

REMARKS

METRO ATLANTA RELOCATION COUNCIL

WINTER 2010

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MARC MISSION STATEMENT:

Our mission is to provide corporate and service industry relocation professionals the opportunity to meet and work together on a regular basis to educate, to learn and to share knowledge and experiences about current relocation practices and emerging relocation issues in an effort to better serve and address the diverse needs of relocating employees and their families.

Available On:



Special Announcement



Just a reminder that time is running out on the opportunity to join MARC without a CRP or a corporate member to recruit.

You must have your completed application and payment in before the end of year (Dec 31).

To access the membership application you can log onto marcatlanta.org or email Wallace Hitt, whitt@postproperties.com

REGISTER NOW FOR OUR DECEMBER HOLIDAY LUNCHEON!

The Metro Atlanta Relocation Council will hold its annual Holiday Luncheon at the prestigious Cherokee Town Club. Special thanks to Dillon Fries whose membership gives us the opportunity to enjoy this beautiful and historic site. This year we have a special guest who will provide us with a humorous and insightful look at how technology is re-shaping our world.



Thursday, December 9, 2010
11:30 am to 2:00 pm
Cherokee Town Club
155 West Paces Ferry Road, NW
Atlanta, GA 30305



**Special Guest - Internationally Acclaimed Speaker
Michael Tchong**

Learn more about Michael Tchong on page 4

Please register by Dec. 4th at www.marcatlanta.org

\$50.00- Member Advance Fee or
\$60.00 Payment at Door
\$60.00 -Guest

Payment can be made via Visa, MasterCard, American Express Discover, or by mailing a check by 12/4/10 to:

MARC • P O Box 467292 • Atlanta, GA 31146



**Remember to bring a new unwrapped toy for the
Children's Healthcare of Atlanta at Scottish Rite**

MARC MENTIONABLES

Chris Chalk- CRP, GMS

Joined Dependable Auto Shippers (DAS) in September of this year. Dependable Auto Shippers, Inc. provides vehicle relocation services in the United States and around the world. The company is the largest shipper of all vehicle types including cars, recreational vehicles, trucks, antique cars, motorcycles, custom cars, ATVs, boats, vans, and even planes. Chris is responsible for sales and marketing in the eastern half of the United States.

Jeff Morris, CRP, GMS

Has accepted a position with TRC Global Solutions as Vice President of Global Business Development. With offices in the United States, Europe and Asia, TRC provides relocation services to clients in over 150 countries around the world.

Ginger E. Merrick, CRP, SGMS

The Coca-Cola Company completed its acquisition of the North American Operations of the Coca-Cola Enterprises in October of 2010. With this new acquisition, Ginger Merrick, Corporate Relocation Manager, is now working for Coca-Cola Refreshments which is a wholly owned subsidiary of The Coca-Cola Company.

MARC Announces New Board Members

**Congratulations to the following
individuals who recently were
selected to serve on the
MARC 2011 Board of Directors:**

Marlene Adams, CRP, GMS

Rental Relocation, Inc.

Gina Haesloop

United Parcel Service

Jill Knicely

Nelson Westeberg / Atlas

Fred Lemon

Fred Lemon and Associates

Leigh Massey

**Atlanta Fine Homes Sotheby's
International Realty**

MESSAGE FROM OUR PRESIDENT



It has been a great honor to serve as President of MARC for 2010. I have thoroughly enjoyed my time as President this year and found it, along with my service on the Board for the past several years to be extremely rewarding.

I would like to thank all of the committee members, the entire Board of Directors, and the Advisory Council for their hard work and support of our organization this year. Last December, our goal was to make a few changes in an effort to maintain MARC's position as one of the top relocation councils in the country. After careful examination of our membership policy, we eliminated the

Associate Service Member category, allowing service providers from other states to join at the same price as our in state service members. We also temporarily suspended the requirement for service providers to bring in a corporate member or to have their CRP designation to join our group. These two initiatives have been successful and allowed us to continue to grow our membership in what are still difficult economic times. We have also added new corporate members to our group this year, and I hope to see this trend continue.

I expect to see great things continue next year with the addition of several talented and capable board members who, like me will enjoy the support of our very dynamic membership.

Ultimately, it is up to each of us to participate in and promote MARC. This is what has made our group successful, and that is what will sustain our success and growth in the future.

Best Regards!

Christopher R. Chalk

Christopher R. Chalk, CRP, GMS
President, Metro Atlanta Relocation Council

MARC FALL MEETING A HUGE SUCCESS!



This year's fall meeting took place at the beautiful site of the Carter Center in downtown Atlanta. More than 70 people attended this event which was packed full of insightful speakers and learning sessions. Jean Strickland of Signature Source opened the session with a "Be Your Own Brand" (B.Y.O.B) presentation which provided ideas on how to create our own brand in order to establish value not only to our clients but to our employers as well.

Lump Sum vs. Full Service Move was the topic for the second session and included panelist Rick Bruce of Capital Relocation Services, Janet Krupka of Michelin North America and Patsy Brownson of UCB Pharmaceuticals. Information was shared by the panelist on their perspectives and on the pros and cons of each and how their companies use these incentives to maximize their relocation programs. Each had a unique perspective of what worked best based on their industry and organizations culture.

Peggy Smith, Worldwide ERC CEO, wrapped up the final session of the day. Peggy's presentation which was entitled "Workforce Mobility: Cutting a New Path" provided insight into the current trends, and future outlook of workforce mobility. Peggy also shared her vision for the organization and new direction Worldwide ERC is taking in order to recruit and retain members from all aspects of the industry. Peggy stated that she will be focusing her efforts on reaching out to the members and the regional chapters so that she can re-connect and learn how WERC® can continue to provide value and be a vital resource to their organizations.

Members and their guest then had the opportunity to tour the Carter Center and the beautiful Japanese gardens that surround the facility.

To view PowerPoint presentations from the Fall Meeting- Log on to: marcatlanta.org/ on the Homepage select 2010 MARC Fall Meeting PowerPoint Presentations.



INSPIRATIONAL SPEAKER

Ubercool is another idea from the fertile brain of Michael Tchong (bio below), founder of five media and technology start-ups, including MacWEEK, CyberAtlas and ICONOCAST.



Michael Tchong

Founder, Trend Analyst,
Transformational Speaker
Ubercool, Inc.

Throughout his career, Michael has been riding the latest waves. As the founder of five start-ups, he helped pioneer such sweeping changes as desktop publishing, personal information management, Internet

research and online marketing. Michael's ability to identify emerging trends early was refined during a career that began at some of Madison Avenue's most prestigious ad agencies.

Michael leverages his expertise in marketing, media and technology to help audiences grasp how massive trends which he calls "Ubertrends," are reshaping the consumer culture. His spellbinding roller-coaster rides through the "landscape of now" reveal a host of opportunities these Ubertrends provide.

A reinvention specialist, Michael motivates and inspires by exploring innovative cross-disciplinary products and services that successfully leverage market waves. His transformational talks demonstrates how marketers are adapting these fast-moving changes in consumer culture, with a special emphasis on social media.

Michael's unique ability to decode the future, lead the U.K.'s The Daily Telegraph to label Michael "America's most influential trendspotter." He has appeared in numerous publications and TV shows, including Access Hollywood, Advertising Age, Bloomberg TV, BusinessWeek, CNET, CNN, The Independent (U.K.), The New York Times, PBS, USA Today, the Wall Street Journal and Wired.

Michael is the author of Trendscape 2004 and his website can be found at www.ubercool.com

The Future of Technology in Relocation

"I'm Going To Tweet You Up!"

The world is changing at warp speed. Massive trends like Time Compression and the Digital Lifestyle, are reshaping society. A girl jumps in front of a truck to save her iPod. Two kids in Australia update their Facebook page before calling police after getting lost in a storm ditch. Clients not returning your emails or calls but when text answer immediately! People camp in front of stores to wait for the newest video gadget to go on sale. Visitors devote less than a minute to Web pages. No lovelier words are heard in the office than "can we reschedule?" Find out how Ubertrends are changing our customers, and how smart organizations are successfully leveraging trends in cross-disciplinary applications, including relocation, travel, hospitality, entertainment, real estate, wellness and much more.

Technology has been a key component of relocation for the last decade. How will future technology further impact relocation, and how can we best utilize it in our relocation programs and to enhance service delivery? Michael will provide valuable insights that will benefit our members today, next week and next year.



MARC YOUR CALENDARS

February 10, 2011

Preparations are under way for 2011 MARC Education Forum which is scheduled to take place on February 10, 2011 at the Cobb Galleria. If you would like to be a sponsor for this event contact Jeff Morris at jeffm@trcgs.com

The program committee is also interested in your ideas. If you have a topic or speaker you would like to hear contact Peter Hiro at peter.hiro@caprelo.com



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

Please contact Teresa Smith at 678-352-3339 or email tsmith@prudentialgeorgia.com

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

Tramayne Bendross - Oakwood Temp Housing
Harnethia Bowers - Coldwell Banker
Jennifer Bowler - Oakwood Corp. Housing
Bettina Brown - Weissman, Nowack Curry
Charles Chacko - O'Kelley & Sorohan, Attorney
Angie Gilbreath - Aires AI Relocation Solutions
Porter Gnann - AGL Resources, Inc.
Sander Gottlieb Paragon Relocation
Linda Henderson - ACS/Delta Airlines
Christian Hoeferle - IOR Global Servives, Inc.
Elizabeth Hotze - Oakwood Worldwide
Kathy Householder - On The Move
Lelsie Kane - Crye-Leike Realtors
Josefina Knapp - O'Kelley & Sorohan, Attorney

Mike Lequier - Weichert Relocation
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Betty Pane - TRC Global Solutions
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Mike Puckett - Primacy Relocation
Paul Salmon - Sirva Relocation
Barry Shine - Ward North American
Diedra Sorohan - O'Kelley & Sorohan, Attorney
Mike Webster - Cox Enterprises, Inc.
Bill Werth Merchants - Moving & Storage
Mamita Williams - Bank Of America Home Loans
Jamie Wunder - O'Kelley & Sorohan, Attorney



Are You Ready to Earn Your CRP Designation?

Your next opportunity to earn the Certified Relocation Professional (CRP) designation is on Wednesday, May 18, 2011.

The examination will be hosted in the following cities:

- Las Vegas, NV**
(site of 2011 Worldwide ERC National Relocation Conference)
- Atlanta, GA**
- Chicago, IL**
- Dallas, TX**
- Stamford, CT**

Review the eligibility requirements and pre-registration information online now at www.WorldwideERC.org



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Community Involvement

MARC VOLUNTEERS GIVE BACK



On Wednesday, Dec 1, MARC members volunteered with the Atlanta Community Food Bank which is considered one of the most effective hunger relief agencies in the Southeast. Members helped by organizing and packing meals which were provided by the USDA and will make its way to senior citizens throughout the greater Atlanta area.

Approximately twenty MARC members participated with this volunteer effort. Over 625 boxes of food (17,500 pounds) were processed by the volunteers translating to 11,666 meals which will be distributed to those in need.

Community Outreach Committee Formed

The MARC Board of Directors has created the Community Outreach Committee. This committee will help out by providing support to MARC members and the community at large when there is a need to assist in various projects. If you would like to serve on this committee please contact Rob Kreiling at robert.kreiling@bankofamerica.com

HAITI MISSION TRIP



MARC Member Andrew Jackson recently traveled to Port Au Prince, Jacmel and Lavoute, Haiti to provide health care services to the many individuals who are still in dire need of help. Andrew who is member of the New Life Church in Decatur, GA spent two weeks traveling Haiti as part of the New Life International Medical Missions Team. The team provides full internal medical clinic, eye and dental clinic and has a pediatric team. The International Missions Ministry aims to evangelize and to edify the lost and the least throughout the world through global missions work by providing healthcare relief, food and clothing, and other personal needs for the purpose of guiding those in need through various life transitions with higher spiritual levels of confidence, strength and maturity in Christ Jesus.

While in Haiti, the medical team served more than 200 individuals a day. Andrew states that they were able to touch the lives of more than 1100 individuals by providing them with basic health care services which many of them had never received and some of which will never receive again until the next group of missionaries pass through the country.



**Relocation
Appraisers &
Consultants**

Relocation Appraisers and Consultants (RAC) was established in 1989 as a membership organization of experienced, professional relocation appraisers.

RAC members have literally “written the book” on relocation appraising, having authored the official Worldwide ERC Appraisal Guide. Arnold Schwartz and Jay Delich developed the on-line seminar “The Relocation Appraisal Training Program”, Worldwide ERC’s new training program that will enhance your skills in the relocation appraisal arena.

The first appraiser to be named to the Worldwide ERC Board of Directors was RAC member Arnold M. Schwartz. RAC’s 2003 President Brad Charnas, SRA, SCRIP, GMS was elected to ERC’S Board of Directors in 2003 and was later elected Vice President of Worldwide ERC in 2005, the first appraiser ever elected as an officer of Worldwide ERC. He subsequently served as Worldwide ERC President in 2006 and Chairman of the Board in 2007.

RAC Trac is an educational program presented at the Worldwide ERC National Relocation Conference. The RAC Report published periodically in MOBILITY Magazine is an analysis of the supply/demand balance in major markets across the country. The RAC Library contains articles written by members, concerning all aspects of relocation appraisal and related topics. The RAC Membership Directory locates RAC members in their particular area of the country. Additional information, including transferee informational videos, is available at the website: www.rac.net.

MARC members belonging to RAC are Arnold Schwartz, Dillon Fries and Elia Anderson.



Jim Goodrich, SRA, MAI
RAC President

Purpose Statement

Relocation Appraisers and Consultants, (RAC), is the recognized authority for providing education, research, advocacy and standards for the relocation appraiser, their clients, and all the parties who rely on accurate residential property valuation to support the employee relocation process.

Our Point of Differentiation

What distinguishes RAC from all other appraisal organizations is our exclusive focus on relocation appraising and consulting, the fact that the majority of our organizational activities are devoted to education, research, and client outreach, and the fact that each of our select group of members is considered the relocation appraisal experts in their respective markets.

SPONSORS

MARC Would Like to Recognize and Thank Their Premier Sponsors

PREMIER GOLD



PREMIER SILVER



Bank of America.



**WELLS
FARGO**

**HOME
MORTGAGE**

ARE YOU INTERESTED IN SPONSORING MARC NEXT YEAR?

We are seeking sponsors for 2011 and this is your company's opportunity to gain maximum exposure through the many events hosted by MARC including the highly anticipated Ed Forum which will take place on February 10, 2010 at the Cobb Galleria.

For more information on becoming a MARC Sponsor contact Jeff Morris at jeffm@trecgs.com





2010 Board of Directors and Advisory Council

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Jeff Morris CRP, GMS

EXECUTIVE ADMINISTRATOR

Cindy Standard, CRP
 (678)858-0789

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