture frames for decorating, wordsearch and crossword puzzle books, hair accessories, brushes and combs, art kits (no sand), modeling clay, PG-13 DVDs, handheld games, Playstation 3 games, cosmetics (hand lotion, body sponges, soaps), journals, NERF footballs and other sport balls, nail polish, Xbox 360 games, Wii games, batteries for items.

The graphic features a smiling baby's face on the right side. On the left, there is text: "Share the season" with a blue heart icon, "You can share the hope by sending a message to a patient at Children's.", and "Go to ShareWithChildrens.org".

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