



relocation focus

The Newsletter of the New Jersey Relocation Council

Spring 2014

Welcome!

New Jersey Relocation Council welcomes you to our Spring 2014 Conference here at the Morristown Hyatt at Headquarters Plaza! We are excited to present an exciting agenda so please feel free to participate and take advantage of meeting other attendees today because this is your opportunity to network and meet others in our industry! To that end, please wear your name badge, which will identify you and your organization.

Lunch is provided as part of your registration and we hope you will utilize this time to enjoy socializing with the membership, speakers, and guests. Our goal is to continue to provide information and resources to help you in your professional careers. We extend a hearty welcome to our new members, today's sponsors and look forward to your participation in the future.

NJRC welcomes your suggestions and ideas for future meetings. After this conference, we will send out an on-line survey for our Meeting Evaluation. Your feedback is critical for the continued success of our organization and the growth of the membership. We appreciate your insight as we strive to develop events that meet our members' interests and needs.



On behalf of the NJRC Board of Directors and Planning Committee, we hope you enjoy today's event.

Chairperson's Message

Sharon Byrnes, GMS-T

As I think about NJRC's membership and look around the room today, it occurs to me that many of us have been in the real estate and relocation industry for many years. With our vast expertise and seniority within our industry, I wonder if you have considered who might be your successor? If you had the chance, who would you tap on the shoulder and volunteer to develop and train as your successor? Is there someone in your organization that you would like to take under your wing? Maybe it's your son or daughter who aspires to mirror your success. What a wonderful opportunity to have the chance to nurture and mentor a young adult.

I remember my mentor vividly. His name is Richard. It was 25 years ago when I first entered the relocation industry at ExxonMobil, and I met the man who would have such a tremendous impact on my career. He spared the time, the patience, and the energy to teach me everything he could about expatriate management. I remember he once referenced "Tegucigalpa" and I wondered if it was a new country that was recently added to the globe or maybe a new state in the Union. He easily knew I was clueless based on the blank stare on my face. We still laugh about it today. But he did not despair. He took the time to explain, he took the time to teach, he took the time to include me in meetings, and took the time to provide candid and well-intended feedback. We were together for eight years until he retired. To this day, I still often ask myself "what would Richard do?"

Recently, I had the chance to pay it forward. My nephew asked me for help with his resume. He is a college student at San Diego State University, and a veteran Coast Guard Airman. He is applying for his first formal job and thought Aunt Sharon might be able to help. While to many of us, this might not seem like a daunting task, but to him it was a big deal. My nephew has been accountable and responsible for dangerous Coast Guard water rescues under treacherous conditions, and has courageously monitored the waters actively used by drug traffickers. But resume writing is not his strong suit. Nevertheless, his gratitude and appreciation were sincere, and he is on his second round of interviews as of this writing.

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**NJRC Spring 2014 Meeting
March 14, 2014**

Agenda

8:00 - 9:00 AM	Registration and Continental Breakfast
9:00 - 11:00 AM	Corporate Only Round Table
9:00 - 11:00 AM	Supplier Sessions Improve Relationship Management and Business Development Using Social Media Chris Keneally LinkedIn
	Procurement Panel Discussion Amanda DeNoble <i>Director Global Sourcing, AIG</i> Ron Sizemore <i>Procurement Hub Manager, BASF</i> Jack Schink <i>Director and Regional Category Manager, Novartis</i>
11:00 - 11:15 AM	NRJC Welcome Sharon Byrnes, GMS-T <i>NJRC Chairperson of the Board</i> Jeff Cromie, CRP <i>NJRC Treasurer, Wells Fargo Home Mortgage</i> Bruce Francis, CRP <i>NJRC President, ADP</i>
11:15 AM - 12:15 PM	Keynote Speaker Peggy Smith, SCRP, SGMS <i>President and CEO, Worldwide ERC</i>
12:15 PM - 1:15 PM	Lunch
1:15 - 2:15 PM	New Jersey Real Estate Update Jeffrey G. Otteau, SCGREA, IFA <i>President, The Otteau Valuation Group</i>
2:15 - 3:00 PM	High School Scholarship Presentation Juliana G. Cibelli, GMS-T <i>VP, Client Relationships, Nelson Westerberg</i>
3:00 - 4:00 PM	International Session Facilitator: Allyson Stewart, GMS, CRP <i>VP, Business Development, Graebel Relocation Services Worldwide</i> Elizabeth Sawyer <i>President, Bennett School Placement Worldwide</i> Allen Koski <i>VP, Eastern Region, Cigna Global Health Benefits</i> Steward McCardle, MBA, CRP, GMS, TMS, Weichert Workforce Mobility
4:00 - 4:15 PM	NJRC Spring Conference Raffles
4:15 PM	Closing Remarks NJRC President Bruce Francis, CRP <i>NJRC President</i> ADP

The NJRC Spring Meeting has been approved for **5** CRP Credits !

Participants can receive **1** credit for attending the international session and **4** credits for attending the general conference.

NJRC Scholarship Program

In April 2011, the New Jersey Relocation Council (NJRC) Board of Directors approved the establishment of an annual Scholarship Program. The NJRC Scholarship Program is a joint initiative with the ERC Scholarship Foundation who sets forth the guidelines of the program each year and makes a contribution to all qualifying Regional Groups.

NJRC's Community Outreach Committee established a sub-committee, "NJRC Scholarship Committee," that meets annually to establish scholarship amounts, review the scholarship criteria as described by the ERC Foundation and select the New Jersey County High Schools to participate in the program. This year they have expanded their reach from six to nine participating counties. Our committee partners with the Guidance Counselors from their targeted schools and with our Corporate Mobility NJRC Members to identify eligible High School Seniors.

The NJRC Scholarship Program is designed for high school seniors who have relocated during their high school years, have moved at least 50 miles, transferred into a different high school and have at least a 3.0 grade average. As part of the application process, all students must submit an essay not less than 1,000 words that addresses their

challenges and experiences encountered while relocating to his or her new home and high school, as well as any successes achieved. They also provide a list of their extracurricular and community outreach activities.

Today, the Scholarship Committee will be awarding five scholarships at \$1,000 dollars each. The funds will be sent directly to the college of the student's choice to be used for tuition or books. This year we received 28 applications, which set a record high for our committee. This made the task of selecting our recipients this year even more difficult since every student is a winner in our hearts.

The following students have been selected as this year's 2014 NJRC Scholarship Recipients:

Abigail Raymaker - *Glennview, IL to Madison, NJ*

Katerina Prastakou - *Athens, Greece to Tenafly, NJ*

Clifford Kwarteng - *Republic of Ghana to Maywood, NJ*

Ethan Nhaisi - *Morristown, NJ to Oahu, HI to East Hanover, NJ*

Joanna Nicole Lombardi - *Anthem, AZ to Middletown, NJ*

We are excited to have these students "bring their stories alive" by reading their essays at our conference today. We hope you will be as "moved" and enlightened by their stories as much as we were!

Today's Keynote Speaker

Peggy Smith
President and CEO,
Worldwide ERC



Peggy Smith, Worldwide ERC® President and Chief Executive Officer, is an experienced and innovative business leader and recognized global strategist. She's been a familiar face to us for many years, having served on a number of Worldwide ERC® committees and task forces, and on its Board of Directors and Executive Committee prior to her CEO position. She has turned a practiced eye on expanding the association's footprint in the APAC and EMEA regions, and is building global inroads in the LATAM area, a marketplace previously unexplored by Worldwide ERC®. A frequent presenter at mobility and HR-related conferences around the world, Peggy also has guest-lectured on talent mobility at Georgetown University and Seattle University. She holds a BA in marketing from Seattle University, as well as the Worldwide ERC® Senior Certified Relocation Professional (SCRP®) and Senior Global Mobility Specialist (SGMS®) designations.

Chapter Updates

NJRC is LinkedIn

Be sure to join our networking group to view group discussions, news and videos.

Attention All CRP Candidates!

NJRC is pleased to announce that we've been approved by Worldwide ERC® to host a test site for the 2014 CRP exam. All CRP candidates are welcome to join us, regardless of whether or not you are an NJRC member. The exam date is May 7th, 2014.

NJRC will also be hosting several review classes prior to the exam on April 18th and May 2nd from 8-12 at ADP, 1 ADP Blvd Roseland, NJ. Visit www.njrc.com to view both the Review Classes and Test Location details and additional information.

Marketing Committee Volunteers Needed!

This year, the Marketing Committee has expanded its role within the chapter, most notably with new responsibilities of chapter communications, sponsorship marketing and upcoming social media endeavors. We are looking for volunteers to help us deliver even more content and value to our members. Please contact Rick Calanni at rcalanni@paragongri.com if you are interested in joining the committee.

Chairperson's Message (con't.)

So today I challenge you to consider the opportunity to pay it forward. Do you remember the one person or people who helped you become the person you are today? Think of the impact that experience made on your life, and how it has shaped you into the man or woman you are today. Then ask yourself ... how can you influence the life of a young adult by being a mentor?

By the way ... Tegucigalpa is the capital of Honduras.



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Industry Updates

Did You Know?

Worldwide ERC is celebrating its 50th year in 2014. Happy Birthday!

GMS-T

Build your expertise in Talent Mobility and earn the new GMS-T designation from Worldwide ERC. The traditional GMS and now GMS-T classes offer current, relevant training in easy-to-access formats. Modules 1 and 2 are available as online courses and confirmed dates for instructor-led classes are available online. www.worldwideERC.org/education/GMS

Interesting Survey Response

How well does your organization integrate its technology systems to report metrics such as assignment costs, success of assignments, retention of employees, and career paths of assignees? *2014 EMEA Corporate Benchmarking Survey* asked just that question. The survey was conducted by Worldwide ERC on February 12, 2014 during the Corporate Benchmarking Session at the Global Workforce Summit: Talent Mobility in EMEA, London. Twenty-five organizations responded, and the results just might surprise you.

Percentage of Repondents			
Excellent	Good	Fair	Poor
0%	8%	28%	64%

Celebrating the Past, Shaping the Future.

From May 5-7, in Orlando, FL, join Worldwide ERC® at a gathering of the finest industry professionals as we celebrate 50 years of focus on professionalism, skill, expertise, knowledge and community. We'll take a look back at how far we've come and see what the future holds for family issues; household goods; tax and legal updates; real estate-related concerns; housing; technology; services; cost control... and new information on best and next practices!

With 21 world-class education sessions, Peer2Peer Corporate Benchmarking, professional development opportunities, and a robust exhibit hall, attendees will be offered a conference experience like no other. Register today to save your spot, right next to your favorite colleagues and thought leaders!

Are you fulfilling a personal education or certification goal? If you're interested in earning your Certified Relocation Professional (CRP)®, Global Mobility Specialist (GMS)®, or Strategic Talent Mobility: GMS-T™ designation, there's still time to register!

Special Thanks to Our Spring 2014 Platinum Sponsors



Today's Speakers and Panelists

New Jersey Economic Update

Jeffrey G. Otteau

President, The Otteau Evaluation Group



Mr. Otteau manages all facets of the firm's business and has been actively engaged in real estate consultation and valuation since 1974. He holds the State Certified General Real Estate Appraiser certification which is the highest level offered. Frequently quoted in the New York Times and Wall Street Journal, and having made television appearances on CNBC,

Bloomberg and NBC News, Mr. Otteau is widely respected for his knowledge and insight into real estate trends. His attention to detail and comprehensive fact finding has made him the go-to person for industry professionals seeking to enhance their competitive position in the marketplace. Jeffrey has provided testimony as an expert witness at the municipal, county and state levels, authored several texts on property valuation techniques and has lectured throughout the United States and in Canada. He served on the Appraisal Standards Advisory Council, which consulted with the Appraisal Foundation in Washington, D.C. on its agenda of projects and major technical issues. Mr. Otteau served as a past Chairman of the Employee Relocation Council's Appraisal Standards Council and was inducted into their distinguished Hall of Leaders in 1995. Jeffrey can be reached directly at 800.458.7161 or jeffrey.otteau@otteau.com

LinkedIn & Social Selling Session

Chris Keneally



LinkedIn Sales Solutions - Financial Services Sales Professional, Relationship Selling Evangelist, Elevating the Sales Profession through the use of LinkedIn

I am a sales professional with the most recognizable name in Social Media for Business Professionals, LinkedIn. Throughout my career in sales, I have found the biggest part of the sales process is building relationships. Relationships matter in life and in business. I am a Relationship Selling Evangelist as I am able to leverage my network and that of LinkedIn to find new business opportunities. I work with financial services sales organizations to show them the power of branding and leveraging relationships.

Procurement Perspectives Session

Ron W. Sizemore

Procurement Hub Manager, BASF



Sizemore has spent 15+ years in Procurement for BASF Corporation. Currently, Ron is the Procurement Hub Manager located at the company's North American HQ in Florham Park, NJ. He is responsible for managing several buyers that procure services for many BASF sites in the northeast, Fleet, Remediation, Business Consultants, credit card programs and assists in Delegated Procurement areas such

as HR. Prior to this, Ron was a Procurement Manager for Facility Management and Ecology Services Categories for North America. Previous to that, he was an Procurement Agent and started his career as a bench chemist in BASF's Coatings Division. Ron has a Masters of Science in Environmental Science and a Bachelor's in Biology/ Chemistry from the University of Toledo.

Jack Schink

Director and Regional Category Manager, Novartis



Jack has over 25 years of professional sourcing experience and started with Novartis Pharmaceuticals Corporation in 2003 supporting various corporate spend categories within the Strategic Sourcing organization. As part of the Country Category organization, Jack is the Director and Regional Category Manager responsible for the relocation management services and contingent

labor categories across all Novartis US divisions. Prior to joining Novartis, Jack worked in various industries including pharmaceutical distribution, telecommunications, and consumer products. Jack holds a Master of Arts degree in Human Resource Management from Pepperdine University and a Bachelor of Science degree in Economics and Business Administration from Lebanon Valley College.

Amanda DeNoble

Director, Global Sourcing, AIG

Amanda joined with AIG in 2007 supporting Corporate Real Estate and Administrative Services spend categories within Global Sourcing & Procurement Services. Amanda transitioned to the role as Director, HR Sourcing in 2011 where she is responsible for category and relationship management, driving strategic sourcing for Employee Benefits (including Global Mobility), Talent Acquisition and Talent Management disciplines. Prior to joining AIG, Amanda worked in Property Management for Cushman & Wakefield and Jones Lang LaSalle, Inc. She holds a Bachelor in Business Administration from Loyola University in Maryland and lives with her family in Westfield, NJ.

Today's Speakers and Panelists

International Session

Elizabeth Sawyer

President, Bennett Schoolplacement Worldwide



Raised in England and Ireland until the age of 12, Elizabeth Sawyer is an international hybrid like many of the students she has served since joining Bennett Schoolplacement Worldwide. She brings over a decade of teaching experience in three

languages to her work at Bennett where she was a consultant of all trades, working with families moving internationally and into/within the US, prior to assuming leadership of the company in 2009. As President of Bennett, Elizabeth guides the company's relationship with its corporate clients, oversees a team of 20 consultants, and continues to work directly with relocating families

Before joining Bennett, Elizabeth taught English and French literature at the Baldwin School in Bryn Mawr, PA and at the William Penn Charter School in Philadelphia; she has also taught Spanish at the elementary level, ESL to adults, and has worked as a private tutor and a freelance writer

Elizabeth is a graduate of the Northfield Mount Hermon School and earned her BA at Williams College and her MA at Villanova University. She also spent a year studying French literature at the Sorbonne and International Politics at the Institute of Political Science in Paris. Elizabeth is a member of SHRM, ERC and DVRC and earned professional membership in IECA, the Independent Education Consultants Association. She also serves on the board of The Montessori School in Dresher, PA.

Allen Koski

Vice President, Eastern Region, Cigna Global Health Benefits



Allen is Vice President, Eastern Region for Cigna Global Health Benefits based in Wilmington, Delaware. Allen joined Cigna Global Health Benefits in 1990. In his current role, he is responsible for business development, thought leadership, and client fulfillment in the Eastern part of the United States through his team. He has consulted and advised on global initiatives tailored to the

client's workforce, goals, and budget.

Allen has been actively involved in developing and supporting international health care, global wellness, dental, disability, and travel medical plans for multinational employers ranging from the Fortune 100 to emerging multinationals. He has met with groups which include international assignees, traveling executives, local nationals, and medical providers with trips to China, India, Turkey, Chile, Kuwait, Saudi Arabia, and Czech Republic.

He graduated from Drew University and has attained CEBS Fellowship Status from ISCEBS. He has written various articles, notably Culture, Infrastructure, and International Health Benefits Delivery in Benefits Quarterly, Expatriate Benefits for a Changing Global Economy in Benefits and Compensation Solutions, and Critical Conditions – Seeking Suitable Health Care in China in Mobility. His latest article, Implications of Underwriting International Medical Insurance in Newsbriefs, is based on an ISCEBS Symposium Presentation.

Allen is International Committee Chairman in Philadelphia for the Penjerdel Benefits Association (PEBA) and currently Cigna's representative on the Board of Directors of the National Foreign Trade Council (NFTC) the oldest trade association advocating an open, rules based international trade system.

Prior to joining Cigna, Allen was an Account Representative in the International Department of Travelers Insurance in New York and a Staff Assistant and Scheduler for the U.S. Congressman in New Haven, CT.

Allen currently resides in Wilmington, Delaware with his wife and two children.

Today's Speakers and Panelists

*Stewart McCardle, MBA, CRP, GMS, GMS-T
Vice President, Client Services, Weichert Workforce
Mobility*



As Vice President of Client Services, Stewart is responsible for partnering with our clients to provide consultative support and best in class solutions to help them achieve their business goals.

Stewart brings a strong background in client service, expatriate compensation and assignment management to his role. From 2009 to 2013, he was the VP of Global Financial Services and led a group of subject matter professionals in delivering expatriate payroll, compensation collection, and wage reporting services worldwide.

Prior to joining Weichert, he worked in PricewaterhouseCooper's Global Mobility Solutions practice in Florham Park, NJ. He holds an MBA in International Business and Finance from NYU's Stern School of Business in New York City and Bachelor's degree from Susquehanna University's Sigmund Weis School of Business.

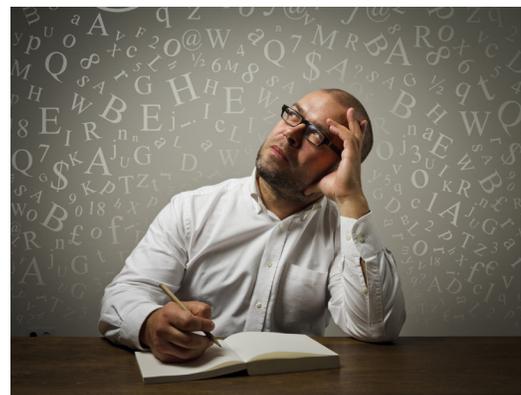
Stewart's global business expertise is complemented by extensive study and travel abroad. He has also earned the Certified Relocation Professional, Global Mobility Specialist, and Global Mobility Talent designations from Worldwide ERC.

*Allyson Stewart, GMS, CRP
Vice President, Business Development, Global Relocation
Services Worldwide*



Allyson Stewart is well versed in relocation and global mobility, having been through the relocation process firsthand six times. Allyson's expertise is in custom mobility program design. She works diligently with the mobility management team to blend the unique corporate culture of an organization with the business goals that have been set, while still maintaining a high touch support model for the families that are going through the relocation and assignment process. Allyson is currently the Vice President of Business Development for Graebel Relocation Services Worldwide, and has taken a leadership role within our industry with the goal of recognizing and promoting innovative change, while consistently improving standards of quality service delivery for mobility professionals and families relocating globally. Allyson is a graduate of The

Want to share your perspective?



**We welcome articles for our chapter newsletter.
Please submit articles to newsletter@njrc.com.**

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We welcome your feedback. Please submit contributions to newsletter@njrc.com or contact our newsletter editors:

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