

27TH ANNUAL MERC CONFERENCE

RELOCATION RE-DEFINED

SESSION DESCRIPTIONS

KEYNOTE SPEAKER:

ROSS BERNSTEIN IS THE BEST-SELLING AUTHOR OF NEARLY 50 SPORTS BOOKS. HE HAS BEEN FEATURED ON CNN, NPR AND ESPN AND WAS ON THE COVER OF THE WALL STREET JOURNAL, NEW YORK TIMES AND USA TODAY. AS AN INTERNATIONALLY RECOGNIZED MOTIVATIONAL SPEAKER, ROSS USES SPORTS AS A METAPHOR FOR LIFE AND BUSINESS TO ENERGIZE AND INSPIRE HIS AUDIENCES, ULTIMATELY TO GET THEM TO THINK DIFFERENTLY. ROSS WILL BE PRESENTING TWO PROGRAMS AT THE CONFERENCE: “THE CHAMPION’S CODE” IS ABOUT THE DIFFERENCE BETWEEN ATHLETES AND CHAMPIONS, AND THEIR UNIQUE DNA, WHILE EXPLORING THE FINE LINE BETWEEN CHEATING AND GAMESMANSHIP IN SPORTS AS IT RELATES TO VALUES AND INTEGRITY IN THE WORKPLACE. “DO YOU BELIEVE IN MIRACLES,” IS ABOUT THE INSPIRATIONAL LEGACY OF ROSS’ LATE FRIEND AND MENTOR, HERB BROOKS, THE COACH OF THE FABLED GOLD-MEDAL-WINNING 1980 U.S. OLYMPIC “MIRACLE ON ICE” HOCKEY TEAM. ROSS ENCOURAGES HIS AUDIENCES TO FOLLOW THEIR DREAMS AND MAYBE, JUST MAYBE, EVEN CREATE THEIR OWN MIRACLES.

SESSION A1: SELLING IN THE NEW MILLENNIUM

TAKE YOUR SALES GAME TO THE NEXT LEVEL! THIS SESSION WILL LOOK AT THE SALES PROCESS FROM START TO FINISH. TOPICS INCLUDE LEAD GENERATION, QUICK AND EFFICIENT WAYS TO PROSPECT, NETWORKING, SELLING TO YOUR CLIENTS BY ASKING THE RIGHT QUESTIONS, AND CLOSING THE DEAL IN TODAY’S EVOLVING BUSINESS ENVIRONMENT.

SPEAKER: LAURA PANGANIS- EQUITY CORPORATE HOUSING, DIRECTOR, SALES & TRAINING

SESSION A2: CORPORATE ROUNDTABLE

THIS WORKSHOP WILL GIVE YOU THE PERFECT OPPORTUNITY TO EXCHANGE BEST PRACTICES AND OPENLY DISCUSS CHALLENGES AND SUCCESSES WITH YOUR PEERS. YOU WILL HAVE THE CHANCE TO MEET WITH OTHER PROFESSIONALS TO COMPARE AND DISCUSS SOLUTIONS TO YOUR MOST PRESSING ISSUES. OPEN DISCUSSION WILL BE ENCOURAGED THROUGHOUT THE SESSION. (PLEASE NOTE: THIS SESSION IS OPEN ONLY TO CORPORATE AND GOVERNMENT REPRESENTATIVES WHO ARE RESPONSIBLE

FOR ADMINISTERING THEIR ORGANIZATION’S U.S. DOMESTIC AND/OR GLOBAL MOBILITY PROGRAMS.)

SPEAKER: MARK LOZANO

SESSION A3: - TEAM BUILDING WITH ROSS BERNSTEIN

WHEN IT COMES TO TEAM-BUILDING, LEADERSHIP & MOTIVATION... DO YOU BELIEVE IN MIRACLES?

WELL, BELIEVE IT OR NOT, LEGENDARY COACH HERB BROOKS DID NOT BELIEVE IN MIRACLES. SURE, HE WAS A DREAMER, BUT THERE WERE NO SHORT CUTS OR DIVINE INTERVENTIONS IN HIS VOCABULARY — FOR HIM IT WAS ALL ABOUT HARD WORK, COMMITMENT AND PASSION AND THROUGH THOSE IDEALS HE TRULY CHANGED THE WORLD. ROSS BERNSTEIN, THE BEST-SELLING AUTHOR OF NEARLY 50 SPORTS BOOKS, IS PROUD TO SHARE THE INSPIRATIONAL STORY OF THE MAN BEHIND THE FABLED 1980 GOLD MEDAL-WINNING U.S. OLYMPIC “MIRACLE ON ICE” HOCKEY TEAM WHICH PULLED OFF THE GREATEST UPSET IN MODERN SPORTS HISTORY. ROSS HAD BEEN WORKING WITH BROOKS ON WRITING A SERIES OF MOTIVATIONAL/SELF-HELP BOOKS AT THE TIME OF HIS TRAGIC PASSING IN 2003. ROSS DECIDED TO HONOR THE LEGACY OF HIS FRIEND AND MENTOR BY TURNING THEIR PROJECT INTO A LIVING MEMORIAL. THE RESULT WAS “REMEMBERING HERBIE” AND “AMERICA’S COACH,” A PAIR OF NATIONALLY CRITICALLY ACCLAIMED MOTIVATIONAL-BIOGRAPHIES WHICH CHRONICLE THE SECRETS OF BROOKS’ SUCCESS THROUGH HUNDREDS OF INTERVIEWS FROM FORMER PLAYERS, TEAMMATES, COACHES, FRIENDS AND FAMILY. PROCEEDS FROM THE SALE OF THE BOOKS BENEFIT THE HERB BROOKS FOUNDATION.. ROSS SPEAKS ABOUT THE INFLUENCE BROOKS HAD ON THE WORLD OF SPORTS; HIS UNORTHODOX LEADERSHIP STYLE; HIS PHILOSOPHIES ON ROLES AND ROLE PLAYERS; HIS THOUGHTS ON MENTORSHIP AND COMMUNITY SERVICE; HOW HE WAS ABLE TO ADAPT AND CHANGE IN DIFFERENT WORK ENVIRONMENTS; HOW HE FOSTERED TEAM CHEMISTRY; AND ABOUT HIS UNPARALLELED MOTIVATIONAL TACTICS. TAKING MANY OF THE LIFE-LESSONS AND IDEOLOGIES HE LEARNED FROM THE FIERY COACH INTO A PRACTICAL BUSINESS APPLICATION, ROSS’ THOUGHT-PROVOKING WORKSHOP AIMS TO INSPIRE OTHERS TO FOLLOW THEIR DREAMS AND MAYBE, JUST MAYBE, EVEN CREATE THEIR OWN MIRACLES.

SESSION B1: TAX AND LEGAL UPDATES

THE CHALLENGING ECONOMY IS ONLY ONE OF A NUMBER OF INFLUENCES MAKING TAX AND LEGAL ISSUES A CONTINUING AREA OF INTEREST. THIS SESSION WILL REVIEW THE LATEST TRENDS IN MOBILITY TAX AND LEGAL ARENA FOCUSING ON NEW ISSUES AND NEW DEVELOPMENTS..

SPEAKER: BRUCE PERLMAN

SESSION B2/D1: HOUSING ALTERNATIVES IN TODAY’S MARKET

JOIN US IN A DISCUSSION OF PROGRAMS AVAILABLE FOR MANAGING VACANT HOMES IN INVENTORY, RENTAL AND HOME PURCHASE ASSISTANCE AND DESTINATION SERVICES.

SPEAKERS: LAURA PANGANIS- EQUITY CORPORATE HOUSING
DIANE AYRES- EQUITY RENTAL SOLUTIONS
DAVID ABELE WITH LAKES SOTHEBY'S INTERNATIONAL REALTY

SESSION B3: FLEXIBLE OFFICE SOLUTIONS

LEARN ABOUT THE FASCINATING CONCEPTS COMPANIES ARE INTRODUCING FROM A REAL ESTATE PERSPECTIVE AS WELL AS FLEXIBLE WORK LIFE STYLES. WE WILL HEAR FROM TWO LOCAL HIGH PROFILE ORGANIZATIONS ENGAGING IN LIFE BALANCE MODELS TO MEET GENERATIONAL AND ECONOMIC REAL ESTATE NEEDS IN THE WORKPLACE.

SPEAKERS: DAVID MCGINTY; MANAGER OF REAL ESTATE & FACILITIES FOR AMERICAN MEDICAL SYSTEMS (AMS).
ANN E. BROWN; SENIOR DIRECTOR, GLOBAL REAL ESTATE FOR MEDTRONIC, INC.

SESSION B4: RECENT DEVELOPMENTS AND TRENDS IN EMPLOYMENT-BASED U.S. IMMIGRATION

SAM IS BACK ONCE AGAIN AFTER HOSTING THIS VERY LIVELY AND INFORMATIVE SESSION DURING THE 2004 MERC CONFERENCE. MUCH HAS CHANGED IN 8 YEARS. IN THIS SESSION WE WILL UPDATE AND OVERVIEW THE EMPLOYMENT-BASED IMMIGRATION PROCESS; DISCUSS RECENT TRENDS IN U.S. IMMIGRATION ENFORCEMENT; EXPLAIN WHAT THIS MEAN FOR EMPLOYERS AND FINALLY DISCUSS WHEN WE WILL FINALLY HAVE COMPREHENSIVE IMMIGRATION REFORM. THIS IS SURE TO BE A GREAT SESSION FOR ANY INDIVIDUALS INTERESTED IN US IMMIGRATION.

SPEAKER: SAM MYERS, IMMIGRATION ATTORNEY WITH MYERS THOMPSON

LUNCH: INDUSTRY UPDATE WITH SUSAN SCHNEIDER SCRP, GMS

SUSAN IS THE 2011 PRESIDENT OF THE WORLDWIDE ERC® BOARD OF DIRECTORS.

SHE JOINED PLUS IN 1990 AS A DESTINATION CONSULTANT AFTER EARNING HER BACHELOR DEGREE IN COMMUNICATION AND SOCIOLOGY FROM LUTHER COLLEGE, DECORAH, IA. SUSAN CONTINUED TO WORK HER WAY UP THROUGH VARIOUS POSITIONS AT PLUS AND BECAME THE COMPANY'S PRESIDENT IN NOVEMBER OF 2005.

AS THE PRESIDENT OF PLUS RELOCATION SERVICES, INC., HER RESPONSIBILITIES INCLUDE STRATEGIC LEADERSHIP, HIGH-LEVEL CONFLICT RESOLUTION AND PROBLEM SOLVING, ORGANIZATIONAL MANAGEMENT AND EMPLOYEE DEVELOPMENT.

SUSAN WAS APPOINTED TO THE WORLDWIDE ERC® BOARD OF DIRECTORS IN 2007. SHE WAS ALSO APPOINTED TO THE WORLDWIDE ERC® INDUSTRY ADVISORY COUNCIL, NOW KNOWN AS THE U.S. ADVISORY COUNCIL AND SHE HOLDS THE WORLDWIDE ERC® SENIOR CERTIFIED RELOCATION PROFESSIONAL (SCRIP®) AND GLOBAL MOBILITY SPECIALIST (GMSTM) DESIGNATIONS AND EARNED THE MERITORIOUS SERVICE AWARD IN 2005.

SUSAN HAS PARTICIPATED ACTIVELY IN WORLDWIDE ERC® AS AN AUTHOR AND PRESENTER.

AFTER RECEIVING SUCH AN ENERGIZED RESPONSE SUSAN LAUNCHED HER OWN BLOG “WEDNESDAYS WITH SUSAN” THAT CAN BE VIEWED AT SUSANSBLOG.PLUSRELOCATION.COM.

SUSAN IS ACTIVELY INVOLVED IN HER CHURCH AND COMMUNITY. SHE LIVES IN PLYMOUTH, MN, WITH HER HUSBAND MARK AND TWO CHILDREN, JACK AND ELLIE.

LUNCH: GUERILLA MARKETING WITH ROSS BERNSTEIN

“ALL-STAR GUERILLA MARKETING FROM A RODENT'S POINT OF VIEW: HOW TO GET YOUR TUCHAS ON THE AIRWAVES AND IN PRINT FOR FREE, BY PITCHING YOUR SIGNATURE STORY TO THE DECISION MAKERS WHO MATTER MOST...”

THE KEY TO ROSS' SUCCESS WITH THE MEDIA HAS BEEN HIS ABILITY TO LEVERAGE HIS PASSION FOR GIVING BACK ALONG WITH HIS “SIGNATURE STORY” — ABOUT HOW HE BECAME THE UNIVERSITY OF MINNESOTA'S MISCHIEVOUS MASCOT, "GOLDY THE GOPHER," AFTER GETTING CUT FROM THE SCHOOL'S TOP-RANKED HOCKEY TEAM. ROSS' GOAL FOR THIS PRESENTATION IS TO INSPIRE THOSE IN ATTENDANCE TO HONE THEIR OWN SIGNATURE STORIES, ALONG WITH THEIR CHARITABLE INTERESTS SO THAT THEY CAN GARNER BOATLOADS OF FREE AIRTIME.

SESSION C1: “CASTING CALL” THE SUPPLIER DILEMMA

TIRED OF WEIGHING THE PROS AND CONS OF MULTIPLE VS. SINGULAR VENDOR MANAGEMENT? IF SO, THIS SESSION IS FOR YOU. JOIN US IN AN ENLIGHTENING DISCUSSION AS TO THE BENEFITS AND DRAWBACKS OF MULTIPLE VS. SINGULAR SUPPLIER MANAGEMENT. OUR LIVELY DISCUSSION WILL INCLUDE SUPPLIER AND CORPORATE PERSPECTIVES ENCOMPASSING PRICING, MANAGEMENT, AND TIME SAVING BENEFITS FROM AN “IN THE TRENCH” POINT OF VIEW. YOU WON'T WANT TO MISS THIS ONE!

SESSION C2: THE MOVING INDUSTRY – MEASURING THE DELIVERABLES

THIS SESSION WILL FOCUS ON IDENTIFYING MANY OF THE KEY PERFORMANCE INDICATORS UTILIZED BY CORPORATE CLIENTS AND THE VAN LINES WHEN MEASURING DELIVERABLES. WE WILL OUTLINE THE WAYS INFORMATION AND PERFORMANCE ARE REPORTED AND USED TO QUALIFY VAN LINE PARTNERS. WE WILL EXPLORE TRENDS IN REPORTING REQUIREMENTS AND THE IMPORTANCE OF INFORMATION MANAGEMENT WHILST IMPROVING OVERALL RELOCATION QUALITY AND SATISFYING THE NEEDS OF A PROCUREMENT DRIVEN PROCESS.

SPEAKERS: SHAWNA BREZNEY FROM CARGILL
KYLE WERREMEYER FROM GENERAL MILLS
JIM RYBARCZYK FROM BERGER ALLIED

SESSION C3: LOCAL AND GLOBAL ECONOMY TODAY

DO YOU HAVE BURNING QUESTIONS ABOUT THE ECONOMY? IN THIS SESSION WE WILL DISCUSS THE LOCAL AND GLOBAL CURRENT ECONOMIC CONDITIONS. WHAT IS HAPPENING WITH THE US HOUSING MARKET? WHAT DOES THE FUTURE HOLD?

SPEAKER: SCOTT ANDERSON, PHD

SESSION C4/D2: FISH WHERE THE FISH ARE BITING: THE NEW 'NET FOR SKY BLUE WATERS

IN THE GREAT BUSINESS POND OF LIFE, SUCCESSFUL COMPANIES KNOW HOW TO FISH WHERE THE FISH ARE BITING. THIS SESSION WILL SHOW US HOW ONE MEDIUM SIZED BUSINESS UTILIZED THE SOCIAL MEDIA OPPORTUNITY TO EXPAND THEIR BRAND AWARENESS AND BUILD THEIR END USER COMMUNITY. DISCOVER HOW TO USE YOUR TEAMS' CORE STRENGTHS TO RAPIDLY ADJUST SOCIAL MEDIA STRATEGIES TO THE GLOBAL 21ST CENTURY MARKET. DON'T MISS JANE'S HUMOR AND BUSINESS INSIGHT INTO THIS RAPIDLY EXPANDING SOCIAL ARENA.

SPEAKER: JANE PAYFER'S

SESSION D3: THE LIFE AND TIMES OF OUR CURRENT HOUSING MARKET

COME SPEND AN HOUR WITH OUR LOCAL EXPERT AND LEARN WHERE THE CURRENT REAL ESTATE MARKET IS HEADING; BOTH LOCALLY AND NATIONALLY. WE WILL DISCUSS THE DETAILS OF FORECLOSURE AND SHORT SALE TRANSACTIONS AND HOW THEY IMPACT OUR INDUSTRY. WE WILL ALSO EXPLORE THE HOUSING SEGMENTS THAT ARE REBOUNDED AS WELL AS THOSE THAT ARE LAGGING BEHIND IN OUR STUBBORN MARKET RECOVERY. THIS IS A GREAT SESSION TO DISCUSS OUR CURRENT CHALLENGES AS WELL AS EXPLORE OPPORTUNITIES WITHIN TODAY'S HOUSING ENVIRONMENT.

**SPEAKER: MARK ALLEN, CHIEF EXECUTIVE OFFICER
MINNEAPOLIS AREA ASSOCIATION OF REALTORS®**