

Special 25th Anniversary Edition

PERSPECTIVES

MANAGING THE GLOBAL WORKFORCE

**CERC CELEBRATES
ITS SILVER ANNIVERSARY**

**LE CERC CÉLÈBRE
SES NOCES D'ARGENT**



 **CERC**
Leadership for Workforce Mobility

SHAPING THE INDUSTRY:

Relocation in the last quarter century

MODELAGE DE L'INDUSTRIE :

la mutation d'employés au cours du dernier quart de siècle

Ray Belair on CERC's first few years

Ray Belair évoque les premières années du CERC

CERC members share memories

Des membres du CERC partagent leurs souvenirs



The Official Publication of the Canadian Employee Relocation Council

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CERC

By Roma Ilnatowycz

MILESTONES

In the quarter century since it was first established, CERC has been marked by steadfast achievements and remarkable growth

1982

- A group of companies come together to form The Canadian Relocation Council (CERC), the first non-profit association of its kind in Canada dedicated to the mobility industry. By the end of the year it has 44 members



- Raymond Belair, then of Domtar Inc., takes the helm of the newly launched CERC as chair and president, a position he continues to hold for the next three years



- CERC launches a newsletter with a planned bi-monthly publication schedule. To help choose a name, its readers are asked to 'Help us name this thing. We don't know what to call it!' The Council settles on 'C.E.R.C. News'



- CERC holds its first annual conference, a one-day event on November 22, with numerous speakers, workshop leaders and delegates in attendance



- CERC forms a formal affiliation with the Employee Relocation Council (ERC) in the U.S., which shares the same mandate and concerns as CERC

1983

- CERC hires a part-time consultant, Fran Feamly, to assist in administration, conference planning and preparation of C.E.R.C. News



- CERC's conference expands to a two-day format, held June 6-7 in Toronto. For the first time, exhibit space is rented for 12 relocation service companies

- The first CERC committees are formed: the program planning committee, the editorial advisory committee, the government relations committee, an awards committee and a membership committee

- CERC's Relocation Trend Survey is launched. That year it queries 68 corporate respondents, with an 82 percent response rate. The topic of mortgage rate differentials receives the most attention

1984

- At the January board meeting it is noted that CERC has money in its bank account! 'Not much, but somewhat more than projected,' reports CERC News. The Council receives its first auditor's 'stamp of approval'
- CERC's annual conference, held that year in Ottawa, moves to a three-day format. It is the largest event for the Council to date



- CERC initiates an Awards Program to encourage improvements in the communication of relocation plans
- CERC conducts its first survey of corporate relocation policies and practices in Canada, with the aim of developing a data base for use as a reference tool. Among other things, it was determined that common per diem rates were \$25-\$35 for food and \$60-\$80 for hotel
- With its ever increasing workload, CERC signs on its first full-time employee, Lauren MacLaren, as executive vice president, effective in July. A full-time executive assistant is also hired

1985

- CERC holds its first conference outside of Ontario. The event takes place in Montreal, Quebec, and is viewed as a 'launching point for future conferences in various centres across Canada'
- The CERC Awards Program is finalized as a vehicle to recognize excellence in relocation policy communication and editorial content in CERC News
- The CERC government relations committee submits a brief to the Minister of Finance outlining the Council's concerns with the 'harsh and inequitable treatment of housing loans.' This results in the re-instatement of a \$25,000 exemption for low interest or interest free housing loans in the 1985 Federal Budget

1986

- CERC launches its new official logo, which embraces the human side of the relocation industry. The logo remains in place to this day



- CERC severs financial ties with ERC, its U.S. counterpart, choosing instead to maintain a reciprocal arrangement with the organization only

- The Council revamps its bi-monthly CERC News newsletter, redesigning the cover and interior pages and switching to a glossy stock from newsprint
- The CERC Residential Appraisal Form is completed and is ready for sale and distribution
- CERC holds its first regional education session on November 25, 1985



- CERC board members number 14, while its membership reaches a high of 270, of which 125 are from the corporate sector

1987

- CERC eliminates the category assignment of its membership; only corporate, service and associate designations remain

1988

- CERC's annual conference moves from a spring to fall timeline. CERC also holds its first Special Education Seminar in Western Canada

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Susan Ryan

- In light of increasing public interest in environmental issues, CERC establishes an Environmental Issues Committee
- CERC membership totals 287, with 146 of these represented by the corporate sector

1989

- CERC's bylaws are amended to allow three service members to serve on its board for a three-year term. This marks a change from earlier rules allowing only corporate members to run for election to the board

1990

- In September, the Council holds its first conference in Western Canada, in Calgary. It is the largest attended annual gathering to date
- In a first, CERC breaks the 300 mark with its membership, with corporate and service members represented evenly

1991

- CERC's Education Committee starts work on a study to address the feasibility of an accreditation course for individuals involved in relocation in Canada
- The CERC Executive Committee welcomes its first female member, Linda Ward O'Farrell

1992

- CERC celebrates its 10th Anniversary, but against a grim economic backdrop: relocation numbers in Canada plummet for the second straight year

1993

- CERC votes in its very first female president, Linda Ward O'Farrell, then employed with CP Rail



- CERC launches special education seminars
- Industry focus groups meet for the first time in Toronto and Montreal

1994

- First confidential roster of members is published
- CERC News gets a new look

1995

- CERC exhibits at ERC conference

1996

- Special education sessions are held in Toronto and Calgary
- Major General Lewis Mackenzie (ret'd) addresses annual conference in Vancouver

1997

- CERC conference marks 15-year anniversary
- CERC hits the Internet with its first email address

1998

- CERC protests the federal budget, calling tax changes regressive, and calls on the government to rescind the changes
- CERC's annual conference attracts record attendance
- Executive vice president Lauren MacLaren-Smart retires, Phyllis Simon is hired as the new EVP
- CERC launches its website

1999

- Based on CERC survey results, the professional development committee proceeds with plans to design and implement a certification program. Eight in ten survey respondents voice support to certification plans

2000

- CERC welcomes its first supplier president, Anne Martin of United Van Lines



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2001

- CERC launches Level I of the three-tier professional development and accreditation program, qualifying participants for the CERC Relocation Specialist and CERP Relocation Specialist professional designation



2002

- In May, CERC welcomes its first graduates of Level I of its recently launched accreditation program
- CERC hires Stephen Cryne in September to take the reins of the organization as its executive vice president, a position he holds to this day

2003

- CERC unveils a new strategic plan and mission for the organization
- A new website is launched with searchable data bases and e-commerce capability



- The bi-annual policy survey is available on line for corporations to complete
- Level III of the CERP Program is completed

2004

- Work begins to implement the strategic plan

- CERC members complete a membership survey, with 97 percent saying they plan to continue membership

- The first graduates of the CERP program are honoured at the annual conference



- CERC introduces a volunteer recognition program and the President's Award for the first time. Maria Lewis of Kodak receives the President's Award

2005

- CERC contracts Toronto-based Media Edge Publishing to publish a glossy, full-colour quarterly magazine for its members. *Report on Mobility* replaces CERC News



- CERC joins forces with AMGAM Canada and calls for a more open border between Canada and the U.S. for the purpose of workforce mobility
- CERC appears before the House of Commons standing Committee on Immigration
- Linda Ward O'Farrell receives the President's Award
- Jim Lockington receives the CERC 25 Year Leadership Award



2006

- CERC enters into an agreement with Centennial College to deliver the CERP program over the Internet as part of its distance learning program

- CERC holds its first National Symposium on Talent Acquisition in Toronto, with Monte Solberg, Canada's Minister of Citizenship and Immigration, attending as the keynote speaker

- CERC revamps its quarterly publication, upgrading the design and renaming it *Perspectives: Managing the Global Workforce*



- CERC introduces French-language content to its publication *Perspectives*
- Karen MacRae of Canada Post receives the President's Award

2007

- CERC celebrates its 25th Anniversary. A special anniversary edition of *Perspectives* is released



- The second and third levels of the CERP designation program are moved online.

MEMORABLE MOMENTS

What people consider memorable about the relocation industry is about as individual as the many professionals who work in the trade.

Below are a handful of unforgettable moments



On one of my business trips I had yet another opportunity to talk to a complete stranger for several hours. Of course, the question came up: "What do you do?"

After quite some time and a lengthy explanation of relocation management services and all that it entails, types of clients, end users, pre-assignment services, settling-in services, home finding, language services, visa and immigration etc., my newfound traveling companion looked at me quizzically and in all seriousness said: "Oh, is it the 'Witness Protection Program'?"

Natalie Moresu, International Partner Management, Primacy Relocation

I got my first job in relocation back in 1984. I had previously worked for Marathon Realty (a division of Canadian Pacific) as a receptionist. While there, I got the taste for real estate and had gone back to school at night to become a real estate appraiser. Then ERS was interviewing in Montreal for their new office for a receptionist and counsellors. I interviewed for both, but was hired as a receptionist. I didn't have a clue what relocation was and had never ever heard of such a service! But I knew real estate was part of it, so I thought 'what the heck.' Three months down the road I was promoted to counsellor. I attended one of CERC's first conferences, in Halifax. The city has been engraved in my memory ever since.

I then quit my job when I had my daughter, never imagining I'd one day be back in the same business. Five years later, after dropping her off on her very first day of school, I stopped

to have lunch and look at the want ads. Low and behold there was an ad for a relocation counsellor in Laval, off the island of Montreal. LAVAL!!!!!! Since when was there a relo company in Laval?? Plus, I was a city girl! But I called, and don't I get hired to be part of the RELONAT team! I have been with them ever since.

Linda Hedges, National Relocation Services (RELONAT) Inc.



I remember when Leo Gregory of IBM was kidnapped, for fun of course, by bandits at the first Calgary conference. Jim Lockington, Toni Nazair and I tried to lasso a calf, ankles deep in... Some will remember when Dale Armstrong thought that I, dressed in overalls, ratty shirt, plaid hat, beard and moustache, was one of the Klondike performers at the Edmonton conference! And I remember Aaron Dresner dancing in lederhosen during Oktoberfest and Maria Lewis looking like Marilyn Monroe.

As well, Doug Berrigan of the Royal Bank initiated me into speaking at CERC conferences, which was the beginning of many wonderful opportunities to work with interesting, knowledgeable people who are passionate about relocation.

But my most memorable moment is to be thanked by my friends and peers, to be honoured with the President's Award given to me for doing what I love to do, and to give a little back to CERC that taught me so much over the years.

Linda Ward O'Farrell, Ward O'Farrell Consultants Inc.



While hosting a large group of emergency relocated guests at Les Suites Hotel, Ottawa, I asked one of my favourite questions: "Is there anything we could do better?"

The small cluster of six people had one very vocal guest who stated, "I'm very upset at you!" I didn't know quite what to expect but asked the imminent question, "What may I ask made you so upset?" At this point the guest said, "You don't have kitchen scissors!"

We do have a full kitchen, with a full complement of cutlery, egg flipper/spatula, corkscrew and variety of other kitchen utensils. But thanks to this hobby cook, for every long-term guest we now provide a pair of kitchen scissors, cookie sheet and milk jug — because when the kids are used to using a milk jug at home then a one or two-litre carton just doesn't cut it!

Steve Georgopoulos, Les Suites Hotel, Ottawa

We had contracted a registered agent to move a new hire from Edmonton, AB to Fort St. John, BC. The weight of household goods was 27,500 lbs, and this included a hobby airplane built by the owner!

The airplane was disassembled and its wings were secured to its fuselage for shipping overland. The client was not prepared to assemble the aircraft and fly it to Fort St. John, BC. He felt it would be unsafe to fly solo across the Alberta border since he had never flown that far before.

We arranged to have a second trailer assigned to handle the airplane ship-