



## WELCOME TO THE NJRC FALL CONFERENCE

New Jersey Relocation Council welcomes you to our fall 2016 Conference & 35<sup>TH</sup> Anniversary Celebration here at Fiddlers' Elbow Country Club! We have planned an exciting day for you; including industry related sessions that have applicable WERC designation credits and the opportunity for you to meet with fellow Global Mobility Professionals within the Tri-State Area. Today's conference rewards corporate members up to 6 CRP credits and attendees to our General Session can earn 4 CRP credits towards your CRP designation along with 1 GMS/GMS-T credit.

We extend a warm welcome to our new members and look forward to your participation in the future. A very special thank you to our sponsors who continue to provide support for our conferences. Your generosity allows us to bring high quality events to our members every spring and fall. Because of you, NJRC has grown to be a community of Global Mobility Professionals whom share their knowledge for the betterment of our industry. We will continue to focus on our growth by continuing to bring forward viable content relevant to our industry.

NJRC welcomes your suggestions and ideas for future meetings. After the conference, we will email you an on-line survey and encourage you to complete the form. Your feedback is critical for the continued success of our organization and the growth of our membership. We appreciate your insight as we strive to develop events that meet our member's interest and needs.

## The Mobility Industry: Our Powerful Present and Future



**By Peggy Smith, SCRP, SGMS-T**  
*President and CEO – Worldwide ERC®*

The Charles Dickens novel, *A Tale of Two Cities*, begins this way: *"It was the best of times..."* Let's paraphrase this a bit to make it fit our industry: *"It IS the best of times, it is the most exciting, the most challenging, and the most promising of times!"* We are living and working in an environment where business expansion – whether global or U.S. domestic – is at its most dynamic.

Global employers and the mobility professionals that support them are experiencing these exciting, challenging, and promising times when attracting and developing talent. Global assignments, particularly with younger professionals, are an "engagement attraction" for the career enrichment they offer. There is a growing awareness that mobility practices and benefits can be used to aid in recruiting talent and groom future leaders. In a marketplace where top skills are scarce and competition is fierce, every advantage matters. Mobility supports succession planning by facilitating the movement of talent to jobs; growing a company's talent pool and empowering the employer's leadership pipeline to ensure continuity. And as the business community's ability to collect and parse performance analytics grows, the ROI for investing in high-performing talent by concentrating resources on the talent development and management process is more evident.



### President's Message

Happy 35th Anniversary NJRC! Where has the time gone? I can remember my very first NJRC meeting – I won't dare disclose when that was! When I walked into the meeting I entered with anxiousness and at the same time, excited to be in a room filled with so many *Relocation Professionals*, a term that has been replaced by *Global Mobility Professionals*. I was greeted with friendly smiles and warm introductions – so characteristic of our organization. NJRC has evolved from a "Corporate Only" regional relocation council into a vibrant and progressive organization that embraces and encourages the sharing of knowledge among all who have a role in the mobility industry. I am proud to be a member of our organization and it has truly been my honor to be your President for the past two years. In retrospect, our conference topics have always reflected the times: LP Siding, Radon, Synthetic Stucco, Housing Crises, Our Economy, Global Mobility, Talent Management and the list goes on. We are so fortunate to have members of such diverse talent who have contributed to our conferences and growth throughout the years. There is only one word that comes to mind to describe the overwhelming commitment of our members, volunteers and the generosity of our sponsors – *Amazing!* Because of you, we are celebrating this



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### **The Mobility Industry** (continued)

There also are a number of “strategic enablers” for a company’s success that are coming to the forefront: diversity, inclusion, and gender parity. The highest-performing companies have developed an inclusive talent system – it’s been documented that those companies that embrace diversity and inclusion statistically outperform their peers. According to McKinsey, ethnically-diverse companies are 35 percent more likely to outperform their peers, and gender-diverse companies are 15 percent more likely to follow suit. Deloitte research reveals that inclusive teams outpaced their peers by 80 percent. And MSCI’s research-based analytics showed that companies with strong female leadership generated a return on equity of 10.1 percent per year vs. 7.4 percent for those without. Organizations that are mindfully integrating greater diversity and inclusion are building cultures that show their candidates they have made talent recruiting and development a priority, and are setting the stage for better employee retention. There is significant opportunity in this space for mobility professionals to help employers build a workforce that increases these initiatives. Yet even with all of this powerful and positive change, there is a significant disconnect. Deloitte notes that though 75 percent of companies say they’ll increase their mobile workforce, only two percent think they have an exceptional mobility function. Over the last 30 years, HR has moved from operating as a personnel department to more strategic HR, and now is navigating waters that include integrated talent management. Companies are slowly but steadily steering toward business-integrated

HR, and that’s good for our industry, because mobility professionals are the ultimate partner to HR functions and C-level tacticians. Think of it: overall, we support and strengthen business goals and initiatives. It’s an imperative to shape the right workforce so that the company’s business strategy will be supported, integrated, and executed. Talent and mobility stratagems are imperative, too, to keep pace with business objectives, demographic changes, talent and skills shortages.

Into the future, the marriage of business goals with HR and mobility will be even more critical in a company’s success. A younger, more plugged-in group of employees is forcing change; HR and mobility innovation centered around increasingly sophisticated technology. Mobile capabilities and predictive analytics are essentials; and the automation of job search marketing, talent sourcing, communications and outreach is growing in importance to create engagement and attract potential employees. Mobile apps are surfacing as a primary interface for many HR-related systems; analytics shed light on employee effectiveness, retention and recruiting; and leadership and performance assessment tools aid in succession planning. Our industry is making inroads in these areas, and adds years of experience earned through hands-on, intuitive mobility and global talent management. Working with companies’ internal HR and C-levels more frequently to be a part of the strategic business conversation *before* workforce initiatives are activated is not only the logical path to follow: it is the clear future for the mobility industry, and the very best of times!

### **President’s Message** (continued)

momentous occasion. Together we remain strong and our *future is bright...*

As the end of 2016 rapidly approaches we will be preparing for the transitioning of our new officers. This is an exciting time for NJRC. It brings new talent, fresh ideas and endless possibilities. However, there is always an outgoing Chairman to whom we owe our gratitude for their many contributions. Bruce Francis has been a member of NJRC for 19 years and has always offered to volunteer his time and talents without hesitation. He served as our President 2013-2014 and Chairman of the Board 2015-2016. He has participated on our Community Outreach/ Scholarship Program & Planning Committee while assuming the responsibility of coordinating our CRP Training Classes and Testing Site. I was always impressed with his willingness to extend his time and talents to myself and others. Whenever I needed advice or guidance I would contact him and fondly referred to him as “*my consigliere*.” The generosity of his time and contributions will always be remembered and appreciated. *Thank You, Bruce!* We wish you all the best and look forward to your continued involvement.

To quote Winston Churchill, “We make a living by what we get, but we make a life by what we give.” Enjoy the day and let’s celebrate in the achievements of NJRC!

Sincerely,

**Juliana G. Cibelli, GMS-T**  
NJRC President



NEW JERSEY RELOCATION COUNCIL



# FALL CONFERENCE Reflecting on our roots; Focusing on our future.

## AGENDA

<b>8:30 - 9:00AM</b>	Corporate Round Table Registration	
<b>9:00 - 11:00AM</b>	Corporate Roundtable Moderators: <b>Jennifer Giordano, CRP, GMS-T</b> <i>Director, Mobility Services for J&amp;J Services, Inc.</i> <b>Susy Arellano, GMS-T Manager, US Relocation Services and Talent Mobility for J&amp;J Services, Inc.</b>	Corporate attendees will gather to discuss the latest topics in Global Mobility. Our previous corporate round tables have consisted of representatives from Merck & Co., ADP, Bristol-Meyers Squibb, Deloitte, Pfizer and others. This is an incredible opportunity to meet with your peers and discuss what's keeping you up at night.....
<b>10:00 - 11:00AM</b>	General Registration	
<b>11:15 - 11:30AM</b>	<b>Opening Remarks</b> <b>Julie Cibelli, GMS-T NJRC President</b> <b>Jennifer Giordano, CRP, GMS-T NJRC Vice President</b> <b>Jeff Cromie, CRP NJRC Treasurer</b>	
<b>11:30 - 12:30PM</b>	<b>Talent Mobility: What's Now, What's New, What's Next?</b> Keynote Speaker, <b>Peggy Smith, SCRP, SGMS-T</b> <i>President and Chief Executive Officer Worldwide ERC®</i>	According to the World Economic Forum, "businesses who want to succeed need to put talent development and future workforce strategy front and center to their growth." That's great validation for our industry...but it's a tough assignment in an environment with significant skills shortages, challenges to HR and talent management systems, and geopolitical tensions. Worldwide ERC® CEO Peggy Smith discusses how mobility professionals can find the "good disruption," help employers see tomorrow's opportunities, and explore solutions to U.S. domestic and global complexities that will serve us into the future.
<b>12:30 - 1:15PM</b>	Lunch	
<b>1:15 - 1:45PM</b>	<b>NJRC Past President Tribute</b> <b>Sharon Byrnes, GMS-T Director, Talent Mobility</b> <i>Bristol-Myers Squibb</i> <b>Jeff Cromie, CRP V.P., Business Development</b> <i>Wells Fargo Home Mortgage</i>	Over the past 35 years, NJRC has been relevant and influential in our industry by bringing meaningful content to our members, and giving back to the community we serve. This could not be done without the joint contributions of our members, our sponsors, and our Board of Directors. Join us for this tribute to our Past Presidents to look back at NJRC accomplishments with pride while we look forward with anticipation of what is to come in our future.
<b>1:45 - 2:30PM</b>	<b>Household Goods Moving &amp; Storage Industry Update</b> <b>Scott Michael</b> <i>President &amp; CEO of AMSA</i>	American Moving & Storage Association (AMSA) is the national trade association representing the nation's moving and storage companies. Learn more about AMSA and how this organization supports the household goods moving industry along with an update on new trends and recent regulations which will impact the industry in 2017.
<b>2:30 - 3:30PM</b>	<b>Around the Room with Mobility Leaders</b> Moderator: <b>John McGowan, Esq., CRP, President, LCM Relo Solutions</b> Panelists: <b>Anthony Anaya, GPHR Sr. Manager, Mobility</b> <i>Human Resources, Novo Nordisk</i> <b>Barbara Colvin, MBA, Analyst, Global Mobility</b> <i>Celgene Corporation</i> <b>Karen Molloy, CRP, GMS-T, Sr. Manager,</b> <i>US/PR Relocation Services, Pfizer</i> <b>Betsy Welch, CRP, GMS, Global Mobility</b> <i>Manager, AIG</i> <b>Carmen Morris Twyman, VP, Employee</b> <i>Relations &amp; Talent Acquisition, GAF</i>	This interactive, Q&A style discussion will be led by an experienced panel of Corporate Mobility Managers. The panel and audience will discuss the most pervasive challenges facing Mobility Managers, suppliers, and relocating employees in 2016 and beyond.
<b>3:30 - 3:45PM</b>	Break	
<b>3:45 - 4:45PM</b>	<b>"This is Jeopardy!"</b>	Today's categories are: Global Mobility, 80's Pop Culture, NJRC/WERC then and now and much more... Enjoy an interactive session of fun and friendly competition for a fabulous grand prize!
<b>4:45 - 5:00PM</b>	<b>Closing Remarks</b> <b>Julie Cibelli, GMS-T NJRC President</b>	
<b>5:00-7:30PM</b>	<b>35th Anniversary Celebration - Cocktail Reception</b>	<i>The day is not over!</i> Stay for some fun, cocktails and DJ music from the 1980's! What's that you say? ...you don't dance? Then don 80's style apparel and enter the photo booth and put on your best smile!

**CRP/SCRP Credits:**  
Corporate Round Table - 2  
General Session - 4  
GMS/GMS-T - 1



The 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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## NJRC Past Presidents Tribute

by Sharon Byrnes



Today we celebrate a milestone in the history of NJRC. It's a day of celebration and remembrance. While we always look forward with anticipation on what the future holds for NJRC and its members, today we will look back with pride on the accomplishments we have achieved.

Being part of NJRC requires passion and commitment...not only to our organization but to the industry we represent. For the past 35 years, industry colleagues have demonstrated that passion and commitment by forging a path forward leaving key milestones along the way. In 1981, the first NJRC meeting occurred and corporate members were the only attendees permitted. Fast forward to 1996, NJRC was incorporated by a steering committee including Rebecca Kirschbaum, and Bob Nish as the "founding father" who managed the legal documentation for the incorporation. By this time, supplier partners were only permitted to attend if they brought a corporate member. Past Presidents along the way who led our organization include George Watson, Edna Ault, Ruth Davis, Carol Filippi, Rebecca Kirschbaum, Gary Ponce, Mike Washbourn, Karl Thuge, Antonella Miscio, Sharon Byrnes, Bruce Francis and Julie Cibelli.

Reflecting back on these 35 years, we are reminded of many key milestones. Some highlights include a "walk the walk" learning session to understand how a home was appraised, the joint

## The Mobility Industry: Our Powerful Present and Future



**Keynote Speaker:**  
**Peggy Smith, SCRP, SGMS**

*President and Chief Executive Officer,  
Worldwide ERC®*

Peggy Smith is an experienced and innovative business leader and recognized global strategist. She is skilled at maximizing the association's current opportunities, after experiencing a stellar career at Microsoft, where she expanded their workforce mobility reach from U.S. to global coverage.

She is recognized in business circles as a purposeful world citizen and a highly effective business development leader who builds strong relationships with a range of professionals in workforce mobility, talent management, staffing, benefits, payroll, finance, and procurement. When asked to describe herself, she'll note that she's straightforward, she never met a stranger, loves a challenge, and drives for results with an open mind.

She 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, and is equally familiar with global and U.S. member issues. She brings a deep understanding of each member segment's needs and perspectives and an unwavering focus on the advancement of the workforce mobility industry and Worldwide ERC®. Since joining Worldwide ERC®, her focus on the financial health of the organization has yielded a remarkable increase in reserves and heightened

transparency for members. She has turned a practiced eye on expanding the association's footprint in the APAC and EMEA regions, and under her leadership, the organization made significant inroads in the LATAM area in 2015, and is expanding programs in the region for mobility professionals.

Peggy holds a BA in marketing from Seattle University, as well as both Worldwide ERC® designations: the Senior Certified Relocation Professional/SCRP® and the Senior Global Mobility Specialist/SGMS®-T (including the talent mobility certification). A frequent presenter at mobility and HR-related conferences around the world, Peggy has also guest-lectured on talent mobility at Georgetown University and Seattle University.

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## Household Goods Moving & Storage Industry Update



**Speaker:**  
**Scott Michael**  
*President & CEO, AMSA*

Scott Michael is the President and CEO of the American Moving & Storage Association, the national trade association representing the nation's moving and storage companies, and home of the ProMover certification program.

AMSA's 4,000 members provide household goods moving services, specialized transportation for sensitive freight such as computers and trade show exhibits, and warehouse storage services. He was previously AMSA's Vice President for Military and Government Affairs and has held other positions with AMSA and the American Movers Conference over the past two decades.

Scott also serves as a vice president of the National Defense Transportation Association, an organization of transportation providers which works in support of the military's transportation needs. He is a member of the Americas Committee for the Worldwide Employee Relocation Council (ERC), which represents corporate entities involved with relocation. Scott is a member of the American Highway Users Alliance Board of Directors, an organization supporting investment in our nation's interstate road transportation network.

Scott graduated from Princeton University with a degree in Political Economy, and he lives in Alexandria, Virginia with his wife and daughters.

## Around the Room with Mobility Leaders



**Moderator:**  
**John McGowan, Esq., CRP**  
*President, LCM Relo Solutions*

John F. McGowan is President of LCM Relo Solutions, a closing management and consulting company providing guidance for mobility managers and relocating employees. John is an attorney and holds title insurance licenses in multiple states. He is a

Certified Relocation Professional and is a member of the Board of Directors of NJRC and DVRC, where he also serves as Treasurer. He has been a past speaker and contributor to conferences for Worldwide ERC, NJRC, DVRC, CRC, and NERA. John has been a partner in the law firm of Larrabee, Cunningham, & McGowan since 1998.



**Panelist:**  
**Anthony Anaya, GPHR**  
*Sr. Manager, Mobility*  
*Human Resources, Novo Nordisk*

Anthony Anaya has over 9 years of progressive Global Mobility experience with several Fortune 500 companies, including Philip Morris International, Mondelez International and Apple. In his current role as Senior Manager, Mobility for Novo Nordisk Inc, Anthony heads the mobility function for Novo Nordisk's North American affiliates. Anthony has experienced three corporate relocations throughout his career, giving him a firsthand perspective on the impact of Mobility on employees and their families. Anthony possesses a Bachelor's degree in Communication Arts from St. Thomas Aquinas College.



**Panelist:**  
**Barbara Colvin, MBA**  
*Analyst, Global Mobility*  
*Celgene Corporation*

Barbara Colvin has been working in the Global Mobility industry since June of 2014. Barbara currently manages the mobility program at Celgene Corporation in Summit, NJ. The program manages the relocations for expatriate assignments, international transfers, and U.S. Domestic relocations and averages approximately 200 total relocations annually. Prior to working in mobility, Barbara's background is in corporate finance and financial services. In January of 2015, Barbara obtained her master's degree in business administration with a focus on HR Management. Barbara is in the process of obtaining the Global Mobility Specialist designation.



**Panelist:**  
**Karen Molloy, CRP, GMS-T**  
*Sr. Manager, US/PR Relocation*  
*Services, Pfizer*

Karen L. Molloy is the Sr. Manager for Domestic Relocation Services at Pfizer, Inc, in Peapack, NJ and is responsible for Pfizer's domestic relocation program, policy administration and related supplier

## Past Presidents

(continued)

"Metro Relocation Summit", corporate roundtables, first-ever supplier roundtable, revamp of the NJRC website, expanded visibility for our sponsors, the "Day of Rebuilding" post hurricane Sandy, and the inception of our on-going scholarship program. Our members have also been extremely generous through our community outreach initiatives by contributing to the Red Cross in support of the tsunami in Japan, United Way, the recent bike drive, "Christine's Hope for Kids", and the horse race to support "Community Hope", just to name a few. We also had several special guest speakers including former NJ Governor Corzine, Cris Collie, Peggy Smith, Jim Simpson from NJDOT, and Lt. Governor Kim Guadagno from Governor Christie's office.

They say "it takes a village" ... I say it takes caring individuals with passion and commitment to bring together a community of relocation professionals to make NJRC what it is today. Today we honor you as a member of NJRC, and we recognize the past Presidents who have blazed the path forward for our successors. I hope you enjoy the day as much as we have enjoyed planning this special event.

*Happy Anniversary NJRC!*



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management. Prior to joining Relocation, Karen was the manager for Contracted Labor within the Global Sourcing dept. of Pharmacia starting in 2001.

Before joining Pfizer, Karen spent over 20 years in the relocation industry holding several positions in Account Management, Service Delivery Operations and financial accounting for various relocation companies.

Karen currently holds the CRP and GSM Employee Relocation Council designations and is a participating corporate member of the New Jersey Relocation Council. She graduated from Long Island University, Southampton Campus with a bachelor of Science degree in Business Administration.



**Panelist:**

**Betsy Welch, CRP, GMS**

*Global Mobility Manager, AIG*

Betsy Welch, CRP, GMS, currently serves as Global Mobility Manager for AIG, an international insurance and financial services firm with over

60,000 employees, operations in approximately 100 global locations, and more than 600 employee moves annually. She manages global policy and program management, service delivery excellence and identifies best practice solutions to align with AIG varying business objectives. Betsy brings more than 20 years of experience in the global employee mobility industry to her role, having previously held management positions with several leading relocation management companies and Fortune 500 companies. She is a member of the Board of Directors of Worldwide ERC (2015-2017).

## Upcoming Events

### Stand-alone Corporate Roundtable

February 7, 2017

ADP

1 ADP Boulevard

Roseland, NJ

### NJRC Spring Conference

April 4, 2017

The Palace at Somerset Park

333 Davidson Avenue

Somerset, NJ

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

NJRC welcomes your feedback.

Please submit contributions to [Newsletter@NJRC.com](mailto:Newsletter@NJRC.com) or contact our editors.

**Krystle-Lynn Stephens**

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*ABA-IDEAL Furnished Housing*

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**Dana Cacchione, CRP, GMS-T**

*Marketing Committee Assistant*

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## 2016 NJRC Board of Directors

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NEW JERSEY RELOCATION COUNCIL

# RELOCATION FOCUS

Newsletter of the New Jersey Relocation Council