

CASE STUDY

The Electronic Transactions Association (ETA) used Meridian Services. Inc. to relocate its national headquarters, housed at an association management company in Missouri, to a stand-alone office in Washington, D.C. in just three months.

“Meridian Relocation Services was my right hand during the office relocation and I could not have done it quickly and efficiently without their help. Meridian served as an executive colleague, who I could trust to use the right level of judgment for things both tactical and strategic, which allowed me to double my productivity and turn my focus to other issues of importance.”

Carla Balakgie
Executive Director, Electronic Transactions

Moving an organization from an association management company to a stand-alone entity doesn't have to be overwhelming. With the right planning and relocation insight, the process can be relatively seamless and painless—even in a short amount of time.

That was the experience of ETA after the decision was made to move the association from

Missouri to stand-alone structure in Washington, D.C. in just a three-month time-span. The first hire was the executive director. The second hire was Meridian Services.

Over the course of three months, Meridian worked closely with the executive director on tactical items and strategic solutions to maximize the relocation effort. Meridian managed the office set-up

CLIENT PROFILE

Electronic Transactions Association

An international professional trade association serving the needs of organizations offering transaction processing products and services. ETA has over 500 member companies from seven different countries.

Industry

Professional trade association - 501(c) 6

Location

Headquarters: Washington, D.C.

Staff Size

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Project Summary

Meridian Services was hired to oversee key elements of ETA's headquarters' relocation effort, including recruitment of a new staff and office set-up logistics. Duties included identifying a telephone system provider, acquiring business equipment, purchasing office furniture, creating an employee benefits package, identifying a benefits administrator, as well as general project administration and relocation advisory services.

Timeframe

Three months

Benefits

- Create a fully-functioning office in an expedited timeframe, with minimal disruption to operations and member services. Executive-level expertise that involved both tactical and strategic thinking, which led to more powerful results and greater efficiency.
- Identify four key director-level staff members in a compressed timeframe by expediting the recruitment process and utilizing pre-screening methods.
- Time and cost savings by utilizing analysis reports of business equipment vendors, such as the telephone system that met the specialized needs of ETA's operations.
- Industry insight and efficiency to create an employee benefits package and identify provider options for administering employee benefits, payroll and HR duties.
- Having a professional serve as the destination liaison to facilitate the office-set up and keep the process on track.
- Access to relocation counseling throughout the process on strategies, troubleshooting, pitfalls to avoid, insider knowledge and methods for efficiency.

logistics, starting with the structural elements, such as acquisition of a telephone system, office furniture and business equipment, such as a copier and a postage machine.

Additionally, the initial work called for immediate action to advertise, recruit and pre-screen candidates for four key staff positions, as well as secure an employee benefits package that could take effect quickly for the new hires.

Meridian utilized its executive expertise to hone in on high-functioning individuals, who would not only do their respective jobs well, but also contribute to the new-office dynamics with new ideas and a can-do attitude. This strategy translated into a key element for ETA's long-term success.

"ETA was in a unique position to re-start with a new staff and a new facility," said Jacci

Duncan, president of Meridian Services.

"It was fulfilling to work in this capacity to locate high-capacity employees with that extra something and build the office from scratch – all on a tight budget."

Meridian successfully multi-tasked some of the most

"Meridian Services was an excellent partner in relocating ETA's national headquarters. With somany balls up in the air, it was a relief to know that an expert was in charge of some of the most important elements of our move. Meridian saved me time, money and hassles that I didn't need during that already tumultuous time."

Carla Balakgie
Executive Director
Electronic Transactions
Association

critical elements of the office set-up, while providing relocation advisement and access to resources throughout the process.

IMPLEMENTATION STRATEGY

- Focus on hiring director-level staff members who are highly skilled with proven successes in the association community and who are flexible and adaptable to a new business environment.
- Focus on key operational areas for office set-up, such as identifying the most needs-appropriate and cost-efficient telephone system, and facilitating the process of installation and staff training.
- Identify the best methods to handle employee benefits utilizing the services of a benefits administrator or a PEO so that health insurance, retirement and other benefits are readily available to new staff.
- Utilize Meridian's vendor database to locate vendors for used and new furniture for individual offices and common areas in a cost and time-efficient manner
- Identify the most appropriate and cost-efficient business machines and vendors for purchase or lease.