



WORLDWIDE ERC®

2018 Global Workforce Symposium

17 - 19 OCTOBER | SEATTLE, WA USA



Do You Know Who You Are Moving?

Trish MacDonald, Director, Global Mobility, Westinghouse Electric Company

Dr. Walter Woolf, V.M.D., Founder & CEO, Air Animal Pet Movers

Debbie Convery, Director, Global Programs & Operations, Nike

Krissa Denning, Mobility Program Manager, Microsoft Corporation



Panelist Bios

DESTINATION: SEATTLE

- **Krissa Denning**, Mobility Program Manager, Microsoft, MBA, GPHR
- 20 Years In the Mobility Industry
- 7 Years in Big Four Accounting firms, 13 years Tech Industry
- Expertise in Global Compensation and Payroll
- Relocation with Microsoft cross country with 4 dogs

- **Debbie Convery**, Director, Global Programs & Operations, Nike, GMS, SPHR
- Oversee program design, manage global processes, systems, tools and operations, global partners and vendor management, reporting and analytics and the US Domestic program for Nike's Talent Mobility Center of Excellence
- Prior to Nike, managed Global Mobility and Immigration programs for several leading multinationals including Amazon and T-Mobile
- Studied Business Leadership at Marylhurst University
- Currently serving as Vice President on the Portland Relocation Council Board

- **Dr. Walter Woolf**, V.M.D., Founder & CEO, Air Animal Pet Movers
- Entered private practice in Tampa, FL, after earning a doctorate in Veterinary Medicine from the School of Veterinary Medicine
- Opened Air Animal Pet Movers alongside the private veterinary practice in 1977
- Air Animal has moved more than 110,000 pets for families moving around the globe.
- Recent relocations included dogs, cats, a quarter horse, a turtle and several guinea pigs





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Debbie Convery, GMS, SPHR
Director, Global Programs & Operations
Nike





CHANGES WITH NIKE'S MOBILE WORKFORCE

Digital and tech talent accustomed to flexibility and more cash based options



Increased investment in "next gen leaders"

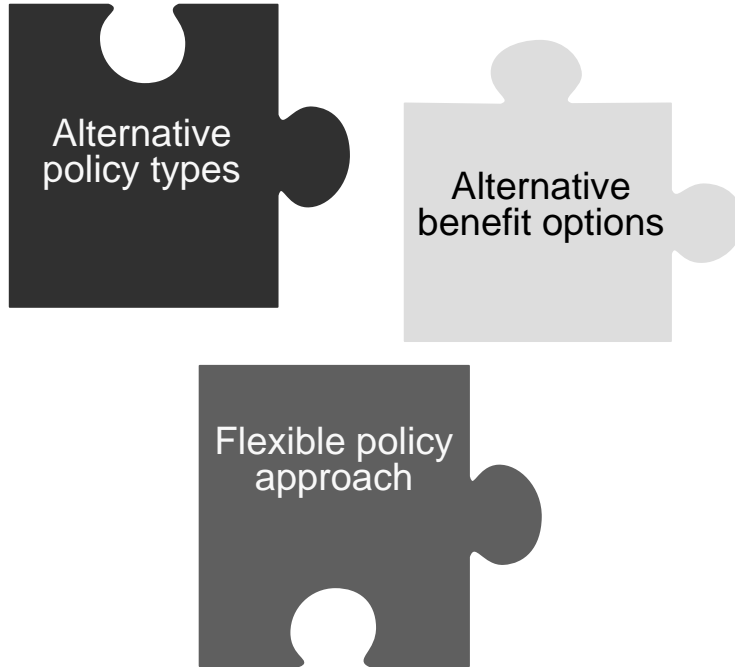
Female executives moving to Portland with spouses/partners and dependents

Blended families going on assignment

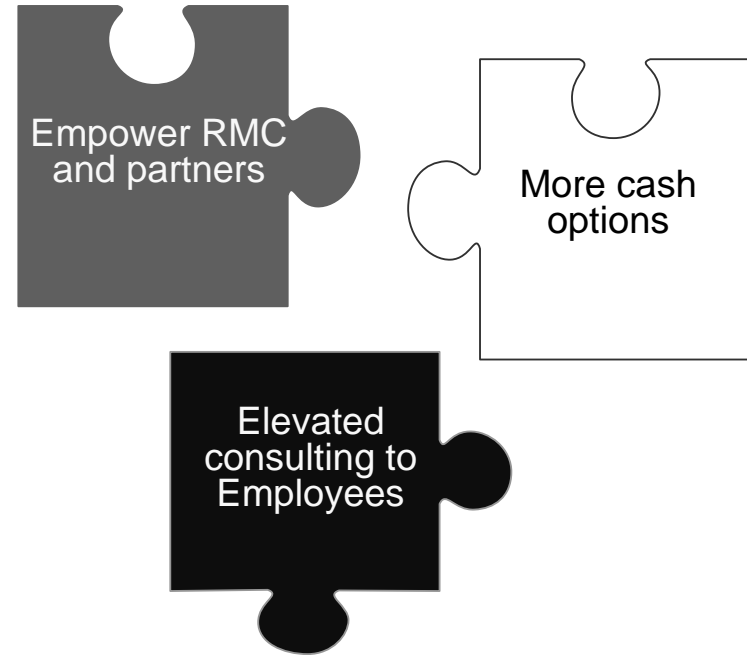


HOW NIKE IS ADDRESSING CHANGING DEMOGRAPHICS

Relevant Products



Customer Experience





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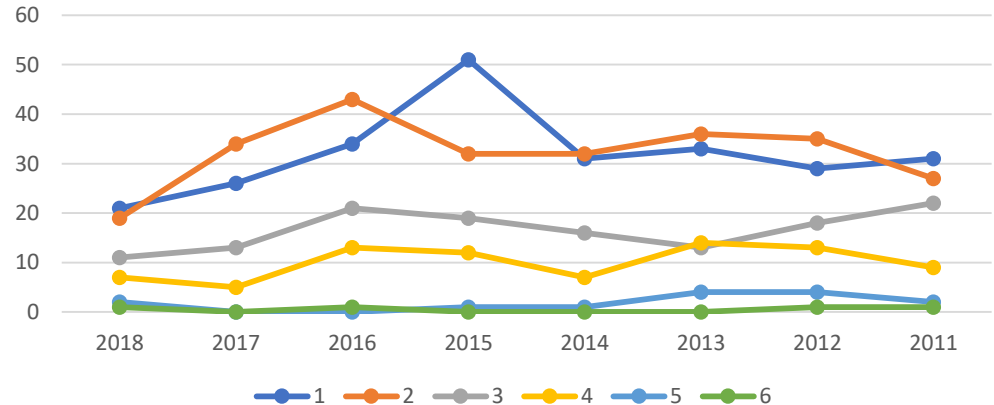
Krissa Denning, MBA, GPHR
Mobility Program Manager
Microsoft Corporation





Microsoft Case Study – Pet Shipments

- Microsoft offers professional pet shipment (different levels of support based on career level)
- Volume has decreased over the years* (potential correlation with implementation of lump sum program)



*Microsoft Relocations 2011 - 2018



Employee Experience

- Service vs Emotional support animal categorization
- Exceptions provided by business for non-traditional pets





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Dr. Walter Woolf, V.M.D.
Founder & CEO
Air Animal Pet Movers



DO YOU KNOW WHO YOU ARE MOVING? YES!

A MEMBER OF THE FAMILY!

DOG, CAT, BIRD

PLEASE, NO LIVESTOCK!





- Looking beyond the International relocation destination?
- Pet moving transferees need information for relocation beyond their future assignment(s)
- Pet birds/all birds of the parrot family require cites permits (export & import) across national borders





- Step out of the box you are working within and destroy the box!



- We occupy a new world of rules, regulations, and transferee's expertise!



- Create a new box to work from focusing on the transferee's expectations!





Pet moving transferees expect simple, accurate, timely & direct information from a pet moving provider, who has global experience in moving of the family pet

