



President's Message

By Terry Flahive, President

TEAM PLAYERS

In my last column, we discussed the State of our Association and the fact that it is strong. Smith Analytics is producing useful monthly reports in city after city, membership is growing and the Certification program is being developed. In future articles there will be more detailed discussion and further updates on these initiatives.

Therefore, what do we think about on these hot, lazy days of summer? First and foremost, our business. We are busy. It feels good. In conversations with many of you, it seems as if business is back. The summer of 2004 is stronger than last year, our units are full, rates are inching up and we are actively meeting our customers' needs.

We are not doing it alone. We are catering to the needs of our customers, furnishing more units, answering more phone calls, all with the assistance of our associate member partners. They are in the corporate housing business with us. As our partners have improved their products and services, this has allowed us to improve and increase our business. The most successful corporate housing providers are the ones who truly use all the resources our associate partners offer. From furniture and accessories rental, to phones and computer systems, to marketing, training programs and tracking systems, they understand what is important in our business.

Today there are 12 President's Club members and 18 associate member partners. Some have recently joined and others have helped to shape our business over many years. They are:

President's Club Partners:

Aaron Rents & Sells Furniture

Biz-Stay, Inc.

Brook Furniture Rental, Inc.

Buehner-Fry, Inc.
Corporate Choices
CORT Furniture Rental
Croscill Homes
Instant Furniture Rental
Lodging Kit Company
Roseland Management Company
Software Answers
Swingles Furniture Rental

Associate Member Partners:

American Fiber Network, Inc.
American Furniture Rentals
Barefoot Technology Corp.
Convenient Houseware & Linen Rentals
Corporate Housing Strategies
CorporateHousing.com
DMA Housing, Inc.
Executive Furniture Rentals (Canada)
Forte Marketing & P.R.
Gorman's Corporate Housing Furniture
Kirby & Allen, Inc.
Lodging Supply, Inc.
Messenger & Associates
Rent Port/Credit Retriever
Sherman Furniture Inc.
Smith Analytics, LLC

Springfield Corporation

Suite Interiors

In these very busy days, it is worth taking a moment to say thank you to all those associate members who have helped us operate our business. Together, we are enjoying a very good summer.

Executive Director's Message

By Mary Ann B. Passi, CAE

As Terry mentions in his message, providers and partners are busy this summer – great news! We're also busy at CHPA. This issue of CHPA's eNews captures the many opportunities your Association affords you as a CHPA member.

Board Nominations – Here's your chance to help lead CHPA into the future. For terms beginning January 1, 2005, there are two openings on the CHPA Board of Directors – one Associate member (2-year term) and one Director-at-Large (3-year term). To ensure an independent provider majority on the CHPA Board, the Director-at-Large will be an independent member representative. The deadline for nominating yourself or a colleague is **September 17, 2004**. Please visit www.chpaonline.org to download your copy of the nominations form.

Exhibitors for CHPA 2005 in New Orleans – There is limited space available for exhibits next year. All booths will be reserved on a first come, first serve basis. If you are interested, please let Brittany know soon via email at Brittany@chpaonline.org.

Wyndham Canal Place in New Orleans – This beautiful property is hosting next year's conference. You can reserve your room today to take advantage of the \$199 rate. I encourage you to stay in this wonderful 4 Diamond, 4 Star luxury hotel.

2006 Annual Conference – We are researching locations for the 2006 conference. As you may or may not know, CHPA uses the 'buying power' of its past conferences to negotiate competitive rates for future events. Currently, although hundreds of CHPA members attend our conference, we only use approximately 100 room nights each evening. In hotel terms, our room 'pick up' does not give us much bargaining power for future sites as our meeting room needs for almost 300 attendees far exceed our sleeping room needs. This discrepancy results in one of two scenarios: 1) Higher room night charges for conference attendees or 2) Increased conference fees to cover the meeting room rental charges the Association must pay to get the necessary space for our networking and educational needs. This is an opportunity for you to help the Association keep costs down for future conferences. Please book your rooms at the Wyndham to help us meet and exceed our room block so that we can negotiate even lower prices in the future and keep the conference an affordable experience for everyone.

Competitive Data in Thirteen New Markets – I recently spoke with Peter Tyson of Smith Analytics. In the following cities, we are just one provider away from being able to report competitive analysis data: Austin, Boston, Cincinnati, Cleveland, Detroit, Kansas City, Memphis, Milwaukee, Orlando, Pittsburgh, Seattle, Tulsa and Washington. If you've not yet signed up for your free three months of service and operate in these areas, please contact Peter at ptyson@smithanalytics.com today.

These are just a few of your opportunities as a CHPA member. Read on to find out how to:

- get your property's photo on the CHPA site;
- network with providers in the DC area;
- share your experience on lock outs and evictions; and
- become involved in the industry's first certification program.

Feel free to contact me at map@chpaonline.org or 317-328-4631 if you need more information about any of these exciting initiatives. Enjoy the rest of your summer!

2005 CHPA Annual Conference

Mark your calendars to join us in New Orleans at the Wyndham New Orleans at Canal Place, February 13-15, 2005 for: **Networking, Education and all that Jazz!**

To reserve your hotel room, please visit
<http://www.chpaonline.org/meetings/conference.php>.

Lock Outs & Evictions

As members of the CHPA Education Committee, Deb Luff of Northwest Suites & Kim Lawhorn of Corporate Quarters are compiling a few real case studies, to share with the membership, regarding lock outs and eviction policies and procedures.

We would really love to hear from any of you who have had the experience of locking out or evicting a guest.

Please let us know how you handled the situation and what the outcome was. Our goal is to get as much feed back as possible from our fellow corporate housing providers by August 20th.

Please email Kim at kim@corporatequarters.net and copy the email to

deb@northwestsuites.com. **LOOK FORWARD TO HEARING FROM YOU!!!!!!**

CHPA Launches New Web Site, WWW.CHAPONLINE.ORG

The Corporate Housing Providers Association (CHPA) launched its newly redesigned web site, www.chpaonline.org. The CHPA Web site was redesigned to better promote corporate housing to the public, in addition to providing more value to the Association's members.

The web site serves as a resource for both corporate housing industry members and the public. Navigational tools allow web site visitors to find information specific to their needs.

Some of the new features of the CHPA web site include:

- Corporate Housing Provider Finder Service, searchable by area code, city and state
- Organized and accessible current information and educational resources, creating a knowledge-base for the corporate housing industry
- A full corporate apartment inventory, typical floor plans, corporate housing/suite hotel comparisons and general information about corporate housing as an industry
- A job postings board and listserv, for members only
- Personalized logins for each member, allowing for online updates of member information and online registration for conference and meetings

“CHPA is excited about its new web site,” says Terry Flahive, President of CHPA. “The new site allows easier access to top industry information and connects people who are relocating with the corporate housing industry's best.”

Member Photos Needed for WWW.CHPAONLINE.ORG

CHPA is offering its members the option to be part of the new and improved CHPA Web site, which was unveiled July 1! All members can submit one actual photo --an internal or external shot -- and will be credited on the photo credit page. Please submit either a .jpg or .tif file to brittany@corporatehousingproviders.org. Photos will be accepted on a first-come, first-serve basis.

CHPA Regional Luncheon – Washington D.C.

MANY MINDS. ONE VOICE.

Do you share our passion for the corporate housing industry? Are you interested in learning more about current trends? Join us for a unique networking opportunity over lunch.

CHPA is hosting a Regional Luncheon in Washington, D.C. Held in partnership with local CHPA members in this area this informal networking opportunity is open to both CHPA members and non-members.

Plan to attend the meeting to:

- Network with your peers in your market and surrounding areas
- Discover a new competitive performance benchmarking service for the industry
- Learn what's new in the only association dedicated to corporate housing

Date: September 22, 2004 Washington, D.C.

Washington Terrace

1515 Rhode Island Ave. NW

Washington, D.C. 20005

11:30 a.m. Registration

Noon-1:30 p.m. Networking Program

Education Committee Update

By Tami Crump, Chair

Thank you to all the members that volunteered to participate on our Job Analysis Panel. This panel will implement the first formal stage of development in our industry specific certification program. We are coordinating a diverse group of individuals familiar with the daily operational aspects of the corporate housing industry. We will meet in September to begin this exciting initiative.

The 2005 CHPA Annual Conference in New Orleans is going to be the best yet! Your suggestions and comments from last year's conference surveys were the building block in developing the educational content for the 2005 CHPA Conference. From the Opening Session to the round table discussions, including breakout topics and beneficial networking events, your voice and opinions were heard and every effort is being made to make this upcoming event spectacular.

The committee is also currently planning CHPA's next fund raising event. Watch for additional information later this year about how to get involved, make a donation or be a volunteer to support our efforts in New Orleans. The 2004 Silent Auction was a great success raising over \$7000 for "The Mustard Seed of Central Florida"! We will continue to seek out charitable organizations that are affiliated with helping individuals in need of housing assistance. Let's join together as an organization and show our host city that CHPA, the leaders in the corporate housing industry, are ready to meet any housing challenge.

Again, to get involved, volunteer or to obtain nomination forms for the certification development panels, please contact the CHPA office at 317-328-4631 or Tami Crump, CRP, Education Committee Chair, at tcrump@chpaonline.org or 205-987-7797 ext: 226.

Conference Committee Update

By Marelyn Kruger, Chair

The CHPA Conference Committee is working hard to bring you the best CHPA Conference yet. The Committee is already working on the education programs to provide you with what you need to know to succeed in 2005.

It wouldn't be New Orleans without a having a celebration "Nawlins" style! If you thought last year's Closing Networking Event was fun, get ready to march down Bourbon Street with CHPA! Details will be provided as we near the event.

We've also distributed the 2005 marketing opportunities brochure to all Associate and President's Club Partners. If you have not yet received one, and you are interested in exhibiting or sponsoring an event at the 2005 CHPA Annual Conference, please send an email to Brittany@chpaonline.org.

See you February 13-15 in New Orleans for *Networking, Education and all that Jazz!*

Membership Services Committee Update

By Kelly Regan, Chair

In late June, CHPA attended and exhibited at the National Apartment Association convention in Las Vegas. In an effort to create more awareness for the corporate housing industry and to work better with property management companies as a whole, we set out to solicit feedback from their members regarding corporate housing. With thousands in attendance, each person we spoke with was familiar with corporate housing by either working with a housing provider locally or in setting up their own apartments. With this was also the opportunity to solicit new members! Thanks to all that worked the CHPA booth.

Our Industry Luncheons to promote Smith Analytics' Service have been very successful. Our next luncheon will be September 22, 2004 in downtown Washington, DC. The introduction of the Smith Analytics report on the corporate housing industry has been very well received, as is the networking opportunities that present themselves whenever we get together regionally. Invitees include non-members as well. To make reservations, visit www.chpaonline.org.

Our "Member-Get-A-Member" campaign has come to a close. With membership being the driving force behind CHPA, thanks to all that participated and recommended perspective members to experience CHPA membership benefits. The winner and company will receive a featured article in the newsletter and a check for \$300. The winner is **Rebekah DuBois** with seven referrals. Congratulations **Instant Furniture Rental** and **Rebekah DuBois**.

As I mentioned in the May newsletter, the Membership Committee is dedicated to finding and introducing more services to our members. This year, our goal is to better leverage our association's power in a group-purchasing program so all our members can buy individually from various resources based on volume we have negotiated with the

organization as a whole. We have made great strides in working with an insurance underwriter in casualty and liability, and will give you details regarding that within the next couple of months. Stay tuned!

Lastly, we are well on our way to accomplishing our new membership and membership retention goals for 2004. Thanks to Brittany Nims and the CHPA staff, we have added 20 new members, (14 Regular, 4 Associate, 2 President's Club) and we are at a 90% renewal rate. Also, thank you to our welcoming committee of **John Onorio, Marriott ExecuStay; Carly Barnard, Aaron Rents, Inc.;** and **Francine Manilow, Manilow Suites** in making our new members feel welcome.

Should you be interested in serving on our exciting and fast paced committee, please contact Kelly Regan at kelly.regan@bridgestreet.com.

Promote Corporate Housing!

We all face the challenge of prospective clients not understanding the concept of corporate housing. Help us get the word out to the world about corporate housing as a profession and CHPA as the place to be in the industry. It's easy!

- Download the CHPA logo from the members only section of the CHPA website. When you are reprinting your business cards, simply add the logo somewhere on the card. At no additional cost, you can easily show your support and CHPA membership.
- Add a tag line to your email signature. A brief line such as, 'Find out more about corporate housing at www.corporatehousingproviders.org ' or 'Member, Corporate Housing Providers Association, www.corporatehousingproviders.org' will increase the visibility of your company, your profession and your association. .

Working together, we can increase understanding of corporate housing as a lodging sector option and as a vibrant profession.

Welcome New Member

Wolff Corporate Housing, Spokane, WA

David Lorber

dlorber@wolffcorphousing.com

www.wolffcorphousing.com

Smith Analytics: Frequently Asked Questions (Part 2)

Strengthen your message to your clients with information from the monthly corporate housing industry research report, compiled by CHPA and Smith Analytics (www.smithanalytics.com). Participation in this program is **FREE** for the first three months! After the free period, pricing is available by annual subscription, based on the number of markets covered by your subscription. **However, CHPA members receive a**

25% discount. Read below for answers to some frequently asked questions. More questions will be answered in subsequent newsletters.

Can I submit data through my property management system?

Software Answers has written a small application for users of its Oscar property management system that will automatically transmit to Smith Analytics, on a monthly basis, the required performance information. There is a minimal charge, payable to Software Answers, to activate this functionality.

When will I start receiving my monthly reports?

Generally, you will begin receiving your reports the same month all of your required data is submitted.

How are my reports delivered?

Our preferred method of distribution is through Smith Online, our web-based interface. This tool gives participants the most dynamic view of their performance benchmarking results, and it is accessible from any computer with Internet access. If required, we also can distribute your reports via email or fax.

What is Smith Online?

Smith Analytics creates a standard set of reports for each participating company, as well as a series of customized reports for multi-market operators. In addition, through Smith Online, our web-based user interface, you can access and view your benchmarking results in a very dynamic fashion, view additional metrics not presented in the standard reports, create special reports, download the data and graphs and email reports to others. Smith Online allows you to individualize the benchmarking tools, mining more value from the information we make available. Call us toll-free at (866) COMP-SET for a demo of Smith Online.

When will I get my reports each month?

Monthly data must be submitted by noon Eastern Time on the 15th of each month. Reports will generally be available by the 20th of the month.

Can I submit my data more frequently than monthly?

Yes. If you prefer, you may submit your data on a daily or weekly basis, and we will aggregate it for the purpose of producing reports.

Can I roll-up multiple markets into one report?

Yes. For multi-market operators, we can aggregate your markets in an almost limitless variety of ways to suit your needs.

When will you be able to report on a specific market?

Generally, once we have at least three companies reporting in an MSA, we will be able to begin reporting on that market. There are some other rules. No single *company* can account for more than 40% of a market's supply. Other restrictions may apply in some instances to ensure that the confidentiality of individual company data is always protected.

What if my competitors don't participate?

We are constantly adding participants, both large and small operators. The four largest providers are already participating, as are many smaller operators. We ask all participants to help us get their competitors into the program, because higher levels of participation are good for everyone.

Breaking Industry News...

MARRIOTT EXECUSTAY HITS THE 30-MARKET FRANCHISE MARK, BROADENS REACH THROUGH NEW AGREEMENTS IN SO. CALIFORNIA, ST. LOUIS AND WISCONSIN

Hitting a 30-market franchise milestone, Marriott ExecuStay, the corporate housing division of Marriott International, Inc. (NYSE:MAR), recently announced two new franchise agreements that have more than doubled its Southern California portfolio and added additional coverage in the Midwest.

Effective July 1, 2004, Terra Nova Corporate Housing (Terra Nova) now operates Marriott ExecuStay Southern California. Founded in 1996 by Lori Tonne, Maureen Retsek, and Liz Lynch, Terra Nova – a certified women's business enterprise – is a leading Southern California provider of corporate housing. Jeff Chase, vice president of marketing, became a partner this year.

Effective July 16, Marriott ExecuStay expanded to St. Louis and to the Wisconsin cities of Green Bay, Milwaukee, Appleton and Madison through its franchise agreement with Corporate Accommodations-Wisconsin. Corporate Accommodations-Wisconsin is owned by 13-year corporate housing veteran Carl Blandford, an established corporate housing force in Eastern Wisconsin and St. Louis.

Joe Lavin, executive vice president and managing director for Marriott ExecuStay, said, "Each new franchise agreement is significant in its own right. The combined strength of Marriott ExecuStay's and Terra Nova's operations has, overnight, catapulted ExecuStay into position as a major force in Southern California corporate housing. We've also expanded our reach into key Midwestern markets where our customers will be able to rely on delivery of a quality extended-stay lodging experience and gain the added benefit of earning Marriott Rewards® points."

Ms. Tonne said, "This is a perfect blending of Terra Nova's expertise, local and regional knowledge with Marriott's global reputation and broader range of services. Our clients

are going to be especially excited about the Marriott Rewards Program. We are happy to merge our business reputation with Marriott, a hospitality service organization that shares our commitment to customer service and comfort.”

Mr. Blandford said, “Given the recovering economy and the growing challenges for a small company to gain a competitive edge, this is an excellent time to partner with a leader in the hospitality industry. With Marriott ExecuStay’s strong sales, marketing and Marriott Rewards program; Marriott’s global positioning; and our own devotion to the highest level of service, we look forward to a productive association, increased growth and greater customer retention.”

The contact for prospective Marriott ExecuStay franchisees is Gregory Laubach (gregory.laubach@marriott.com) at (240) 386-2335.

ONE-STOP-SHOPPING FOR NATIONAL CORPORATE HOUSING

GETS A BOOST FROM NEW CORPORATE HOUSING ALLIANCE LLC

Northwest Suites & Housing Services and six regional corporate housing industry partners have created a new legal entity called the Corporate Housing Alliance LLC, President Dave Caple announced today. The newly formed CHA offers clients access to over 8,000 rental units across the nation. Now, corporate clients requiring relocation assistance for staff members can access the finest independently owned providers in the corporate housing industry and meet a much wider variety of needs with just one call.

CHA is bundling several services together – corporate housing, destination services such as area tours, rental finding, and international settling-in, and rental furniture. The CHA eliminates the need for the human resources executive or relocation administrator to work with several different companies across several different states to meet employee relocation program needs.

Caple said that the biggest, best, and most experienced independent corporate housing providers across the nation are collaborating on this venture.

By developing a formal network of like-minded organizations that believe in quality and integrity in their daily business practices, Caple believes the entire industry will benefit from the CHA and the higher standards that will be a part of their clients’ experience.

“Starbucks Coffee Company has earned a reputation as ‘The Third Place’ between office and home. Here people can transition from one place with the comfort of pleasant surroundings and fabulous coffee. The CHA intends to serve a similar role for those relocating from one city to another to begin new jobs. We will provide the services they need to enjoy all the comforts of home during their relocation -- arguably among the most stressful times in their lives.”

Caple said that the CHA differentiates itself from larger corporate entities by serving as the source of the best options for each individual client. “We are not bound by any network or corporate initiatives. We research each lead and provide at least two options for each client to choose from,” he explained.

For example, each company within the CHA is locally owned and operated. “The bureaucracy associated with problem solving within a large organization is a non issue,” Caple said. Other points of difference include:

- One Point of Contact Nationwide
- Staff Tenure and Professionalism
- Service and Response Time Guarantees
- Any Type of Billing Request Accommodated
- Direct Access to CHA Member Owners 24/7
- Ability to Accommodate MBE Dollar Spend Requests
- Consistency and Continuity of Move-In/Move-Out Procedures
- Industry Experience and Area Knowledge Unmatched in the Industry
- Desire, Effort and Flexibility to Service All Requests...Not Just the Easy Ones

The national call center is located in Redmond, Washington. From there, all requests are managed through the CHA network of partners to meet each client's specific needs. Centralized billing and reporting also take place from the Redmond venue.



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

Biz-Stay, Inc. - Online Corporate Housing Directory - www.biz-stay.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. - Proven Telephone Long Distance Solutions for Corporate Housing Units - www.buehner-fry.com

Corporate Choices - The International Directory of Corporate Housing- www.corporatechoices.com

Croscill Homes – It's in the details – www.croscill.com

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