



# relocation focus

The Newsletter of the New Jersey Relocation Council

Spring 2015

## Welcome!

The New Jersey Relocation Council welcomes you to the NJRC Spring 2015 Conference here at the Basking Ridge Country Club. We are excited to present an exciting agenda and the opportunity for you to meet with fellow global mobility professionals in the Garden State. Our conference today rewards corporate members up to 6 CRP credits and attendees to our General Session can earn 4 CRP credits towards your CRP designation.

Today's conference will deliver outstanding panelists and information who will talk about the latest trends in mobility including service strategies and measurements, concierge services for "high-visibility" moves, RESPA updates and seasonal summer trends to address in your mobility operations. Once again, NJRC will recognize four annual scholarship winners and you will meet and hear first-hand their inspiring stories. Finally, join us for some fun Spring Conference Raffles as we wrap up the day.

We would like to thank our sponsors who continue to support our conferences. Their contributions enable us to bring high quality events to our members every spring and fall.



## Chairperson's Message

**Bruce P Francis, CRP**

Domestic Program Manager, ADP

Today, we welcome new and old friends alike to join us for our 2015 Spring Conference here at the beautiful Basking Ridge Country Club. As Chairman of NJRC, I have had the privilege of serving you as President and now Chairman for the last 3 years.

Just as we experience a new setting for our Spring Conference, we must embrace changes in our industry and meet them with a renewed sense of spirit and ingenuity. New global challenges across our borders are shaping policies and compliance processes across companies of all shapes and sizes. U.S. relocation programs are faced with new RESPA and mortgage requirements in the face of a slowly recovering real estate market. Yet, throughout all these changes, each year I see our members coming together to learn how to navigate these challenges as well as offer their own expertise to help fellow mobility professionals.

And in the spirit of humanity, we once again are reminded about the realities and real-life impact of relocation for our customer - the employee and family. Beyond the surveys and statistics are the real stories of relocation, inspiration, challenges and adaptation that we will hear from our scholarship winners today. Listen to their words and remember the noble underlying principle we all face – whether corporate or supplier partner – support and care for our relocating employees and their families. Finally, I encourage and challenge you to invite other professionals at your organization to join us for our events and experience everything NJRC has to offer. We welcome your suggestions and ideas for future meetings as your feedback is critical for the continued success of our organization. Please help us make your membership a legacy of success for your career.

**NJRC Spring 2015 Meeting**  
**April 16, 2015**

**Agenda**

**8:00 - 9:00 a.m. Corporate Member Registration and Continental Breakfast**

**9:00 - 11:00 a.m. Corporate Only Round Table Sponsored by LCM RELO Solutions**

**Moderator: Susy Arsellano, SGMS-T**  
*Manager, US Relocation Services, Talent Mobility  
Johnson & Johnson Services, Inc.*  
**Moderator: Jennifer Giordano**  
*Director, Mobility Services, Talent Mobility*

Corporate attendees will gather to discuss what's keeping them up at night. NJRC Corporate Roundtables have drawn representatives from Stryker, ADP, Bristol-Myers Squibb and many more. This year, we're building an interactive corporate roundtable discussion focused on the topics YOU want to hear about. Send your topics to Susy Arellano and we'll come prepared with information to discuss your most challenging topics and solutions.

**10:00 - 11:00 a.m. General Registration and Informal Networking**

**11:15 - 11:30 a.m. NJRC Welcome/Introduction/Sponsorship Recognition**

**Bruce Francis, CRP**  
*NJRC Chairperson of the Board, ADP*  
**Julie Cibelli, GMS-T**  
*NJRC President, Nelson Westerberg*  
**Jennifer Giordano**  
*NJRC Vice President, Johnson & Johnson*

**11:30 a.m. - 12:20 p.m. At Your Service: Measuring the Value of Concierge Services**

**Moderator: Janet Olkowski SCRIP, GMS**  
*Vice President, Global Business Development, Cornerstone Relocation Group*

**Panelists:**

**Christine M. Haney, CRP, GMS**  
*Vice President, Global Relocation and Referral Service, Douglas Elliman Real Estate*  
**Eileen Kaeser, CRP**  
*Senior Relocation Consultant, Cornerstone Relocation Group*  
**Heather Leigh Tuttle**  
*Director, Global Mobility, Merck*

We've all been there! You get a call that you're moving the CEO of the company or a "key strategic new hire." This VIP and his or her family must be treated with kid gloves and the move has to go off without a hitch! How do you ensure this happens? What types of programs are out there to assist you in the task at hand? How can these employees or new hires hit the ground running in the new position without the distractions of a move? Learn how Merck handles their VIPs with a program targeted specifically to their executive or key talent population. Hear how a Relocation Consultant who has worked with VIPs addresses the unique challenges often faced in these "must go perfectly" situations.

**12:20 - 1:15 p.m. Lunch**

**1:15 - 2:00 p.m. Scholarship Presentation**

**Sharon Byrnes, GMS-T**  
*Director, Talent Mobility, Bristol-Myers Squibb*

NJRC will present our fourth annual Scholarship award to three College bound High School Seniors who have met the academic criteria as well as have articulated their relocation experiences through a stirring essay. NJRC has applied for matching funds from the Worldwide ERC Foundation and hoping to use these funds to either enhance the scholarships or select additional winners. The scholarship recipients will join us for lunch with a family member and will read their compelling essays during this segment.

**2:00 - Summer, Summer, Summertime – Time to Sit Back and Unwind!**

**3:15 p.m. Moderator: Sharon Byrnes, GMS-T**  
*Director, Talent Mobility, Bristol-Myers Squibb*

**Panelists:**

**Steve Alverson CRP, GMS**

*Global Account Manager, Aires*

**Karen Gerba SCRP, GMS**

*VP, Regional Sales Director, Chase*

**Kim Schimenek GMS**

*Senior Vice President, Korman Communities, AVE,AKA,ARK*

**Bruce Winick**

*National Sales, Reliable Van & Storage*

Whoa, wait a minute. This isn't 1991 and you aren't DJ Jazzy Jeff nor The Fresh Prince. Have you heard about the next round of RESPA changes? Start planning now for new regulations to be enacted in August that will impact your domestic relocation program this summer and beyond. Learn the situation and impact of RESPA changes on our industry from panelists representing different components of the move. Follow that up with advice and guidance on how to survive the dog days of relocation summer. Upon completion, you won't be ready for the Fresh Prince's new definition of summer madness, but we will leave you equipped for summer work madness!

**3:15 - Break**

**3:30 p.m.**

**3:30 - Going Beyond Satisfaction**

**4:30 p.m.**

**Presenters:**

**Michael Washbourn SCRP, GMS**

*Sr. Manager, Global Mobility Operations, Pfizer, Inc.*

**Randall T Decker**

*Executive Director, ReloSurvey.com*

*President and CEO, ZionMason, Inc.*

Today's typical satisfaction surveys don't provide all of the levers needed to manage world-class relocation programs. This presentation provides direction on how to create these levers through advanced survey techniques. Corporate professionals will understand how to see past satisfaction to develop benefits that fit employee and company needs. Suppliers will understand how their roles affect corporations and what is needed to develop better strategies.

**4:30 - NJRC Spring Conference Raffles**

**4:45 p.m.**

This NJRC sponsorship program offers each registered guest of the 2015 Spring Conference a chance to win incredible raffle prizes. Must be present to win.

**4:45 p.m. Closing Remarks**

**Julie Cibelli, GMS-T - NJRC President**

*Nelson Westerberg*

The NJRC Spring Meeting has been approved for **6** CRP/SCRP Credits: 2 credits for Corporate Roundtable participants and 4 credits for the General Session

*Information will be emailed to all attendees who have CRP or SCRP designations with instructions for obtaining the credits on the ERC website*

## NEW NJRC Sponsorship Opportunities

The New Jersey Relocation Council (NJRC) welcomes the support of organizations that serve the relocation industry. With this support, we are able to provide a valuable forum for education and the exchange of ideas. Sponsorship provides many benefits, but most importantly it helps ensure that NJRC remains the source for regional relocation networking and information.

This year we will be offering **two NEW Sponsorship Opportunities** in addition to the Platinum, Gold and Silver levels:

**NEW PROGRAM: 2015 Spring Corporate Round Table Sponsorship** (the day of the conference):

NJRC Corporate Board Member to introduce round table sponsor. Round table sponsor will be allotted 10-minutes at the start of the meeting to present their organization and industry related topics to the corporate round table participants. Organization sponsor will also be introduced during the opening session. **This is limited to one Sponsor per conference and can only be repeated after a 12-month period.**

Sponsorship offered at: **\$1,000.00** per conference. Many thanks to **LCM Relo Solutions**, today's sponsor.

**\*Note:** This Sponsorship Opportunity is LIMITED and available to the first organization that registers and submits their payment on line. This Sponsorship level is not available with any other level of sponsorship.

**NEW PROGRAM: Sponsor Hosted Corporate Round table: Sponsor and host a corporate round table meeting at their facility or host location.** The Guidelines for the meeting will be established by the NJRC Board, which will include; scheduling the date of the corporate round table meeting, topics, and host responsibilities. Round table sponsor will be allotted 10-minutes at the start of the meeting to present their organization and industry related topics to the corporate round table participants. **This is Sponsorship opportunity is limited to one Sponsor per year.**

Sponsorship offered at: **\$1,000.00.**

We greatly appreciate **AVE by Korman Communities'** sponsorship of the Hosted Round Table.

**\*Note:** This Sponsorship Opportunity is LIMITED and available to the first organization that registers and submits their payment.



### Thank you to our NJRC Sponsors

#### Platinum Sponsorship

Citibank, N.A.  
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RELO Direct®, Inc. (Newsletter Sponsor)

#### Gold Sponsorship

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The Suddath Companies  
UNIRISC  
Weichert Workforce Mobility  
Wells Fargo Home Mortgage  
WHR Group

#### Silver Sponsorship

Altair Global Relocation  
Budd Van Lines  
Cartus  
Furnished Quarters  
Interconnex Inc  
Nelson Westerberg  
PHH Mortgage  
SafePet Transport  
TRC Global Solutions, Inc.  
XONEX Relocation

## Mortgage Disclosure Changes are Approaching Fast

By Joe Gibaldi, SCRP

Vice President, East Region Sales Director for Corporate & Institutional Lending Programs, CHASE

Beginning in late 2007, the U.S. entered into its most serious recession since the Great Depression of the 1930s. This financial downturn led to legislation to help prevent future recurrences. This legislation is the Dodd-Frank Act.



The Dodd-Frank Act created the Consumer Financial Protection Bureau (CFPB) to not only implement the Dodd-Frank Act but also put in place additional legislation. Sections of the Dodd-

Frank Act direct the CFPB to publish rules and forms that combine certain disclosures that consumers receive in connection with applying for, and closing on, a mortgage loan under the Truth in Lending Act (TILA) and the Real Estate Settlement Procedures Act (RESPA). Consistent with this requirement, the CFPB has established new disclosure requirements and forms for most closed-end consumer credit transactions secured by real property. They do not apply to home equity lines of credit, reverse mortgages, or mortgages secured by a mobile home or by a dwelling that is not attached to real property (in other words, land).

The new requirements combine several forms into two forms. These forms and disclosures must be available for consumers with applications beginning **August 1, 2015**.

The first new form, **the Loan Estimate**, is designed to provide disclosures that will be helpful to consumers in understanding the key features, costs, and risks of the mortgage for which they are applying.

The second new form, **the Closing Disclosure**, is designed to provide disclosures that will be helpful to consumers in understanding all of the costs of the transaction.

### **The Loan Estimate**

- The new **Loan Estimate** replaces the Good Faith Estimate (GFE), Early Truth-in-Lending, Appraisal Notice, Transfer of Servicing Notice
- The Loan Estimate will be provided to the consumer within three business days after they submit a loan application.

The regulation is very prescriptive regarding the items that define an application for the purposes of receiving a Loan Estimate. This is more defined than today's rules. An application for RESPA TILA Loan Estimate purposes consists of 6 items: name; income; Social Security number; property address; estimated property value; and mortgage loan amount sought.

A lender may collect additional information, but once the 6 items have been collected, a Loan Estimate must be issued within 3 business days, and not later than 7 business days before closing. The Loan Estimate does have an expiration date of 10 business days after issuance unless the consumer gives an intention to proceed with application. For revised Loan Estimates where intent to proceed has been established, there is no expiration date.

If the consumer inquires about different products or if there is another change in circumstance after issuance of the initial Loan Estimate, each subsequent Loan Estimate would be considered a revision and would replace prior Loan Estimates.

### **The Closing Disclosure**

- The new **Closing Disclosure** replaces the HUD-1 and Final Truth-in-Lending, Final Escrow Disclosure and Final Transfer of Servicing.
- The **Closing Disclosure** will be provided to the consumer at least three business days before they close on the loan closing (so they have time to review and understand all costs prior to closing).

The three day pre-closing review period may not be shortened or waived. However a bona fide personal financial emergency can be considered as an exception. Examples of such an emergency are avoidance of foreclosure or an unforeseen mandatory military service deadline.



The lender is responsible for ensuring the Closing Disclosure is accurate and provided in a timely manner. The lender must provide complete and accurate

terms of the transaction in the Closing Disclosure. This is different than today, where the settlement agent is responsible for the details on the HUD-1 Settlement Statement. The lender should exercise due diligence to obtain the actual terms prior to delivery of the document to the customer. To avoid delays to the closing date,

*Continued on next page*

lenders may be contacting the settlement agent well prior to the closing date to finalize information on this document.

The borrower and the seller closing disclosures will be provided separately. However some seller information will also be on the borrower's document. The settlement agent will prepare and provide the seller's closing disclosure and provide the lender with a copy.

## 2015 CRP Exam & Study Group

### Hosted by ADP

1 ADP Boulevard  
Roseland, NJ 07068

NJRC will conduct 2 study sessions, each covering half of the exam contents. You may attend one or both sessions. Be sure to bring your study materials and a photo ID to gain admittance to the office. We will have 3-4 study leaders who all benefitted from this review session and passed their CRP exam!

*The study groups are FREE to attend*

### Study Groups:

**Friday, April 17, 2015** 9:00 a.m. -1:00 p.m.

**Friday, May 1, 2015** 9:00 a.m. - 1:00 p.m.

### CRP Exam:

**Wednesday, May 6, 2015 9:00 a.m.** (sharp)

### Please contact any of the following with questions:

*Dana Cacchione*

dcacchione@crowrelo.com

(732) 661-3258

*Mark Eschbacher*

mark.eschbacher@graebelmoving.com

(973) 584-8478

*Bruce Francis*

bruce.francis@adp.com

(973) 974-579

## Save the Date! 2015 NJRC Fall Conference

Mark your calendars now! The NJRC 2015 Fall Conference will take place on Thursday, November 12, 2015 at Fiddler's Elbow Country Club in Bedminster, NJ. If you are interested in helping us plan the conference, please contact any Julie Cibelli at [jcibelli@aol.com](mailto:jcibelli@aol.com) or Rick Calanni at [rick.calanni@cartus.com](mailto:rick.calanni@cartus.com)

## Professional Van Operators – Cause for Concern?

*By Donna Gann-Martin, Senior Vice President, Customer Service, Nelson Westerberg, Inc.*



Oh, my goodness!!! The Summer is here again!! Amazing!! It happens every year but for some reason, we never seem to be totally ready for it to hit. We hire and train new drivers, packers and helpers, refurbish and/or purchase equipment, watch trends for where we think the most volume

will be and fleet position accordingly and then, boom! It's DEFCON 1 and we're running for our lives!

The throes of peak season always spark conversations about the shortage of Professional Van Operators (PVOs).

Our customers don't want to hear that we ran out of trucks any more than we want to say that we are just out of trucks. During the peak summer season, resources are stretched to the limit and last minute moves are becoming the norm. People have gotten so used to instant gratification that no one wants to wait for anything, especially their household goods during a move. You place an order on-line on a Sunday afternoon and receive an email during the night that your order has shipped and will be delivered to your door by 8pm Monday. As household goods movers, how do we compete with that mentality??

It's true that most young people don't aspire to be movers. It's a hard job. Just being a licensed professional driver is a challenging job. Drivers are regulated by the federal government more stringently than workers in nuclear power plants. It is one of the few professions that require a person to account for their activities every minute of every day. Even if they're not working, they need to file daily logs proving they were off duty. They are only allowed to work and drive a combination of so many hours a day. Even their sleep is regulated. In what other profession are you told when and how long you are to sleep?? When the driver reaches their allotted hours for the week, they need to shut down for so many hours to restart their clock. I won't bore you with the complicated Hours of Service rules but it's important to know they exist and they are a factor in determining



*Continued on next page*

delivery date schedules.

The taxes drivers pay are also complicated. Heavy Highway Use Tax, Fuel Tax, Local Tax, State Tax, Federal Tax and the list goes on. Truck diesel and car diesel are essentially the same except that truck diesel has highway taxes added on to the price per gallon. It's against the law to put car diesel in a commercial truck. A part of the driver's daily log is dedicated to an accounting of every State they drove through and the number of miles driven in that State. If they don't buy fuel in a State they drove through, they need to pay fuel/mileage taxes for the privilege of driving through the State.

Household Goods Professional Van Operators are not just licensed professional drivers. Every day, they're involved in the intimate details of people's homes, packing and loading a family's worldly possessions. They see all the dirty laundry, literally and figuratively. PVOs need to possess a very unique skill set in addition to the technical skills necessary for packing, loading, supervising their crews in addition to safely operating an 80 foot rig. They need to possess incredible patience and a strong desire to work with people who are enduring a very stressful time in their lives.

The household goods move is the last piece of the puzzle and can make or break a successful relocation experience. Finding the right people for this profession, developing their talents, and retaining them has always been and continues to be a challenge for the moving industry as a whole. Professional Van Operators are Talent to be nurtured just as any other skilled professional.

To that end, is there a solution? Hopefully, by offering them comprehensive compensation packages including competitive financing for tractors & trucks, rewards for excellence based on VOC scores and, most of all, sensitivity to their needs and to those of their families. Consistent reviews of their compensation for ways to offer additional benefits. And just maybe, these efforts can help to recruit, retain and nurture PVOs for the future of our industry.

So, is there a driver shortage? Yes and no, if you treat your Professional Van Operators with the same care and respect that you treat your clients and their transferees, they will remain your loyal partners and just may be your best recruiters of young talent.

## NJRC Sponsors GMS-T Training

On Tuesday March 24<sup>th</sup>, NJRC sponsored WERC's GMS-T training. Hosted by Sharon Byrnes at Bristol-Myers Squibb in Plainsboro, New Jersey, the session drew 27 participants from NJRC, DVRC, and NYCorp. The lively session was co-facilitated by Mark Frederick, Director of Global Talent Management at **IOR Global Services**, and Sharon Byrnes, Director Talent Mobility Services at Bristol-Myers Squibb. Some of the feedback received from the participants included:

*"Program content was actually beyond what I expected! Extremely valuable!"*

*"The course provided a very clear definition and description for talent mobility and why global mobility has an important role to talent management."*

*"Wonderful course! Great that it was hosted in NJ!!"*



Given the outstanding feedback we received from the participants, we hope to bring further sessions to the region to enable you to earn additional professional credentials. For more about the GMS-T designation, please visit the WERC website at <http://www.worldwideerc.org/Education/GMS/Pages/gms-t.aspx>



## Measuring the Value of VIP Programs

By Janet Olkowski, SCRP, SGMS

In his classic novel, *Animal Farm*, author George Orwell states, "All pigs are created equal, but some are more equal than others." When planning for our VIP session for the New Jersey Relocation Council and writing this article, this quote kept coming to mind. But, really, VIP programs are more than just a way to treat "very important people" better than others. They're about business. They're about productivity. They're about profit.

We've all received that call that says, "You have to move our new CEO!" (or CFO or that "must have" employee). Anyone that's truly customer-focused, however, treats all of their relocating employees like VIP's. So what makes these programs so special? Why have VIP programs in place? What do they look like? How do you measure their success?

According to Heather Tuttle, Director, Global Mobility for Merck & Co., Inc., "We have a VIP program in place to be certain that our key talent can 'hit the ground running' with limited relocation distractions. We need our key talent to be productive in their new roles as quickly as possible."

Merck has been willing to invest more in providing services to its key players because their contribution to the success of the organization is critical. Some examples of services offered are a maid service or concierge service to assist with the move. In some cases, Merck is also willing to invest in a higher level of temporary living or provide more in-depth assimilation services to an executive.

Service providers also go above and beyond to ensure a smooth transition for the family. According to Eileen Kaeser, Senior Relocation Consultant at Cornerstone Relocation Group, "There have been times when I've gone to an executive's office to provide face-to-face counseling or arranged for a kitchen to be fully stocked with food upon the family's arrival." She adds, "But it's important to know that I'd give anyone that kind of treatment regardless of their level within an organization. I carry an iPhone and make myself available to all of my transferring employees via phone, text or e-mail at all times. The difference with a VIP program often lies in what the company is willing to pay for in terms of extra services like a stocked refrigerator or a personal assistant/concierge service."

Keeping the family happy is also a very important part of this equation. Everyone who comes in contact with the

employee and the family has to realize that they are part of the "sale." Their role in the process can make or break the decision on whether the employee accepts the move and whether the assignment will be a success. The initial needs assessment will reveal a great deal about the family, but as the process moves along, some of the "real issues" are often revealed. The employee and spouse or partner may be happy, but the teenaged boy may be very upset about leaving the soccer team in the departure location or the 11-year old who's afraid to start middle school in a strange location.



Lisa Iervolino, Director of Operations for The Mulberry Group, points out, "If the family is not happy, the chances of a failed assignment are much greater. It's important to pick up on the cues given throughout the process to be sure all family members' concerns are addressed. This is the case with any relocation, but with a VIP program it's even more critical because often the spouse or partner is the person who is handling every detail due to the employee's work demands. If something isn't going well from his or her perspective, the employee will hear about and have to get involved, thereby defeating the goal of 'hitting the ground running.'"

### Measuring Success

Some questions to ask which will help measure the success of a VIP program include:

1. Obviously, survey satisfaction scores for this population.
2. What is the retention rate for employees at this level?
3. How often did assignments end early?
4. Segregate the VIP population by function and assignment purpose and determine, for example:
  - a. Have sales increased if the employee was in a sales role?
  - b. Has a plant successfully opened in a new location if the employee was deployed for that purpose?
  - c. Have skills been transferred successfully within a new market?
5. Are you able to determine if any of the assignees or employees at this level have gone through a divorce and, if so, did the family return to the departure location.

The measurement of success will depend on your organization's goals, but generally speaking, if your VIPs and their families have moved with as little distraction as possible, then all players have done their jobs!

# Mobility Word Search

I	E	S	E	S	N	E	P	X	E	I	L	E	Z	E
Q	J	X	B	Y	T	B	V	F	M	N	L	Y	C	S
I	H	P	P	N	G	E	B	M	E	D	O	N	U	C
S	X	A	E	A	O	E	I	I	I	D	R	O	L	C
H	B	L	K	K	T	G	T	N	B	G	Y	I	T	G
W	A	W	X	O	R	R	L	A	Q	F	A	T	U	X
T	T	W	J	A	B	N	I	A	R	O	P	A	R	W
G	P	V	T	M	P	J	I	A	Q	T	H	C	E	Z
V	L	I	E	O	J	D	R	Y	T	E	S	O	G	F
C	O	M	O	B	I	L	I	T	Y	E	S	L	N	X
N	E	G	A	G	T	R	O	M	T	A	S	E	I	T
W	F	C	X	O	E	J	Z	B	N	A	Z	R	V	K
C	R	Z	G	I	G	U	H	A	V	D	X	L	O	I
T	D	I	G	M	U	B	I	Z	O	G	I	E	M	J
H	N	J	A	I	X	B	O	W	U	C	P	R	S	Y

CULTURE  
IMMIGRATION  
MOVING  
STRATEGY

EXPATRIATES  
MOBILITY  
PAYROLL  
TALENT

EXPENSES  
MORTGAGE  
RELOCATION  
TAXES

## Be a Part of Future Issues of *NJRC Relocation Focus*

We welcome your feedback. Please submit contributions to [newsletter@njrc.com](mailto:newsletter@njrc.com) or contact our newsletter editors:

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Marketing Committee Chair  
Cartus  
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E. Reed McLellan, CRP  
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## Today's Speakers and Panelists

**Janet Olkowski, SCRP, SGMS – Vice President, Global Business Development**



Janet's 20+ years of industry experience includes strong proficiency in consulting services, where she advised corporations on industry best practices. She has led research teams conducting industry benchmark studies, spoken at prestigious industry events, and authored

numerous published articles and white papers. Janet earned Worldwide ERC's Senior Certified Relocation Professional (SCRP) and Senior Global Mobility Specialist (SGMS) designations and has won multiple industry awards. She currently serves on the Board of Directors for the Delaware Valley Relocation Council.



**Christine M. Haney, CRP, GMS - Vice President, Global Relocation and Referral Service, Douglas Elliman**

A member of the Prudential team since 1993, Christine is responsible for strategic design and implementation of programs designed to provide exceptional service

and increase business opportunities, while forging relationships with customers, corporate clients and brokers alike.

Christine's background includes experience as Director, Prudential Referral Services (PRS), Manager of the Northeast Broker Network and Team Leader of Appraisal/Inspection and Real Estate Services. Prior to that, she spent nine years as a Financial Manager for several smaller companies. Christine holds a BS in Business Management.

Mother of twins, Richard and Sara, Christine, her husband and children reside in Connecticut. She is the President of NYC Corp Regional Relocation Group, and has sat on the Board of Directors for the Young Relocation Professionals Network (YRPN) as Vice President of their Education and Mentor program.

**Eileen Kaeser, CRP – Senior Mobility Consultant, Cornerstone Relocation**



Eileen brings over 25 years of U.S. domestic relocation experience to Cornerstone. She is well versed in policy consulting and ancillary services, including inventory management and "white glove" service for senior executives. Her 2+ decades of industry experience allow her to provide her relocating

employees with an in-depth knowledge of the relocation process and ensures that they receive the best possible care. Eileen holds the Worldwide ERC® Certified Relocation Professional (CRP®) designation and advises extensively on home marketing and home sale programs, relocating employee counseling, and real estate contract review and negotiation.



**Heather Tuttle - Director, Global Mobility, Merck & Co., Inc.**

Heather is responsible for the overall strategic leadership and

management of the global mobility function within Merck. The role requires subject matter expertise in global mobility programs and works closely with key functional stakeholders, including HR, Legal,

Tax, Payroll, Finance, Procurement, etc. as well as third party vendors and consultants. Responsibilities include ensuring policies align with company business and talent strategy, maximization of program effectiveness, minimization of cost, ensuring compliance and excellent customer satisfaction.



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## Today's Speakers and Panelists

### Sharon Byrnes, GMS-T – Director of Talent Mobility Services, Bristol-Myers Squibb



Sharon Byrnes is the Director of Talent Mobility Services at Bristol-Myers Squibb and is responsible for the global and US domestic mobility programs. Prior to joining BMS, Sharon held various international HR positions with Stryker, Merck, Honeywell, Prudential, and ExxonMobil, including 26 years in the expatriate field and 11 years in US Domestic, with focus on strategic program design, policy design, and program administration.

Sharon holds the GMS-T designation. She currently serves on the Board of Directors for Worldwide Employee Relocation Council (WERC) and was elected to the Executive Board as Vice Chair-Talent Community for 2015. Sharon also recently co-developed the new GMS-T designation and co-facilitates GMS-T training. At the 2013 GWS, she received ERC's Chairman Award for her work associated with the creation of GMS-T, and received the Distinguished Service Award at the 2014 GWS. She has previously served on the GWS Program Planning Committee, and has spoken at numerous industry events. Sharon is very actively involved with the New Jersey Relocation Council (NJRC); she is currently Chair of NJRC's Community Outreach Committee, past-Chairman of the Board, and past-President of the Board. She is also a member of the Society of Human Resource Management (SHRM), and the National Foreign Trade Council (NFTC.) Sharon also holds a New Jersey real estate license.

Sharon holds a B.S. degree in Business Management and an MBA from Seton Hall University. Sharon is also six-sigma green belt certified.



### Steve Alverson, CRP, GMS Global Account Manager, AIReS

Steve serves business needs for clients and prospective clients in New Jersey and Delaware. Steve has been in the mobility industry for 14 years, holding similar positions with Cartus and Primacy, has written for *Mobility* magazine, and holds both the CRP and GMS designation. He attended Stockton University and is a La Salle University graduate with a degree in Communication and Public Relations. Steve and his family reside in Egg Harbor Township, NJ.

## Upcoming 2015 Worldwide ERC Events

National Relocation Conference	May 6-8, 2015	Las Vegas, Nevada
Global Workforce Summit: Talent Mobility in LATAM	September 9-10, 2015	São Paulo, Brazil
Global Workforce Symposium 2015	October 7-9, 2015	Boston, Massachusetts



**Karen M. Gerba, SCRP, GMS – Vice President,  
Regional Sales Director, CHASE**

Karen brings 25 years of experience in business development and Client Account Management to the relocation industry. Her entire career she has managed Corporate Relocation Mortgage contracts and Employee-Wide Mortgage Programs for Fortune 1000 companies.

Karen has a vast knowledge of her industry and provides an excellent source of information for her clients regarding mortgage trends and policy guidance.



Karen joined Chase in 2011 to develop the Northeast Region for the Chase Corporate Program.

She has recently taken over the Mid West Region for Chase. Karen is currently is on the Board of Directors of NJRC and DVRC and holds membership in NERA, NYCorp, Pittsburgh Relocation Council and CRC, Chicago Relocation Council and has been a member of ERC since 1987. She holds her CRP and GMS designation and recently was awarded the Meritorious Service Award from Worldwide ERC this past spring.

owner-operated furnished accommodations concept to corporate clients and other businesses in New Jersey, along with driving the sales and occupancy of 140 units at the company's first New Jersey community in Somerset. She later led and drove Korman's AVE brand sales for three new properties in New Jersey. Kim's success enabled her to climb the ladder with Korman, earning the titles of Regional Sales Director of Korman Communities, VP of Sales for Korman's AVE brand, and VP of AVE's Key Strategic Accounts department. She now serves as Senior VP of Key Strategic Accounts for all of Korman Communities, a department in which she created and has led since 2011.

**Bruce Winick – National Sales,  
Reliable Van & Storage**



Bruce Winick, National Sales, Reliable Van & Storage, is responsible for new business development for Reliable Van & Storage, the region's largest and most recognized Allied Agent. Due to his success in this role, Bruce has been sought to share, teach and train within Allied. Additionally, his counsel is sought not only by Fortune 500 Companies, but

Fortune 50 Companies. His gift to connect people to the information that they need also often lends to discussing innovations in the industry, of which Allied is a leader in the marketplace.

**Kim Schimenek, GMS - SVP of Key Strategic  
Accounts, Korman  
Communities**



Kim Schimenek has nearly 20 years of sales and hospitality experience. She began her career in 1996 with Carnival Cruise Lines, with stints at Gleneagles Country Club in Delray Beach, Fla., and the Franklin Township Chamber

of Commerce, before finding her home with Korman Communities in 2001. Schimenek was chiefly responsible for introducing Korman's unique



**Marketing Committee Volunteers Needed!**

This year, the marketing committee began exploring opportunities to update our chapter's website, [www.njrc.com](http://www.njrc.com). Our goal is to unveil an updated website in 2015 including a new design, navigation, content, video and social media capabilities. The marketing committee has also expanded its use of video this year to help promote our chapter, events and sponsors.

We are looking for volunteers to help deliver even more content and value to our members. Please contact Rick Calanni at [rick.calanni@cartus.com](mailto:rick.calanni@cartus.com) if you are interested in joining the committee.



**Michael Washbourn, SCRP, SGMS - Senior Manager of Global Mobility Operations, Pfizer, Inc.**

Michael has been in the global talent mobility industry for over 20 years and is directly responsible for overseeing the International Assignment and Transfer policy and service delivery administration for more than 500 international relocations annually. He is also a licensed real estate referral agent in the State of New Jersey. Prior to joining Pfizer, he held a number of positions at a leading third party relocation company, including the management of a fully outsourced team at a major corporation.

Michael has received the Worldwide ERC® Meritorious Service Award three times, and the Distinguished Service Award. He is a frequent speaker at Worldwide ERC® and local regional conferences and other industry events. Mike has served as President and Chairman of the New Jersey Relocation Council. He has also proudly served recently as a member of the Worldwide ERC® Board of Directors as the 2010 Worldwide ERC® President, and the 2011 Chairman of the Board.

**Randall T. Decker**

*Executive Director, ReloSurvey.com  
President and CEO, ZionMason, Inc*

Randy Decker is co-owner of the independent relocation metrics management service ReloSurvey.com, providing customized survey management and reporting for corporations, third parties and suppliers alike.

As a corporate relocation professional, Randy created and managed Pfizer Inc.'s relocation function for twelve years and served as one of the early Board members of the NJRC. Randy was best known at Pfizer for his achievements in relocation management and senior leadership roles managing both U.S. and Latin American Operations. Having created global metrics programs for critical operations at Pfizer, Randy is passionate about advanced measures and how they are used to impact operational needs, and has since incorporated them into the ReloSurvey business.



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## 2015 - 2017 NJRC Board of Directors

Bruce Francis, CRP  
Chairman of the Board, NJRC  
ADP

Juliana Cibelli, GMS-T  
President, NJRC  
Nelson Westerberg

Jennifer Giordano, CRP GMS-T  
Vice President, NJRC  
Johnson & Johnson

Kathy Hill, CRP  
Secretary, NJRC  
Citibank, N.A.

Jeff Cromie, CRP  
Treasurer/NJRC  
Wells Fargo Home Mortgage

Rick Calanni, GMS  
Chair, Communications and Marketing Committees  
Cartus

Sharon Byrnes, GMS-T  
Chair, Community Outreach  
Bristol-Myers Squibb

Kim Schimenek GMS  
Co-Chair Membership Committee  
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Irene Samulewski  
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Karen Gerba, CRP  
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CHASE  
Philadelphia, PA

Janet Olkowski, SCRP SGMS  
Chair, Venue Committee  
Cornerstone Relocation Group

## NJRC's elected officers for 2015-2017

### Chairman of the Board

Bruce Francis, CRP  
ADP

### President

Juliana Cibelli, GMS-T  
Nelson Westerberg

### Vice President

Jennifer Giordano, CRP GMS-T  
Johnson & Johnson

### Secretary

Kathy Hill CRP  
Citibank, N.A.

### Treasurer

Jeff Cromie, CRP  
Wells Fargo Home Mortgage

## NJRC Scholarship Program

In April 2011, the New Jersey Relocation Council (NJRC) Board of Directors approved the establishment of an annual scholarship program for area high school



seniors and/or corporate-sponsored relocating transferees that are high school seniors who relocated sometime

between 9th and 12th grade. NJRC's Community Outreach Committee established a special scholarship committee for this purpose, who worked diligently to assess the candidates and select the award winners.

The scholarship awards are to be issued in the name of the award recipients and sent to the college or university that the award recipients will be attending in the fall of 2015 in order to assist with tuition or any other applicable expenses.

We are pleased and proud to announce this year's winners at today's meeting, and hear their stories. Congratulations to Allen Cummings; Zizhan Luo; Rudemy Emmanuela Michel; and Julia Steiner!





relocation focus



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