



Summer 2010
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Quarterly Update *Leading the Direction of the Relocation Industry*

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Letter from the President

On Wednesday June 9th, Expedia and Cartus hosted the PNwRC's summer Brown Bag session in an impressive conference room on the 11th floor of the Expedia Building in downtown Bellevue. I was honored to participate as a panelist for the discussion on moving and storage topics. It was a very informative session, and I learned a great deal from my fellow panelists. Lynne Sturman started our discussion with a thought provoking question: "What innovative ideas and "out of the box" solutions has your company initiated to deal with the shrinking budget for corporate moves?"

Unsurprisingly, lump sum moves provided the liveliest topic of conversation. As corporate budgets have tightened, lump sum policies have emerged as a significant component of many corporate relocation programs. From our panel on Wednesday, all of the movers confirmed adapting significant changes to their service delivery assembly lines to better accommodate lump sum transferees. Many interstate van lines have incorporated a containerized transportation model, which involves dropping off a large shipping container at the transferee's home. The container is loaded by the transferee or a local moving crew, and then picked up by a local terminal to await interstate transportation. In some cases, containerized transportation models can provide greater date certainty and lower cost, especially for smaller shipments that typically have longer load and delivery spreads in a more traditional household goods transportation model. There are other innovations that have taken root, and more than one mover has altered their consultative approach to lump sum transferees, providing more information about how to reduce move costs and effectively handle many aspects of the move with a do-it-yourself approach. For all of the mover panelists, our goal of course is to continue to provide these services, even when supplier selection has been placed in the hands of the individual transferee.

There was one point I had hoped to make during the session but our time ran short. We certainly understand the reasons for adapting lump sum programs, and we know they are here to stay. I believe today's relocation manager has a significant responsibility to his / her transferees to provide at least some coaching regarding the best approach to selecting a moving service provider. The advice that I would provide in this area is really quite simple: encourage your transferees to select a mover that has demonstrable experience in working



David Cox
2009 –2010
President, PNwRC

with national account customers. Here's why: if you perform an internet search today, the numbers of mover options that appear are overwhelming – some perfectly reputable, others not so much. The business model for disreputable movers is to attract customers through extensive advertising, as opposed to word of mouth from satisfied customers or strength of reputation. Their business model provides no business incentive for dispute resolution, since their revenue stream is primarily secured through their advertising. My guess is that the lump sum transferee who selects the wrong mover will ultimately turn to you for help when challenges surface.

National account movers, on the other hand, are accustomed to having a significant portion of their revenues controlled by a much smaller group of decision makers. If too many service failures occur, or too many claims are not settled to the transferee's satisfaction, direct feedback to the account contact will eventually lead to a change in suppliers. Knowing this, the national account mover is highly incentivized to minimize claims, effectively handle service escalations, resolve invoice disputes, and work passionately to assure that any feedback that moves upstream to the account contact is complimentary rather than negative. This approach to customer service is ingrained and cultural at national account movers. Lump sum transferees can also benefit from this culture, if they are wise enough to select a national account mover. This will certainly happen more frequently if they receive more front end coaching from their relocation contact. The reality is that any of the movers who are active participants in the PNwRC can provide great service across the country, and for those of your transferees who want to receive multiple quotes, we provide a great starting point.

Thanks again for your continued support of our fine organization – I hope to be able to thank you in person at our Summer Meeting and Golf Tournament on July 14th at Washington National Golf Course.

Sincerely,

David Cox
President, 2009-2010
PNwRC

PNwRC Summer Meeting/Workshop

July 14, 2010
8:30 am - 1:00 pm

The PNwRC Summer Workshop & 5th Annual Driving the Hope Home Golf Tournament and Picnic BBQ will be held on July 14th, 2010, beginning at 8:30 am, at the spectacular Washington National Golf Course.

The Golf Event will take place immediately after our Summer Workshop and Silent Auction/BBQ picnic (Rain, Shine, or Heat Wave) and we will once again have networking activities for those not participating in the golf.



As in past years, this annual event will benefit the PNwRC's charities: the [Union Gospel Mission Hope Place](#) and the [American Cancer Society](#). We will be having another Silent Auction available to all members of PNwRC. **Donations for the Silent Auction are now welcome. Please contact Tracy Zettner at tracy@seamlessmoves.com for donations or details.**

This year we are extending this invitation to spouses, friends and colleagues of our PNwRC family who would like to join us for a day of fun, laughter, and camaraderie. Because the PNwRC has *exclusive* use of the Washington National facility for the entire day, there will be additional enjoyable activities for non-golfers which promise to be highly entertaining as well as the annual golf event!

***Cost:**

Meeting: \$40.00 Members/\$95.00 Non-Members (Includes BBQ picnic and Non-Golf Activities)

Golf Only: \$125.00 (Includes BBQ picnic and Non-Golf Activities)

BBQ Only: \$30.00 (Includes Non-Golf Activities)

There are several sponsorship opportunities available for both PNwRC member and non-member companies / individuals.

Sponsorships are selling quickly. Please contact **Patti Ward** at patti.ward@bankofamerica.com to sign up and reserve your sponsorship today! If you know of someone who is not a PNwRC member who would like to be a sponsor, please have them contact Patti.

You will be able to find additional Golf sponsorship and Day of Event information at <http://www.golfcorpsolutions.com/pnwrc.aspx>

Charity Golf Event Washington National Golf Course



PNwRC's flagship event will be held on July 14th at Washington National Golf Course. Sponsoring at this event is a great opportunity for your company. Benefits include:

- Unparalleled relationship building and marketing opportunities
- Special signage to recognize and promote your company and/or product
- Positive community impact
- Golf or Activity sponsors will be recognized on the PNwRC website as well as in the Day of Event program.
- Brand exposure which lasts well beyond tournament day
- PNwRC Sponsor Gift

Sponsorships are going quickly! Levels still available are as follows:

- 1 Picnic Sponsor at \$3,500 (includes 8 players – 4 carts with valet, lunch, signage, acknowledgements on website and e-newsletter, buffet table with company logo and more!)
- 1 Prize and On Course Games & Contest Sponsor at \$1,500 (includes 4 players – 2 carts, lunch, signage at contests, acknowledgement in program and at awards banquet and on website)
- 1 Alternative Event Sponsor at \$1,500 (includes 4 players – 2 carts, lunch, signage at games/events, acknowledgement in program and at website and awards banquet)
- 1 Golf Lesson/Driving Range Sponsor at \$1,000 (includes 4 players – 2 carts, lunch, 2 signs on driving range, acknowledgement in program and at website and awards banquet)
- 12 Hole Sponsors at \$700 (includes 4 players – 2 carts, lunch, tee box signage, included in event program, e-newsletter with links to company website)

To sign up for sponsorships and reserve your spot, please go to <http://www.golfcorpsolutions.com/pnwrc.aspx>

If you have any questions, please contact **Patti Ward Sponsorship Chair** at patti.ward@bankofamerica.com



Relay For Life 2010

May 21st, 2010, 6pm. The air was cool and breezy but filled with excitement and emotion as five PNwRC Cancer Snuffers helped kicked off this year's Relay with the Survivor's lap. Little Tommy and his Grandpa were amongst them. The luminary ceremony at 10pm brought even more emotion as we remembered loved ones lost to this disease but our spirits were lifted every time we looked at little Tommy's smile. The enthusiasm and camaraderie continued throughout the night and into the next day, ending in one of our most successful Relays ever.



We met our goal of \$115,000 by Saturday morning and have since exceeded \$118,000. With the contributions of team members and the generosity of PNwRC members, The PNwRC Cancer Snuffers raised \$16,383.00. This will go a long way to ensure more birthdays!! Thank you to everyone who contributed at the Spring meeting, to those who participated on the team, and to all who donated!

A very special thanks goes out to Air Van Moving Group, Ace Relocation Systems, Graebel Quality Movers, Titan Real Estate, Aboda, Seattle Apartment Finders, and Cartus!! I am continually amazed by what we achieve together and am so proud to be in the company of such caring individuals!

Claudia K. O'Neill

PNwRC Cancer Snuffers Team Captain



Save the Date – Portland

PORTLAND RELOCATION COUNCIL

2010 Summer Meeting

August 3rd, 2010

1:00 pm - 5:00 pm

For more information and to register, click below:

www.portlandrelocationcouncil.com

PNwRC Corporate Members Update

On Wednesday, June 9, the corporate members held their Brown Bag Lunch and Corporate Roundtable at the offices of Expedia in Bellevue. A huge thank you to our sponsor, **Cartus**, for providing delicious food - we appreciate your support!

Many thanks to **Margot Wetzel** of **Expedia** for making the arrangements - Expedia was a wonderful venue for us to hold our meeting. We had local and out of town expert movers update us on what is happening with domestic and international moves, and how they are implementing new and innovative ways to help corporations save money during these economically challenging times. Those experts included Marc Galvagno with Air Van Lines, Brad Fransen with Continental Van Lines, Jim Edwards (Dallas, TX) of Cartus Supply Chain Management, David Cox of Graebel, and Tim Hall (Phoenix, AZ) of North American Van Lines. Thanks to all of you for providing great information - not to mention the entertainment!

We were also fortunate to have representatives from Deloitte and Touche do a presentation on tax returns for expats and domestic transfers. They also provided us with information on tax implications for employees who do short term assignments in other states. Sarah Christie and Michael Diffe (San Francisco) are both very knowledgeable on these topics, and everyone thoroughly enjoyed having them share their expertise and enthusiasm. Thank you both!

Our monthly corporate telecons continue to be a popular venue to discuss "hot issues" that we are all experiencing. ERC awards one CRP credit for each telecon. These calls take place the second Wednesday of each month from 9 - 10 p.m. If you would like more information, please don't hesitate to contact any of the PNwRC board members, or Lynne Sturman, Corporate Chair. The PNwRC corporate members are such a wonderful knowledge based group to interact with, and provide bench marking opportunities at a local level. I would like to express a huge thanks to Becki Beusch of Apartment Finders for all of her hard work in taking such detailed minutes during our fast moving discussions and for obtaining CRP credits for our corporate members.



Peggy Scott, CRP, GMS Relocation Director at Windermere Relocation and Referral Services was recently recognized at the Worldwide ERC National Conference in Orlando, FL as one of the 300 current members who took the first CRP exam 20 years ago. Scott said, "taking the first exam was a bit scary, but a significant achievement for her career to confirm her dedication and commitment to providing excellent service in the real estate and relocation industry".

Margot Wetzel has joined **Expedia, Inc.** as their "International Mobility Specialist" focusing on global transfers, process and policy.

Gateways International Inc., a wholly owned company of The Pasha Group, has added **Eric Klunder** as Director of Business Development and **Thomas Ryon** as International Operations Manager to grow the company's services and customer base for international relocations and project freight logistics.

In May, **ABODA** was honored with Washington State's most prestigious civics award, the NASS Medallion, by Washington Secretary of State Sam Reed. ABODA was also recognized by the Puget Sound Business Journal for Ranking 23rd in the Medium Sized Business Category on the Corporate Philanthropists List.

AIReS is proud to announce the relocation of four major offices, including our West Coast Regional Office (WCRO) in Huntington Beach, CA. In addition to providing new, open spaces, our new offices are green-friendly, reflecting our dedication to improving environmental standards

Home Destination is pleased to announce that **Ken Stuart** has been hired as our Vice President of Business Development. With over 20 years experience partnering with Fortune 500 companies, Ken's current responsibilities will include business development, while providing creative solutions and service excellence to Home Destination's partners.

According to Mark Colo, Director of Business Development for the Pacific Northwest at **Budd Van Lines**, Budd was rated "best of the best" in the 2010 Parsifal Benchmarking report published May 2010.

Home Destination is pleased to announce the hiring of **Becki Arnnts** who joins our team as a Relocation Consultant. She joined Home Destination the beginning of May and comes with over 26 years of experience in the relocation industry.

Staybridge Suites in Mukilteo will celebrate their grand opening on June 30th. The event is open to the public.

The Philadelphia Business Journal has recently named **Suzann Torpey**, CFO of **MSS**, as a finalist for 2010 CFO of the Year. This prestigious honor is sponsored through the Philadelphia Business Journal and Drexel University's LeBow College of Business to celebrate financial professionals in the Delaware Valley for outstanding performance in their roles as corporate financial stewards.

Gateways International Inc., a wholly owned company of The Pasha Group, will be sponsoring the British American Business Council of the Pacific Northwest's annual golf tournament at Washington National golf course in August.

NEI Global Relocation is celebrating 25 Years of Worldwide Service. A nationally certified Women's Business Enterprise (WBE) originally named National Equity Inc., (NEI). NEI provides worldwide support for companies that need to move employees from one location to another.

Christopher Barnett has joined **AMBER Lodging Co.** as the Market Development Manager.

The **Portland Relocation Council (PRC)** will be holding their Summer Meeting on August 3rd at Aquariva, next to the Avalon Hotel.

Every year since 1984, **Windermere Real Estate** associates have dedicated a day of work to complete neighborhood improvement projects as part of Windermere's Community Service Day. This year's Community Service Day is June 18th.

The American Moving & Storage Association (AMSA) recently presented their inaugural Summit Award for supplier excellence to **Movers Specialty Service, Inc. (MSS)**. The Summit Award is considered the moving industry's most prestigious supplier recognition; the recipient is selected directly from customer nominations.

Coldwell Banker Barbara Sue Seal Properties (Coldwell Banker Seal), a leading provider of real estate brokerage services in the Portland, OR/Vancouver, WA region, has added two new offices to service home buyers and sellers in Southwest Washington. The offices, located in the Salmon Creek neighborhood of Vancouver and in Camas, increase Coldwell Banker Seal's presence in the Portland/Vancouver region to nine offices.

Find Us Online

You can now receive PNwRC news and updates on
LinkedIn Group: Pacific Northwest Relocation Council <http://linkedin.com/groups?gid=18433677>
Twitter: <http://www.twitter.com/PNwRC>

