



What Relocation Has Taught Me: Life Lessons Learned on the Job

Dan Carraher, Graebel

Areas of Proficiency



- Human Resources
- Benefits and Policy
- Talent Acquisition
- Immigration
- Tax
- Counseling
- Pricing Analysis
- Cultural Awareness
- Payroll & Gross ups
- Compliance
- Data Security
- Risk Management

Your Panel



Hank Roth – Dwellworks

Mike McGill – Mills Companies

Pim Soler – Parker Hannifin



Hank Roth

Hank Roth is Associate Counsel and Compliance Officer for Dwellworks, LLC. He has been in the relocation industry legal arena since 1986 as outside counsel and then Senior Counsel for SIRVA Relocation LLC and its predecessor company, Cooperative Resource Services. Roth holds a bachelor's degree in English from Michigan State University and a JD degree from Cleveland State University Law School. He is the appointed chair of the Worldwide Employee Relocation Council (Worldwide ERC) Tax Forum dealing with industry-wide tax and legal issues and is a member of the Worldwide ERC Government Affairs Committee. In 2006, he was awarded the prestigious Worldwide ERC President's Award. In 2009, 2015 and again in 2017 he received the Worldwide ERC Distinguished Service Award and will receive his fourth Worldwide ERC Distinguished Service Award and is being inducted into the Worldwide ERC Hall of Leaders at the Worldwide ERC Americas Conference in May in Atlanta, Georgia.



Mike McGill

Mike currently serves as the Senior Vice President of the Mills Family companies, including Mills Van Lines, Mills Move Management, and All America Moving & Storage. Mills Van Lines and All America Moving & Storage are leading agents for Atlas Van Lines, providing a comprehensive suite of moving and storage services to corporations, government agencies, health systems, and consumers. Mills Move Management is a GSA-approved provider of Move Management Services. Mike has 19 years of experience within the transportation industry, the last 16 of which have been spent in management and leadership roles within the Mills' companies.

Mike is active within the moving & storage industry, maintaining memberships in and attendance of numerous relocation-focused organizations:

*Worldwide ERC *Great Lakes Relocation Council *NEORR *Tennessee Relocation Council *AMSA *Agent Association of Atlas Van Lines

In addition to the above industry support and participation, Mike is the President Emeritus of the Northeast Ohio Relocation Roundtable board and has frequently spoken to various groups within the industry.



Pim Soler

Pim joined Parker Hannifin in 2018 as Manager, Global Mobility where she manages domestic and international relocation programs for the company.

Over the past 12 years, Pim has held positions of increasing responsibility in the Global Mobility space, both on the supplier side with SIRVA Inc, and in Corporate roles for global companies such as Diebold Nixdorf, Lubrizol and Goodyear Tire & Rubber Company.

Pim holds an MBA in Human Resources Management, a BA in Psychology and French from Kent State University and a Superior Diploma in French Studies from Université Michel de Montaigne in Bordeaux, France. Originally from Thailand, Pim has also lived in France and Spain. Pim, her husband David, and their son Johan will continue to reside in the Cleveland area.

Now It's Your Turn



- ▶ Nominate a spokesperson and scribe
- ▶ Let's hear your life lessons learned on the job
- ▶ We will come back together to hear just how smart we are and what have learned on the job

What Lessons Have You Learned ?



- ▶ Let's continue the discussion together
 - ▶ Successes that happened because of lessons learned working in relocation
 - ▶ Unintended outcomes that happened during or because of understanding lessons learned
 - ▶ Recommendations to others who might be involved in relocation or just starting their career

Life Lessons - What Our Group Has Learned on the Job



- ▶ Don't be scared to tell the truth
- ▶ Put in effort to network with industry peers
- ▶ Try things outside your "Relo Comfort Zone"
- ▶ Always acknowledge requests even before you can answer
- ▶ Adapt to the customer's communication preference
- ▶ Understand the customer's needs and cater your approach
- ▶ Ask better questions
- ▶ Technology changes, but people generally stay the same
- ▶ Set expectations - Relo is NOT Amazon Prime

Life Lessons - What Our Group Has Learned on the Job



- ▶ It's okay to not be the expert in everything, use industry resources
- ▶ Network even when there is no obvious business connection
- ▶ Transparency is key
- ▶ Own up to errors and be proactive to move forward
- ▶ It's a small industry, treat everyone with respect
- ▶ Do right by the customer, even if it means referring them to a competitor
- ▶ No such thing as "Relo out of the box", be flexible
- ▶ Show empathy
- ▶ Self-Service still requires adapting to the customer

Life Lessons - What Our Group Has Learned on the Job



- ▶ Never burn bridges
- ▶ Stay neutral and hear both sides
- ▶ Focus on the family
- ▶ No one cares what you know, until they know you care
- ▶ A personal and delicate approach is necessary
- ▶ Listen and know your audience
- ▶ One size does NOT fit all
- ▶ The answer is not No, overcome challenges to find a solution
- ▶ Mentorship is important

Life Lessons - What Our Group Has Learned on the Job



- ▶ E-mails are great, but phone calls can make a huge difference
- ▶ Always be willing to learn
- ▶ Forming relationships is critical
- ▶ Relocation is stressful, be patient & kind
- ▶ No move is ever the same
- ▶ Perception is reality
- ▶ Establish trust and operate with integrity
- ▶ Be careful not to confuse customers with industry acronyms
- ▶ Leave customers feeling warm & fuzzy

Thank you!

