

## Insights into the AI Frontier Agenda

- 9:30am – 10:00am **Corporate Roundtable Registration**
- 10:00am – 12:00pm **Corporate Roundtable**  
*Moderated by Anne-Estelle Kuehne, Global Mobility Specialist – HR, Verizon, and Donna LoGuidice, HR Domestic Relocation, Sr. Counselor, ADP. Sponsored by Interconex.*
- 11:00am – 12:00pm **General Registration**
- 12:00pm – 1:00pm **Lunch**
- 12:45pm – 1:00pm **We've Got This: Preparing for and Navigating Buyer Broker Compensation Changes**  
*Brandon Tabassi, President & Owner of RE/MAX Partners Relocation*  
*Current lawsuits and their impending results can change the way Buyer Agents are compensated in the real estate world. Understanding current lawsuits, settlements, and possible outcomes is key to implementing plans that will assure smooth sailing in the future.*
- 1:00pm – 1:15pm **Opening Remarks**  
*Melissa Knight, NJRC President, Catalent Pharma Solutions*
- 1:15pm – 1:30pm **Community Outreach Presentation**  
*Susan Magenta, NJRC Community Outreach Chair, Berkshire Hathaway HomeServices Fox & Roach, Realtors*  
*NJRC is proudly supporting Jersey Cares – an organization focused on the needs within our communities. NJRC will be sponsoring their Annual Coat Drive. To donate, please bring any new or gently used coats for children, women, and men to the conference. [jerseycares.org](http://jerseycares.org)*
- 1:30pm – 2:30pm **Session One – Human Guidance into the AI Future**  
*Michael Schindler, The VUCA Principle, LLC*  
*Our Keynote Speaker, Michael Schindler, will be joining us to discuss AI and the stir that it's causing in our outlook on talent and the workplace. Will robots take over?*
- 2:30pm – 2:45pm **Break**
- 2:45pm – 3:45pm **Session Two – Shaping AI for Mobility**  
*This panel will explore how AI has and will continue to be used in the Global Mobility arena to enhance the transferee experience! Moderated by Roger Sorhagen (Allied Van Lines). Session panelists include Rahul Shah (Fragomen), Ken Flornes (Primestone Corporate Housing), Julie Avery (Genentech), and Ron Labin (Plus Relocation).*
- 3:45pm – 4:00pm **Closing Remarks**  
*Melissa Knight, NJRC President, Catalent Pharma Solutions*
- 4:00pm – 6:00pm **Reception**  
*Cocktail Reception, Networking, & Raffle Prizes! Raffle tickets to support Jersey Cares will be sold during the conference @ \$5 per ticket or \$20 for a sleeve of 10 raffle tickets. Sponsored by Weichert Workforce Mobility.*

Thursday, November 16, 2023

Brooklake Country Club (139 Brooklake Rd, Florham Park, NJ 07932)



NEW JERSEY RELOCATION COUNCIL



A special thank you to all sponsors. NJRC would like to take the time to thank all of our generous sponsors who support our valuable forum for education and exchange of ideas. Sponsorship provides many benefits, but most importantly it helps ensure that NJRC remains the source for regional relocation networking and information.

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Anne-Estelle Kuehne, GMS, Manager – Benefits, Verizon

Anne-Estelle Kuehne has been a Benefits Manager with Verizon since 2008. Her primary responsibility is managing the global relocation program and supplier relationships for all domestic relocations as well as any international in/outbound transfers. She is aligned to the executive compensation team, but supports all levels of the organization, delivering best-in-class relocation initiatives for all of Verizon's employees.



Donna LoGuidice, CRP, Sr. Counselor, Domestic Mobility. ADP

Donna is a Sr. Domestic Mobility Counselor with responsibility for ensuring service excellence for all facets of ADP's Domestic In-house Mobility Program. She serves as the single point of coordination for various phases of the relocation process including benefit counseling, home sale management, home purchase, financial services, and supplier coordination.

Donna has been part of ADP's HR Shared Services division for more than 10 years supporting all business units within the US. She has more than 35 years of experience in the relocation industry where she previously managed Real Estate risk / inventory programs and vendor networks for various RMCs. Donna holds a CRP and a NJ Real Estate license.



Brandon Tabassi is the President & Owner of RE/MAX Partners Relocation, the only real estate brokerage in the United States which exclusively focuses on corporate relocation. Brandon oversees all aspects of the company- which operates in New England, and he is also Broker of Record in the tri-area states.

Brandon brings years of real estate and relocation experience to the RE/MAX Partners Relocation company having earned national attention for his real estate sales volume - being recognized by the National Association of Realtors 30 under 30, RE/MAX Worldwide and numerous news and magazine publications such as Inman. He has also served several political & diplomatic appointments in the U.S. Government under Secretary of State John Kerry, received political kudos & awards by the late Senator Ted Kennedy, & earned international recognition for his on screen performances including a Screen Actors Guild (SAG) Award for Best Ensemble Cast in a Motion Picture. Brandon holds a CRP (Certified Relocation Professional) designation and is a member of the Relocation Directors Council (RDC).



Melissa Knight, Senior Manager, Global Mobility & Immigration., Catalent Pharma Solutions

Melissa “fell into relocation” freshly out of university as a relocation associate on-site at Merck & Company and never looked back. Bringing over 25 years of industry experience, she currently manages the Global Mobility and Immigration function at Catalent Pharma Solutions in Somerset, NJ. She has held similar roles at Teva Pharmaceuticals and PVH Corp and developed expertise in building out the mobility function within the corporate structure.

Prior to transitioning to the corporate side, she worked for a variety of relocation suppliers in roles including client relations, sales & marketing, global counseling, temporary housing, and inventory management. Melissa holds a BA in International Politics from Penn State University, a MS in Human Resources Development from Villanova University and has studied International Politics and Economics at New College, Oxford University. She holds CRP, GMS-T, SPHR & SHRM-SCP designations. She is the current President of the New Jersey Relocation Council and a former board member of the Delaware Valley Relocation Council (now PARC).



Susan Magenta, CIPS, CRP, GMS-T, SGDS, Berkshire Hathaway Home Services Fox & Roach, REALTORS® | The Trident Group

Susan has worked within the Relocation Industry for 24 years and holds the CRP, GMS-T and SGDS designations. Following the merger of BHHS New Jersey Properties with BHHS Fox & Roach, Realtors in July 2023, she works within the Relocation Department as the Director of Business Development. The BHHS Fox & Roach team of Relocation Certified Agents is an award-winning group of real estate professionals. The company has eighty offices in New Jersey, Pennsylvania, and Delaware.



Michael Schindler, The VUCA Principal, LLC - Self Employed

Mike Schindler is a US Navy veteran, author of two highly endorsed books, the national podcast host of The Military Wire, which features interviews with some of America's most elite women & men who have served this country. Executive Producer, screenwriter, actor and writer for several national publications. Co-Executive Producer of IT'S VUCA: The Secret to Living in the 21st Century documentary that features 15 of our nation's top experts on how to navigate chaotic times. He has been featured in USA Today, CBS Radio, Entrepreneur Radio, the Lars Larson Show, the Boston Globe, Q13 FOX, Yahoo Finance, and others.



Roger Sorhagen, VP Siracusa Allied Van Lines.

Roger is VP of Siracusa Allied Van Lines. Roger's passion for over 50 years has been to enhance the corporate transferee experience through the education of suppliers and mobility professionals. His expertise in both domestic and international household goods brings a unique perspective to the table.



Rahul M. Shah, Partner, Fragomen



Rahul M. Shah is a Partner and Immigration Attorney with the law firm of Fragomen, based in the firm's New Jersey office. He has practiced immigration law for over 20 years and specializes in supporting clients across a variety of industries with the immigration components of global mobility and the movement of international talent. Rahul's corporate immigration experience includes a wide-range of employment-based nonimmigrant visa matters - including the H-1B, L-1, TN, E, O-1 and B-1 visa categories - as well as permanent residence matters involving PERM labor certification applications, complex immigrant worker petitions and multinational executive and manager petitions.



Ken Flornes, Chief Development Officer, Primestone Corporate Housing

Ken Flornes serves as Chief Development Officer for Primestone Housing Solutions, creating new opportunities and partnerships in housing solutions for corporate, government and developer clients around the world. He spearheads and leads business development in key projects and initiatives in Property Technology, Turnkey Housing Solutions, and Property Management Systems while building key Global Partnerships and Accounts, expanding Primestone's reach globally across the U.S., Europe, and U.A.E.



Julie Avery, Mobility Reward Partner, GenetechMobility

Julie is a professional with 18+ years supporting all types of mobility (e.g. assignments, domestic US and abroad, local to local, extended business traveler/commuter programs). Proven track record of providing first in class customer experience, leveraging communication and process improvement skills to lead and improve mobility programs and policies. Team player with strong listening and critical thinking skills applied toward working within a global team across countries and cultures. Passionate and active inclusion champion supporting DEI efforts globally throughout the organization.



Ron Labin, VP Business Development, Plus Relocation

Ron Labin, CRP, SGMS-T is part of Plus Relocation's executive leadership team and based in Westfield, NJ. Ron leads global sales for Plus's global relocation services and SaaS/technology, Point C products. He also spends a significant portion of his time in advisory capacity supporting clients to develop the business case for program transformation.