



President's Message

In America, we are preparing for our Thanksgiving holiday. For some of our international colleagues who may be unfamiliar with this ritual, it is a time for us to pause and give thanks for all we have at this time of year. During this time of Thanksgiving, I want to personally thank you for your continued support of the Corporate Housing Providers Association.

Your commitment of time, interest and financial resources connect you with others who share your interests and passions. You are not just a dues paying member of your professional association. You are part of a worldwide corporate housing community.

You may only connect with others in our community at our annual conference, at industry events, via email as you share tips of the trade, via the *CHPA News* as you read about suggestions that you can put into use in your market. We all contribute to our shared community to make it a better, more ethical and a more professional place to be.

With all the changes that continue to take place in our businesses, in our economies, in our lives, it is important to remember that you are not alone. That you can reach out to others in our community for help, for a good word, for a connection. Together, we promote what is important to our community – bettering the corporate housing industry as individual companies and collectively.

On behalf of the CHPA Board of Directors and staff, thank you for belonging to our community. Thank you for giving of yourself, of your precious time and attention, to help all of us succeed together.

You will notice a press release, in this publication of the *eNews*, about the recent franchise of Columbus Preferred Apartments into Marriott ExecuStay. The Board is studying the impact of this and the recent licensing arrangement BridgeStreet is offering to members. The true effect of these business developments will not be known for some time. However, the Board will evaluate these new directions to see how they may reflect on the membership. We welcome your comments to map@corporatehousingproviders.org. Have a safe and happy Thanksgiving!

Gary garys@columbuspreferred.com

Optimizing your Vendor Relationships in a Soft Economy

by Mike Jenkins, Instant Furniture Rental & Ryan Cieslak, Corporate Accommodations, Inc.

Considering the recent soft economy occurring before September 11, many members of CHPA have undoubtedly tried to cut costs by trying to establish better relationships with and lower prices and/or terms from vendors. Some things that may have been considered by your company include vacancy credits on both apartment rents and furniture rental or delayed payments of due invoices. In many markets, these are lofty goals to attain considering it is not only your company that is experiencing a downturn. These goals can, however, be attained through relationship building not only with your clients, but with your vendors as well. This is especially important in the corporate housing industry, considering we are so reliant on our vendors for the majority of the product that we provide.

It has always been good business to establish close relationships with a handful of vendors. The challenge in this economy is turning those vendors into business partners. There are several possible ways to make the transition from vendor to business partner. Some of the ones we will explore are; opening up your lines of communication, setting good goals and initiatives, and defining what your expectations should be as you build upon this new relationship.

In the many industries that support and are involved in CHPA, there are many opportunities to build partnerships and open lines of communication. One way to ensure a vendor's involvement is to include them in your organization's planning groups and in your company's discussions involving growth and expansion. By creating this informal partnership, your vendors are more able to understand your mission, goals, and objectives. This knowledge will enable them to offer better-targeted solutions that will benefit your company. The key to success with open communication is that your goals and expectations need to be communicated before attempting to build this kind of relationship.

After opening lines of communication, communicating your goals and defining your expectations – what is the next step? Ask yourself some of these questions. Can my business survive without this type of service? Can my business withstand an abrupt change in service providers? How will these potential changes affect my clients? Most of your answers to these questions will be a resounding 'no.' However, the question of, "Can building a business partner relationship strengthen both companies involved?" should yield a resounding 'yes.' Finally, in this economy, you must ask, "What is the financial stability of this vendor with which you are seeking a partnership relationship?" Before you can develop this potentially long-standing relationship, you must find a vendor who offers the capability of continually meeting your needs, and the needs of your clients. You will need to work with a company that you can trust and one that can weather the economic storm that this economy may bring. While most vendors remain relatively healthy, your relationship may be tested due to the poor economy; increased "belt-tightening" and growing demands of cost savings. After all, your vendor is in business for many of the same reasons you are, which is to make money and turn a profit.

The business partner relationship can be a powerful tool when both companies' goals are met, and potentially exceeded. In our crazy economy, the traditional vendor-client relationship is becoming seriously outdated. The growth of true business partners within our industry will be the new rule of business. In our Association and industry, we have many opportunities to cultivate these partnership type relationships. Who are the most important vendors to your business today? Where is your relationship with them today? What can it be tomorrow?

As you finalize your 2003 budgets and begin working on your calendar, don't forget these critical dates! Here's some information to help plan your travel to the CHPA conference next April.

CHPA 2003 Conference
April 10 – 12, 2003
San Diego, California
Wyndham Emerald Plaza Hotel
400 West Broadway
San Diego, CA 92101
Reservations: 619-239-4500
Room Rate: \$169 Single or Double

Early Member Registration Rate (by March 3, 2003): \$375

Regular Registration Rate (after March 3, 2003): \$430

Your registration fee includes:

- **Networking**
- **Educational Sessions**
- **Access to Exhibit Hall**
- **Opening Night Gala**
- **Awards Luncheon**
- **Friday evening's Cocktail Cruise**

Don't let the ship sail without you! See you in San Diego next April!

Registration forms and 2003 exhibit/sponsor opportunities available in early January, 2003.

Committee Briefs

- **Communications:** This committee recently brought you the reenergized CHPA News. Please send your comments and/or article suggestions to Communications Committee Chair, Angela Williams, angela@executiveresidence.com.
- **Conference Committee:** The theme for the CHPA 2003 Conference in San Diego is "The Perfect Climate For Business." We're going to take advantage of both the people and the place in 2003. From networking opportunities to dynamic educational sessions to the spectacular industry party that's been planned...you won't want to miss a moment of the conference! Make sure you have APRIL 10 - 12 on your calendar for "CHPA 2003 in San Diego: The Perfect Climate For Business."
- **Member Services:** The Corporate Housing Providers Association presents its second annual awards program.

The Tower of Excellence Awards are the most prestigious corporate housing awards in the industry. These coveted awards recognize superior achievement and honor.

Don't miss this opportunity to nominate someone or to be recognized for outstanding accomplishments. Look for more information in upcoming eNews!

- **Membership:** It's Easy to Recruit New Members
The Membership Committee needs your help to ensure the success of its current membership campaign. It's easy! How to recruit a new member: (1) Tell them about CHPA (2) Contact CHPA at info@corporatehousingproviders.org to have information sent to the new prospect (3) Follow up and make sure the new recruit fills out the application and writes your name or company name in the upper right hand corner. The CHPA Headquarters office will track the applicants.

Welcome New Members

Please welcome Erika Thrift, **Nationwide Network Housing**, Kenilworth, NJ, info@nnhousing.com to CHPA!

Get in the News . . . on December 4, 2002

Below is a press release developed by the Communications Committee announcing the change of the association name from AIHP to CHPA. We urge you to add your own contact information to the bottom of the release and release it out in your own markets. The target date for release will be Wednesday, December 4. By concurrently issuing the press release in individual markets and nationally we hope to develop a nationwide media buzz surrounding the industry. If you have any questions regarding this strategy please contact Mary Ann Passi at the CHPA office.

In these troubled and shrinking times for the travel industry, one organization representing more than two billion dollars a year in revenue is growing. The Association of Interim Housing Providers (AIHP) has changed it's name to

Corporate Housing Providers Association (CHPA) in order to recognize the more than 500 companies representing Corporate Housing, the fastest growing segment of the hotel/lodging industry.

Corporate Housing has been a segment of the lodging industry for approximately 30 years; however, it was not until the early 1990's that an association was founded. The Corporate Housing Providers Association was established in order to bring corporate housing providers together to share ideas on how to make this new lodging concept the best alternative to hotels possible.

Providing more than double the space of hotel rooms at less than half the cost, the comparison between hotels and Corporate Housing is opening eyes worldwide. Not only is there far more space; the amenities, which include everything from full size kitchens to washers and dryers in the suites to exercise facilities and resort style swimming pools make Corporate Housing a preferred choice for those who have discovered this type of lodging. Corporations and individuals are corporate housing more and more over conventional hotels as CHPA is making this lodging "value" known to the world.

For more information on the Corporate Housing Providers Association and the corporate housing industry, please contact Gary Smith, President of CHPA at 614.891.9288.



Industry News

Share the latest news about your company by submitting your press releases to CHPA for the next CHPA eNews.

New Sales Office for Wynne Residential Corporate Housing

Wynne Residential Corporate Housing headquartered in Richmond, VA has opened a new sales office in Charlotte, NC after increase demand from relocation companies to provide "Temporary Housing" in the area. Lisa Fitzgerald was recently appointed account manager for Charlotte, NC. Lisa will be responsible for managing current accounts and developing new accounts in the Greater Charlotte metro area. "We are excited about growing and providing housing to relocation companies who need temporary housing in the Charlotte area" stated, Steve Clary V.P. of sales and marketing.

Wynne Residential manages over 500 fully- furnished temporary apartments throughout the Mid-Atlantic region with offices in Northern Virginia, Washington, DC, Richmond,

VA, Norfolk/Newport News, VA, Raleigh, NC, Greensboro, NC, Charlotte, NC, and Wilmington, NC.

New Top Officer Name at Northwest Suites & Housing Services: CEO Brenda Handley Promotes Dave Caple from COO to President

Dave Caple has been named president of Northwest Suites & Housing Services, CEO Brenda Handley announced today. "This promotion recognizes Caple's leadership and vision as we transition from an interim housing provider to a full service provider of corporate housing and housing services," Handley explained.

When the hospitality industry screeched to a halt in the wake of the September 11 tragedy, Caple led the organization through required reductions in force and other business challenges while keeping employee morale and productivity high. We are now well positioned to be of greater service to our clients and to grow our business here and beyond the Northwest," Handley said.

Under Caple's leadership, Northwest Suites diversified its service offerings beyond interim housing to include housing services such as rental finding, furniture rental and purchase, and international settling in services. With these changes, the company changed its name to Northwest Suites & Housing Services in April of 2002.

Northwest Suites & Housing Services was just named among the fastest growing privately held companies in the Pacific Northwest for the second year in a row by the Puget Sound Business Journal. The company has also earned recognition from a variety of other organizations this year:

- Better Business Bureau Business of the Year Finalist 2002
- Finalist - Corporate Citizenship - Eastside Business Awards 2002
- Puget Sound Business Journal 40 Under 40 List - Dave Caple
- Finalist - Brenda Handley - Nellie Cashman Woman Business Owner of the Year 2002

Handley continues in her role as chief executive officer and plans to focus more of her time and effort on community service efforts going forward.

"Our mission at Northwest Suites & Housing Services is to be a recognized leader in employee satisfaction, customer service, and community involvement. My focus for 2003 and beyond is to ensure that we continue to engage in community service efforts that make the Puget Sound region better for all of us.

Headquartered in Redmond, Washington and launched in 1988, Northwest Suites & Housing Services serves as a preferred corporate housing provider to Microsoft, Amazon, Washington Mutual, and others. High profile, seasonal clients such as the Seattle Mariners, the Seattle Storm, the Seattle Seahawks, and The Village Theatre also entrust their interim housing needs exclusively to Northwest Suites & Housing

Services.

Northwest Suites & Housing Services provides "All the Comforts of Home™" in the Northwest and around the world by offering thousands of unique housing selections that blend the comforts of living at home with the amenities and services clients need to make their stays comfortable, productive, and rewarding, all at a price that makes good business sense. Northwest Suites & Housing Services also provides furniture rental and purchase, full time rental assistance, and international settling-in services. Visit www.northwestsuites.com to learn more.



BridgeStreet Worldwide First to Offer Concierge Services to Corporate Housing Guests Through Agreement With VIPdesk

BridgeStreet Corporate Housing Worldwide, the leading international provider of corporate housing to business travelers, today announced that it has signed an agreement with VIPdesk, the world's leading Internet provider of concierge services. Beginning December 1, VIPdesk will offer a full array of concierge services to BridgeStreet's corporate housing guests throughout North America, London and Paris.

The new service, called BridgeStreet Concierge, will be available through multiple access points, including the Internet, via a toll-free number and through Web-enabled telephones and PDAs. BridgeStreet is the first corporate housing provider to offer global, 24/7 concierge services to its guests.

"VIPdesk is a natural fit with BridgeStreet's corporate housing product," said Thomas Vincent, president, BridgeStreet Corporate Housing Worldwide. "Our core customer is the business traveler who is accustomed to a high level of service and routinely travels to new cities where he or she has no previous experience. Now business travelers can get the same specialized services at their corporate apartment as those offered at the most upscale hotels in the world, and on a 24/7 basis.

"This agreement is part of BridgeStreet's ongoing strategy to expand the scope of value-added services available to our guests," he said. "The typical business traveler views concierge services as a necessity rather than a privilege. VIPdesk takes the traditional concept to a new, 'virtual' level. We view the addition of concierge services in a non-hotel setting as a unique and significant competitive advantage for us."

VIPdesk offers a full complement of concierge services, including fulfilling such traditional requests as obtaining hard-to-find show tickets, sports and recreation, travel research, weather reports, auto rental, entertainment suggestions. "These are highly

trained professionals, mostly former hotel concierges, who provide the kind and level of service our guests need or are accustomed to getting.”

VIPdesk’s national network of local concierges also can provide virtual personal assistance when the guest returns home, including help with household tasks, like housekeeping, grocery delivery, errand running and personal shopping, as well as event-planning. “Guests pay a nominal, one-time charge for the BridgeStreet Concierge, which is available for the length of their visit and for up to one year on a personal basis after their first stay with us,” Vincent said.

Guests will be able to make requests of the BridgeStreet Concierge either by phone by calling a toll-free number, by e-mail or via Web-enabled phones and PDAs. Guests may access local information for 52 major cities on the Internet by clicking on “BridgeStreet Concierge” on the BridgeStreet Web site, www.bridgestreet.com.

Privately held VIPdesk is based in Alexandria, Va. Its nationwide network of local concierge specialists serves more than 10.5 million users worldwide. For more information, visit www.vipdesk.com.

Home on the Road . . . A Travel Writer’s Perspective

*Reprinted from the November 19, 2002 **Business Traveler** magazine e-newsletter*

On a recent trip to Boston, I decided to try something different. I called Oakwood Corporate Housing instead of a hotel to reserve a room for the weekend. After answering a few questions (will you be driving? do you prefer accommodations in a particular neighborhood?), I was told I was all set and that I'd be receiving a package in the mail the following day. I wasn't worried, but I wasn't counting on delivery the next day either. Imagine my surprise when a FedEx package containing two sets of keys, contacts and telephone numbers and a map with door-to-door driving directions arrived first thing the next morning.

I should point out that Boston is not one of my favorite cities. I can never seem to find my way around. This time, though, my experience was different. I followed the supplied directions right down to pulling into my assigned parking area. With no check-in required, I walked key in hand to my weekend abode. Located on a side street near Boston Common, my apartment was in a quiet neighborhood right around the corner from a deli, wine shop and a few restaurants. It was also convenient to public transportation.

Quite large by city standards (keep in mind that I'm from Texas), my temporary digs featured two bedrooms, one bath stocked with plenty of fresh towels and an extra set of sheets and a full-sized kitchen where I found (much to my delight) a basket filled with fruit, cheese, spreads and crackers. The refrigerator was stocked with bottled water, and representatives from Oakwood Management Co. left me a map and a note wishing me a pleasant stay. Room service wasn't an option, but there was an ample supply of menus from local take-out establishments. When I strolled into the living room, I found a

bouquet of fresh flowers. By this time, I was beginning to really like Boston.

The next day I met up with my sister and her family, we all went out to dinner where we met several of my sister's school friends. All in all, I had a very nice time in Boston and I am looking forward to visiting again. (***** out of five)—**Adam Rodriguez**

Marriott ExecuStay Announces First Franchisee: Columbus Preferred Apartments of Ohio

Marriott ExecuStay, the corporate housing division of Marriott International, Inc. (NYSE:MAR), today announced the signing of its first franchise agreement, with Columbus Preferred Apartments of Ohio. Marriott ExecuStay's franchise model represents a paradigm shift for the temporary housing industry and combines ExecuStay's managed corporate apartment portfolio in Columbus with that of Columbus Preferred. The agreement also makes Marriott's initial franchisee the largest corporate housing provider, with more than 250 units, in the Columbus metropolitan area.

The Columbus Preferred Apartments agreement is strategically in line with ExecuStay's new franchise program, announced in July of this year, through which ExecuStay plans to strengthen its share in markets where it already has a presence and gain broader distribution by entering new markets.

Joe Lavin, executive vice president and managing director of Marriott ExecuStay, said, "Columbus Preferred absolutely fits the bill in terms of what we are seeking in a franchise partner: a philosophically-aligned quality operator of 100-plus units with the desire and ability to deliver a top-notch corporate housing customer experience."

Lavin, who took the Marriott ExecuStay reins in December 2001, has deep expertise in the franchise arena. From 1997 through 2001, he served as senior vice president, franchising, for Marriott's five limited-service brands. During his tenure, Marriott's franchising business achieved substantial growth.

Founded by owners Gary and Vicky Smith in 1985, Columbus Preferred Apartments has a successful track record in Central Ohio for serving business travelers on long-term assignment, relocating employees, homebuyers between homes, people on extended training assignments and other individuals and families who need temporary housing.

Gary Smith, president of Columbus Preferred, said, "After 18 years of shaping our company into a consistently strong local and regional corporate housing provider, the time and the opportunity were ripe to become aligned with Marriott, a company whose reputation, reach and marketing benefits symbolize 'best' in the hospitality industry."

Smith, a highly respected and visible leader in the corporate housing industry, is the current president of the Corporate Housing Providers Association (CHPA).

MEMBERS

The following CHPA members are ready to serve your corporate housing needs today!

* **Aaron Rents, Inc.** - Furniture The Easy Way. Your Way. - www.aaronrents.com

* **Brook Furniture Rental, Inc.** is the leading provider of high quality residential furniture and housewares to the industry- www.bfr.com

* **Buehner-Fry, Inc.** - Connecting You In Ways That Count - www.buehner-fry.com

* **Corporate Choices** is Your International Short-Term Housing Resource - www.corporatechoices.com

* **CORT Furniture Rental** - Quality. Service. Guaranteed. Furniture rental solutions from the Industry's Leader. www.cort1.com

* **Instant Furniture Rental** - Furniture Rental & Sales in an instant - www.instantfurniture.com

* **Globe Furniture Rentals** - Furniture packages for every style preference and price range: <http://www.globefurniturerentals.com/>

* **The Lodging Kit Company** - Complete Suppliers of House Wares, Linens, and Accessories - <http://www.lodgingkit.com/>

* **Software Answers, Inc.** - Leading provider of Property Management, Call Accounting and Credit Card Processing Software to the corporate housing industry. www.softwareanswers.com

* **Swingles Furniture Rental, Inc.** www.Swingles.com - The Corporate Housing Industry's Premier Choice for Furniture Rental