



RDC®

Connecting Global Mobility with Local Ability

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A Message from the President

Carol A. Kelly
SCRP, SGMS

Dear RDC Members,

The lazy, hazy, crazy days of summer will soon give way to the crisp days of fall and the upcoming RDC meeting in Chicago. Hopefully all of you have had some time to “play” with friends and family and enjoyed some glorious weather.

Since the last newsletter, there has been a lot going on at RDC!

Connie Swenson, CRP, GMS and the **Fall Planning Committee** have been working hard to bring you, our members, an awe-inspiring event from top to bottom on October 8th at the Hilton Chicago. They have put together a remarkable program of roundtables and Advisory Forums. The theme for the event is **Keeping Balance, Work + Life**. I hope the quotes on Page 4 of this newsletter encourage you to keep balance!

Make sure you plan on joining us at our **Client Appreciation Event**. We will be hosting our members and their clients at the **Art Institute of Chicago** from 7:30 to 10:30 pm. We have arranged for a private viewing of the Impressionist and Post-Impressionist Galleries from 8:00 to 10:00 pm. As always, this event is included with your fall registration fee. Be sure to take part in this event and get the opportunity to thank your clients for their support.



The Art Institute of Chicago

Our ties with **Worldwide ERC®** continue to get stronger. We will have a few more special announcements to make around the Chicago event...stay tuned!

Tommy Steel, CRP and the **Membership Committee** just approved the 19th new member this year. Many of them will be attending our Chicago event. Be sure to reach out to these individuals and welcome them to RDC.

The **Nomination Committee** just finished up their responsibilities and have the RDC 2015 Proposed Slate, which will be shared with you shortly. Watch your e-mail for this special announcement.

Annie Hamilton, CRP and the **Education Committee** have

knocked our socks off with the most recent webinar, “Are You LinkedIn for Business Opportunities?” presented by **Karen Danner, CRP, GMS**. If you missed it, be sure to catch it on the RDC website. The next webinar is scheduled for late October.

Under the guidance of **Maureen Campbell, CRP, SGMS, Karen Mc Rae, SCRCP, SGMS, Michi Olson, SGMS** and the Global Task Force have been working hard on creating

accredited training courses for our members. We will be rolling out the basics at our Fall Event and feel confident you will be excited about the plans for this very important step for RDC.

RDC's National Trends and Topics, aka, the Roadshow, continues to be requested by Relocation Management Companies and **Worldwide ERC®** Regional meetings. The feedback has been very positive and we have additional presentations scheduled over the next few months.

As I close out this letter, I wanted to recap a few important items:

1 Excellence Credits

Now is the time to start reviewing your **Excellence Credits** for 2014. At the end of the year, you will want to calculate your credits and submit them to the **Member Recognition Review Committee**. **Click Here** to learn more about this program.

2 Quarterly Report

If you have not submitted your quarterly market data, PLEASE do so now...**Click Here** for the form.

3 Fall Event

Click Here to register for the October 8th meeting in Chicago.

4 Corporate and RMC

Contacts for Mailing List

We encourage you to submit contact names of anyone you would like included on the **RDC Corporate and Relocation Management Company** mailing list. These would be contacts who already give, or can give you business. Corporate guests are defined as representatives of corporations, relocation management companies, leaders of referral networks, homefinding services and the like. Service providers from industry vendors will not be considered corporate guests. Be assured that the pertinent information you give for your contact is kept confidential and not shared with anyone outside of RDC Headquarters.

Click Here to complete the form with your contacts' information. Please note that **ONLY** contacts submitted with complete information will be processed and added to the mailing list.

Looking forward to seeing you in Chicago at our Fall and Client Appreciation Events.

ONWARD and UPWARD!

Carol A. Kelly

2014 RDC President

2014 Board of Directors

Officers

- ❖ Beth Archibald, SCRP, SGMS, US Advisory Council Liaison
- ❖ Maureen Campbell, CRP, GMS, Chairman of the Board
- ❖ Carol A. Kelly, SCRP, SGMS, President
- ❖ Tommy Steel, CRP, Vice President
- ❖ Annie Hamilton, CRP, Secretary/Treasurer

Director Members

- ❖ Ryan Carrell, CRP
- ❖ Fran Cashion
- ❖ Karen Danner, CRP, GMS
- ❖ Vicki Hamp, CRP, SGMS
- ❖ Debbie Robinson, CRP
- ❖ Connie Swenson, CRP, GMS



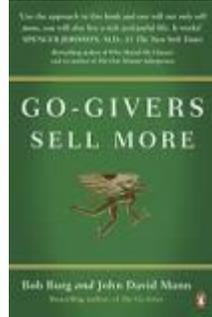
Worldwide ERC® is currently offering the GMS (Global Mobility Specialist) program at a 10% discount to all RDC members for any of their Fall offerings. **Click Here** to review the brochure or **Click Here** on how to apply for the discount.

Improving the Way We Do Business

By: *Fran Cashion, RDC Communication Committee Chair*

How many business books have you read lately? Some business books I skim through to pick up ideas from chapters that are most interesting to me, but others I read cover to cover because they are intriguing (and thin!) Recently I re-read Bob Burg and John David Mann's book, "Go-Givers Sell More." This insightful little book, which will take you no more than a couple hours of reading time, stresses the importance of cultivating relationships and focusing exclusively on creating value for our clients and customers. It moves beyond the "what's in it for me" concept to a "consumer centric" mindset which allows us to be the very best that we can be.

As I read the book, I was continually asking myself, how we, as a relocation department, can do a



better job with our agents, our transferees, our relocation management company partnerships and our own corporate clients.

How can we "surprise and delight" the people we do business with every day?

Do we thank our relocation specialists with a note of appreciation? When we receive a call from a relocation management company with a referral in an

area we do not service, do we do a little research and give them names they can call, saving them time, energy and extra effort? Do we check in with our transferees, whether they are a buyer or seller, to ask how they are doing? Are we checking in with our own corporate clients on a regular basis to make sure their needs are being met?

Ask yourself how you can create more value to each of these important customers. You might be amazed at the response and the revenue it generates.

Market Data Reports Needed

Second quarter reports are now due. This information is not only available through the RDC website for anyone who wants to look at the information; it is also available through Worldwide ERC's website.

We are providing this valuable information to relocation management companies and corporations who are interested in particular areas of the country.

If you want your company to **STAND OUT**, be sure to submit quarterly statistics on your market along with supporting data.

Submit your report today!
Click Here to download the form.

Council Current

Have you seen the recent Council Current article, "Move of Choice Program" from **Denise Porter, CRP of Cartus Broker Services**? We received lots of positive feedback from our member and it was suggested that this would be a great tool to share with our agents during training. [Click Here](#) to read

Education is always on the top of our list so we will continue to bring you interviews with our Advisory Council members on what they feel is significant information for our industry.



Keeping **BALANCE** **WORK** + **LIFE**

In honor of our upcoming Fall Event in Chicago, we thought we'd share some inspiring Work/Life quotes. Enjoy and be sure to register for the Event!



Work is a rubber ball. If you drop it, it will bounce back. The other four balls-- family, health, friends, integrity-- are made of glass. If you drop one of these, it will be irrevocably scuffed, nicked, perhaps even shattered.

Gary Keller



Don't work harder, work happier.

Alexander Kjerulf



We need to maintain a proper balance in our life by allocating the time we have. There are occasions where saying no is the best time management practice there is.

Catherine Pulsifer



Work hard and play hard. But don't confuse the two.

Author Unknown



The key to keeping your balance is knowing when you've lost it.

Author Unknown



When you're gone would you rather have your gravestone say, 'He never missed a meeting.' Or one that said, 'He was a great father.'

Steve Blank



Imagine working 20% smarter instead of 20% longer...Work-life balance and startup success at any stage aren't mutually exclusive. There are enough hours in the day to be effective and present.

David Cummings



We make a living by what we get. We make a life by what we give.

Winston Churchill



One sees great things from the valley; only small things from the peak.

G. K. Chesterton



Lost time is never found again.

Benjamin Franklin



Being rich is having money, being wealthy is having time.

Margaret Bonnan



There are two ways to live your life. One is as though nothing is a miracle. The other is as though everything is a miracle.

Albert Einstein



I've learned that you can't have everything and do everything at the same time.

Oprah Winfrey