



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

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Letter from the President

As I sit down at my laptop to write the introduction to the PNwRC's Spring 2010 Newsletter, it is hard for me to grasp that a decade has passed since the calendar rolled over from 99 to 00. Remember the Y2K scare? I spent that evening at our office, hunkered down over my computer until 1am, standing ready to do who-knows-what in the event that our computer system crashed. Thankfully, those concerns were unwarranted, and Y2K is now just an amusing story we tell the kids who were too young to remember.

Ten years later, the challenges we face in relocation are much more reality-based. Today's global mobility managers must balance the competing priorities of expense management and talent management, and therefore find themselves amid the paradox of adding supplemental benefits (such as Loss on Sale programs), while simultaneously driving major cost reductions. Today's budget concerns cause many companies to become much less flexible in granting exceptions to policy. Many of the Northwest's mobility managers have undertaken a policy rewrite within the last year, using exception request patterns to tighten policy language and clearly communicate when requests are warranted – and when they are not.

Understandably, Relocation suppliers must adjust to these changing priorities, while simultaneously tackling the rapidly changing regulatory landscape created by today's economy. The moving industry is currently facing the possibility of massive changes to taxation in the state of Washington, as our lawmakers currently vote on whether to add a tax on interstate transportation revenues, based on the percentage of miles that are travelled within the state of Washington. If implemented, these changes will have a significant impact on the financial models of every mover in the state that engages in interstate transportation. This is just one example from one of the industries that support relocation programs – there are many others.

Our goal at the PNwRC is to continue to be a place where relocation professionals can come to tackle today's relocation challenges and find answers to the significant issues we all face. Our



David Cox
2009 –2010
President, PNwRC

monthly corporate teleconferences continue to grow in attendance, and the Corporate Coffee preceding our last meeting had the best attendance in our history. Within the next 30 days, we will launch our new website, which will provide a host of new tools and features that will add value to our members and supporters. Our meetings will continue to be a place where relocation professionals can learn about the latest trends and network with their peers. Of course, Social Responsibility will remain one of the best parts of our culture, as we continue to support the American Cancer Society, Union Gospel Mission, and Northwest Harvest. Thanks again for your continued support – we look forward to navigating the new landscape together with you, and I hope to see you at our Spring Meeting on April 28th.

Sincerely,

David Cox
President, 2009-2010
PNwRC

PNwRC Launches New Website!



We are very excited to announce that our new website is now "live" for the Pacific Northwest Relocation Council. With an active calendar, photo gallery, global news and Worldwide ERC information, as well as an updated e-commerce package, we are ready to head into the new decade with a great means of communicating with all of you.

MoveWire.com has created this new site for us and we thank them for their many hours of work. We also want to recognize and thank our website sponsors who made this project possible: Aboda, Ace Relocation, Air Van, Alexander's Mobility Services, Apartment Finders, Bank of America, Cartus, Graebel, Home Destination, Titan Real Estate, and Wells Fargo Home Mortgage.



April is Membership Month for Pacific Northwest Relocation Council!

It is time to renew your annual membership with Pacific NW Relocation Council! Before we know it, our April 28th Spring Workshop will be upon us! Now is the time to renew your commitment to the Pacific Northwest's premier relocation association!

Benefits of membership continue as *the* place to share and gain knowledge regarding topics and issues important to employee mobility and to learn from each other's experience. For corporate members, the added benefit of monthly informal conference calls provides a forum to request information and receive immediate feedback from other participants.

Membership dues are \$100 per year and can be paid with your April 28 Spring Workshop registration fee. If you are not able to attend the Spring Workshop, paying your membership dues now will ensure access to the "members only" section of PNwRC's website. The easiest way to renew is by going to www.pnwrc.net and registering online. Paying by credit

card is the easiest way to make your payment.

Supplier Members: Notify us of one of your clients or prospects and PNwRC will send a personalized invitation to join us. Email or phone Nancy Kuehnoel with the contact name and best method of contact. Help us reach out to corporate relocation representatives and recruitment specialists in Washington!

Please send any questions, comments and suggestions regarding the expansion of membership to Nancy Kuehnoel, Membership Chair, PNwRC, 206.406.3225 or nkuehnoel@earthlink.net

PNwRC Spring Meeting/Workshop

**April 28th, 2010
11:00 am - 2:00 pm**

**Palisade Restaurant
2601 West Marina Place
Seattle, WA 98199**

We are very pleased to announce the Pacific Northwest Relocation Council's 2010 Spring Workshop Wednesday, April 28th, 11:00 am, at Palisade Restaurant. We have a fantastic meeting planned with informative industry updates, wonderful meal, networking and a key note address with a global perspective! You definitely won't want to miss this exciting event! Space is limited for this event so please register early. For more information, please go to our web site and register at www.pnwrc.net. We look forward to seeing you at our 2010 Spring Workshop!!

2009 NW Harvest Pantry Raid Food Drive Results



I would first like to take the opportunity to personally thank everyone one of you for your incredible generosity and support of our 2009 NW Harvest Food Drive. The results far exceeded my expectations. The money we collected at the fall meeting gave us a huge jump start and got the ball rolling. To put our outstanding results in perspective you need to know last year's total. It was 13,500 lbs.

This year we collected an amazing 22,368 lbs!!

- Total Cash donations - \$6,718 **(30,356 Meals)**
- Converted to Pounds – 20,154
- Total Weight in Food – 2,214 lbs

Total in Weight/Cash & Food = 22,368 lbs

This is especially heartwarming and humbling knowing the sacrifices you all made in these challenging economic times in order to achieve these results. I am ever so proud to be in the company of so many caring individuals. This is truly a special and unique organization. Thank you!

Jodi Payne, Social Responsibility Chairperson

Upcoming Events – Mark your Calendars!

Giving back to our community has been one of PNwRC 's guiding principles since its inception. We believe strongly that although the challenges of homelessness, hunger and finding a cure for cancer may seem insurmountable, together we CAN make a difference. We are proud and honored to support the following charities through various fund raising events throughout the year.

- **American Cancer Society – Renton Relay for Life – May 21 and 22nd**
For more information or to sign up for the PNwRC Cancer Snuffers Team – go to the website - http://main.acsevents.org/site/TR?fr_id=21982&pg=entryy

HINT: Come prepared to make a donation to ACS at the meeting (checkbook or cash) There will be another friendly table competition with prizes for the winning table!

If you forget or are unable to donate at that time, no worries, we will also accept IOU's!

- **5th Annual PNwRC Driving the Hope Home Golf Tournament / BBQ Picnic – Wednesday, July 14th 2010**
Washington National Golf Course – More details to come!



Out of the Box® has changed its name to **Seamless Moves™** to more accurately reflect the comprehensive nature of their services. They provide project management for residential moves including customizing a moving plan and timeline, home storage assessment, furniture placement, pre-move organizing, packing, securing movers, supervising unloading, unpacking, recycling boxes and paper – and everything in-between.

The **Bellevue/Redmond Fairfield Inn by Marriott** now offers pet friendly services and is ideal for relocating families.

ABODA is proud to announce a new subsidiary, **POWERHEAT**. The **POWERHEAT** Advantage is the utilization of quick, controlled, and eco-friendly heat based technology to kill bed bugs in apartment buildings, houses and commercial spaces.

Budd Van Lines continues to expand across the country with the opening of a new office in Columbus, Ohio in March and Seattle, Washington before the end of 2010. **Budd** projects double-digit growth with this expansion and will be purchasing new equipment and hiring 30-35 new driver teams.

ABODA was recently named “*Best Community Philanthropic Program in the Corporate Housing Industry*” by the Corporate Housing Providers Association (CHPA). In 2009, **ABODA** rehabbed a home for homeless families, provided 398 suite nights to families with children fighting life-threatening diseases, donated tens of thousands of dollars in household good to a variety of organizations, matched dollar for dollar employee contributions and as well as financially matching over 250 volunteer hours.

Pat Giles, Vice President of **John L. Scott Real Estate's** marketing, interactive marketing, and IS departments recently received the “Microsoft Innovation Award” for her leadership in driving John L. Scott's internet strategies and award-winning website. The Innovation Award is given to customers who leverage new and innovative technologies from Microsoft to advance their business in creative, emergent, and innovative ways.

Arboretum Mortgage, a presence in home financing in the Greater Seattle area for over 15 years, is pleased to announce the creation of a corporate accounts team managed by **Dan Titcomb** and **Garth Erickson**. This department was created to provide preferred lending services during the relocation process.

Seattle Apartment Finders now offers property management services to transferees who need to rent their homes or condos when taking short or long term, or permanent out-of-area assignments. **Ken Esteves** has been promoted to regional property manager and oversees the new division, **Apartment Finders and Management**.

Oakwood Temporary Housing has hired a new Regional Sales Representative, **Laura Ellen**.

Zillow.com and Seattle-based **John L. Scott Real Estate** announced a partnership which enables John L. Scott to automatically feed all of their listings to Zillow.com on a regular basis. The syndication of John L. Scott's 15,000 for-sale listings to Zillow will improve the real estate search experience for Zillow users in Washington, Oregon, and Idaho.

Plus Relocation Services, Inc. (PLUS), a global leader in the employee relocation industry, announces they have hired **Edie Stensby** as their Global Compensation Manager. Stensby will be responsible for expatriate compensation services, including reporting and data coordination with tax partners and payroll in support of compliance activities.

Boeing is pleased to announce that **Greg Ballard** (Relocation Specialist in our current Domestic Group in St. Louis) will be joining the **Boeing International Team** at the end of March. Greg brings many years of Domestic experience as well as previous International experience from his years at McDonald Douglas.

Find Us Online

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



