

CASE STUDY

Women in Cable and Telecommunications (WICT) hired Meridian Relocation Services to relocate its national headquarters from Chicago to Washington, D.C., so that key staff members could continue to focus on their core duties.

“Without my key partnership with Meridian Relocation Services, I would not have been able to complete my headquarters’ relocation in the needed timeframe and budget while also tending to my responsibilities as association president and hiring a new executive director.”

Benita Fitzgerald Mosley

-President, Women in Cable and Telecommunications

When the decision was made to relocate WICT’s national headquarters from Chicago to Washington, D.C. in just three months, the president had another issue to contend with as well: hiring an executive director, and quickly, to spearhead that relocation effort. The president, however, did her research and made a win-win decision that turned the situation into a positive.

WICT brought in Meridian Relocation Services to lead the relocation effort so that the president could spend her time

focusing on her primary duties of leading the association while also locating a new executive director.

During the three-month period, Meridian Relocation Services worked closely with the president to coordinate the move effort, spearhead communications for the outgoing and incoming staffs and lead the office set-up logistics so that the new office would be up and running in the allotted time.

Specifically, Meridian facilitated the office

➤ Business Profile

Women in Cable and Telecommunications

WICT is a professional trade association that serves 4,000 members, through a network of 23 chapters nationwide. WICT’s mission is to develop women leaders who transform the industry.

Industry

Professional trade association – 501(c)(6); Foundation 501(c)(3)

Location

Headquarters: Chantilly, VA

Staff Size

14

Project Summary

Utilized Meridian Relocation Services as an interim executive to help plan and coordinate the headquarters’ relocation process.

Timeframe

Three months

Benefits

- Allowed WICT’s staff to focus on remaining productive to ensure a smooth transition for members while the relocation expert focused on the office move.
- Streamlined the process by providing access to Meridian’s vendor analysis reports, and database of product and service providers.
- Personalized, flexible service allowed for focus on targeted tasks related to WICT’s specific needs for relocation and new office set-up.
- Identified and recruited high-quality staff members in a short amount of time.
- Coordinated communications efforts so that staff and vendors were all working in unison based on the planning schedule and timeline.
- Provided counsel throughout the process on relocation strategies, pitfalls to avoid, insider knowledge and methods for efficiency.
- Destination liaison function provided a single point of contact at the new office to coordinate duties related to move-in logistics and new office set-up, allowing the WICT leadership to focus on their core duties.

lease and handled the construction build-out of the space. Meridian managed the acquisition of new and used furniture and business equipment, installation of the computer network and telephone system and coordinated the cabling and wiring.

Meridian served as the vital link between staff and vendors, which maximized WICT’s efficiency during the move.

While moving forward on the office infrastructure, Meridian Relocation Services was also focused on the recruitment of seven key staff members for the new operations of WICT.

Through an aggressive outreach and screening process, Meridian was able to locate high-quality candidates that translated into critical new hires for launching the new office and a long-term investment in WICT’s success.

Critical to the success of the move was Meridian’s role as the destination liaison to coordinate all aspects of the

move, which provided a critical function in that duties were not overlooked and that they occurred in the needed timeframe. Since the logistics associated with relocating the headquarters of a national association are time-consuming and require complete coordination with a schedule of sequence-based duties, Meridian freed up WICT leadership so that she

could continue service to its members, plan and implement program and effectively close down its operation in Chicago, while in tandem opening its new office in Chantilly.

“With Meridian Relocation Services, I had instant access to critical industry knowledge and resources, as well as personalized service that was efficient, flexible to meet my needs, and provided me with valuable executive insight throughout the process.”

Benita Fitzgerald Mosley
- *President,*
Women in Cable and Telecommunications

➤ Implementation Strategy

- Utilize interim executive services to have an executive in place while moving forward with the relocation effort.
- Create timelines to identify tasks to be handled in an order to maximize efficiency.
 - Function as the destination liaison to coordinate office transfers and start-up logistics.
 - Upgrade the membership database to a more Internet-friendly version during the transition to take advantage of the down-time.
 - Purchase a portion of high-quality used furniture to save money.
 - Hire high-quality staff members who are highly experienced, flexible, fit with the staff culture and who have had proven successes in their area so that they could hit the ground running at the new location.