



December 2005

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CHPA 2006 Annual Conference Update – February 7-9, 2006

Do you have your finger on the pulse of the corporate housing industry? **Are you sure?** CHPA's 2006 Annual Conference offers you *New Opportunities, New Ideas and New Perspectives* on corporate housing. Every component of this information-packed networking and educational event is designed to help you succeed in this dynamic industry. This is the conference for you, planned by providers for providers! Join your colleagues and industry leaders from around the world in Newport Beach, CA, February 7-9, 2006.

The online registration is open, so register today. **Save \$60 by registering by January 6, 2006!** Don't let your competition get ahead of you! Register today for CHPA's 2006 Annual Conference at www.chpaonline.org.

Hotel Information

Newport Beach Marriott Hotel & Spa
900 Newport Center Drive
Newport Beach, CA 92660
Phone: 949.727.3500
Web: www.newportbeachmarriott.com

The CHPA room rate is \$169/night*. This rate is available February 6-11, 2006. To make your hotel reservation, call the Newport Beach Marriott directly at 949.729.3500 (mention CHPA 2006 to receive the discounted rate) or go online to www.newportbeachmarriott.com. The online group code is CHPCHPA. **The discounted rate is available until January 17, 2006.**

Information-Packed Conference Sessions

To make the most of your time at CHPA 2006, here are the program highlights:

Kickoff Keynote: Beneath the Armor... How Business Leaders Stand Tall in a Turbulent Global Economy - Ole Carlson, Carlson Consulting

Learn from the best while you are at CHPA - **Ole Carlson**, a seasoned corporate trainer, strategic planning consultant, international keynote speaker and professional facilitator, will deliver CHPA's

2006 Opening Keynote address. Discover his seven effective strategies to position yourself at eye-level with your worldwide, largest competitors.

Successful Brand Development - Rosemary Breehl and Tom Traynor, Certified Brand Strategists with Breehl, Traynor & Zehe

Does your brand have a personality? How does your brand score? Learn more about your company's brand and how to develop a successful brand for your organization by attending this session.

Maximizing Your Sales Inquiry Calls Using Key Sales Strategies and Techniques - Mark Milani, President, Shop Call Solutions

Wish you could "control" each sales call and build a strong rapport with each caller? New business is the life-blood of every corporate housing company. If you depend on your inside sales associates to uncover new opportunities and secure reservations, this session is for you.

Facilitated Roundtable Discussions with Experts

These small group discussions are rich in new ideas and proven strategies and are the most popular conference sessions that allow participants to learn from the industry's experts. Debate, discuss and share your ideas with peers in these small group roundtables, led by experienced corporate housing professionals.

General Session: Supplier Management - The Wave of the Future & Six Sigma Process - Vernon Griffin and Cindy Neuenschwander, Accenture

What do KPIs, Metrics, & Scorecards have in common?... They are all components of Supplier Management Programs. Learn why our corporate clients are implementing these programs, how they have been designed to accommodate the temporary housing industry and how we can effectively integrate with them in order to build strong, service driven partnerships with our corporate customers.

Head to Toe 'Total Communication' for Deluxe Customer Service - Petey Parker, Petey Parker and Associates

This interactive session is about total communication. Increase your savvy communication skills through learning and sharing with the larger group. By attending Petey's session, you will be able to achieve total communication in your professional and personal relationships.

How to Gain a Competitive Advantage – The Little Things That Make a World of Difference - Jack Jensky and Henry Luebbert, Synergy Corporate Housing

The two founded *Synergy Corporate Housing* in 1999 and have grown the organization through a very difficult economy in Northern California to over 500 stable corporate apartments today. With a tag line of "Innovative solutions for your temporary housing needs", the two will share how they maintained "points of difference" that enabled them to compete with global Corporate Housing Companies.

Making The Most of Today's Technology Panel

Panelists: Cyrus Claffey, Clareo Networks, LLC; Rob Giese, Tech 4; James L. Magruder, MobilPro Corporation; Ed Ulmer, Barefoot Technology Corp.

Confused about the options with today's technologies? Do you need help demystifying some of your clients' demands? Are you sure that your company has the most cost-effective infrastructure or solutions? Join experts in this dialogue about advances in Operations, Marketing/Sales/CRM, and Communications technology used and to be used in the corporate housing industry.

The New Truth About Extended Stay Hotels - Elaine Quiroz, CRP, Corporate Housing Strategies

Industry veteran Elaine Quiroz will take you inside the three tiers of extended stay hotels – economy, mid-price, and full service – with the latest plans for each group. You'll learn how to sell

against them, brand by brand. Knowledge is the most powerful tool in selling, and you must be “in the know” in order to win the battle. Join us for an information-packed session that may surprise you!

What’s New In the Industry – Panel

Panelists: Stephen Hanton, *BridgeStreet Worldwide- United Kingdom and France*; Lorna Keen, *Space to Stay and Clarendon- UK*; Gavan James, *Oakwood Corporate Housing*; Jerry Hellmann, *American Furniture Rentals*; Tracy Hayes, *CWS Corporate Housing*

Gain new opportunities, ideas and perspectives on what your colleagues are doing in your market and internationally to grow their companies, better serve their clients and other issues impacting your business.

Maximize Your Marketing Resources By Partnering With CHPA!

Have you reserved your booth yet for CHPA 2006? There are still some booths and sponsorship opportunities available for the CHPA 2006 Annual Conference, *New Opportunities, New Ideas, New Perspectives...* in Newport Beach, February 7-9, 2006. Reserve your booth or sponsorship today! You will be listed in the CHPA Annual Conference onsite brochure, recognized as an exhibitor and/or supporter of CHPA if you send in your commitment form by **Friday, December 9, 2005**.

Exhibit Opportunities

Take advantage of this opportunity to meet face-to-face with hundreds of corporate housing professionals while you expand your market, generate leads and introduce new products or services to the industry. Please note: All CHPA Associate Member partners must purchase booth space in order to attend the annual conference. There are several great spaces still available. To discuss this floor plan and available booths, please contact Lori Justin at ljustin@chpaonline.org.

Sponsorship Opportunities

CHPA can help your marketing dollars realize their true reach and potential, connecting with qualified buyers at a reasonable investment. The attached marketing opportunities brochure outlines how you can reach the select professionals that need, want and purchase your company's products and services.

Table Sponsorship for 5th Annual Awards Banquet

Be sure to have a premier table for your friends and colleagues by reserving a banquet table today for the 5th Annual Awards presentation. Gold and Silver Table Sponsorships are available. Tables are available by company, by region, by city – organize your table today! View the 2006 Marketing Opportunities Brochure to see all the benefits of sponsoring a banquet table – www.chpaonline.org/marketing/sponsorship.php.

Maximize your marketing resources by partnering with CHPA today!

5th Annual Awards Dinner & Industry Networking Event – A Must Attend Event!

Thursday, February 9, 2006, 6:30 p.m.

The last night of the conference is a celebration of the networking and connections made throughout the meeting. This year's theme is formal and includes the presentation of the *Tower of Excellence Awards*. Walk along the red carpet into the “Academy Awards” themed dinner banquet - a “star-studded” and must attend event for all attendees. Honor the nominees for the prestigious *Tower of Excellence Awards*, network with friends and colleagues and end the conference in high style!

The dress code for this “star-studded” event is black tie optional. Live it up, dress to impress and celebrate the “Academy Awards” themed dinner banquet like a star! Men can rent tuxes locally.

Simply indicate your interest in renting a tuxedo on the registration form and the tuxedo company will contact you directly.

Your Award Dinner ticket is included in your conference registration. An RSVP is required for seating purposes. Please indicate on your registration that you will be attending or email your response to awards@chpaonline.org by January 31, 2006. Additional tickets are available for guests for \$75.00.

2006 Silent Auction

Help us make the 2006 Silent Auction a success! Please donate a silent auction item to benefit *Rebuilding Together of Orange County*, a nonprofit charitable organization in Orange County, and CHPA's educational initiatives. All auction donors receive recognition in all conference printed materials related to the auction and special recognition at www.chpaonline.org as an auction donor. Simply complete the attached Silent Auction Form today!

Foam-Cost Surge Hits Furniture Producers

By Bill Powell, The Gazette Herald

Local furniture manufacturers whose upholstered items require foam are being hit by a triple whammy. For starters, one of the four leading chemical companies supplying two major chemical ingredients used to make foam – polyol and TDI (toluene diisocyanate) – decided to exit the business. Lyondell Chemical of Houston ceased production at its Lake Charles, La., plant because TDI profits constituted a small percentage of its total revenue stream.

Foam producers dealing with tighter supplies of needed chemicals were also hit hard by Hurricanes Katrina and Rita. They drew a bull's-eye on the cradle of U.S. chemical plants that stretches from Galveston, Texas, to New Orleans. The sting of skyrocketing foam prices, supply delays and rising transportation costs comes as American furniture manufacturers are battling competition from Chinese and other Asian imports.

"It makes for a tough equation," says Stuart Curtis, director of operations at Best Home Furnishings. Best Home Furnishings uses as much foam as any Ferdinand-area manufacturer for stuffing the backs and arms of chairs. The Ferdinand manufacturer has a number of channels for securing foam, including a Carpenter Co. plant on Industrial Park Road in Ferdinand and a Foamcraft Inc. plant in Mitchell. Curtis says a number of foam suppliers have had difficulty keeping up with deliveries.

"Some suppliers have instituted 50 percent allocations and have turned away new customers," Curtis said. "In the residential upholstery business, there are other competitors who have been unable to continue to deliver on time – but those are not local companies."

Rob Elliott, president-CEO of Foamcraft, headquartered in Indianapolis, talked about the landscape in the hurricanes' wake. Foamcraft's cut-to-size plant in Mitchell is a major supplier of foam to Dubois County industries. Chemical plants were shut down for several weeks after the hurricanes, Elliott said, and rail cars were not moving, either.

The demands placed on foam pouring and cut-to-size plants were growing even before the Federal Emergency Management Agency ordered 125,000 travel trailers and mobile homes to house Hurricane Katrina victims.

"It's been just a very wild October," said Elliott, who guessed that foam prices took 65 percent to 70 percent jumps twice last month. Hurricane-related shortage issues will be felt through year's end, Elliott estimated.

Paul Wise, general manager of the G&T Industries' cut-to-size foam plant at 2741 Cathy Lane, Jasper, said average supplier increases are in the 50 percent to 60 percent range. That follows

on the heels of an 11 percent average hike in mid-October. G&T's 45 employees in Jasper supply foam to customers that include Kimball, OFS/Styline, Jasper Seating, Jofco, Indiana Furniture Co. and Fleck Chair Co. By working through as many as seven raw-material suppliers, G&T has been able to meet current customers' needs. But the four-division company headquartered in Grand Rapids, Mich., has had to turn away new customers. Wise said the company had been poised to close on foam-supply contracts that would have been worth \$2.5 million annually. G&T hired employees last month who are being trained to help service a new account landed before the recent industry shockwaves. "We feel confident that, even with allocations in place, we'll have enough product for this new account," Wise said.

Demand for the limited supply of polyol and TDI that's out there is high. But new chemical plants to bridge the supply-demand gap won't be coming on line soon.

What's New at CHPA?

Spotlight on Committees

Conference Committee

By **Marelyn Krueger**, *Instant Furniture Rental*

Time is flying fast, and the 2006 Conference is right around the corner. The registration brochure was sent to the membership recently in the mail. It is also posted online at www.chpaonline.org.

The conference planning committee has been working very hard on all the details of the conference. **Lori Conroy** from *BridgeStreet Worldwide* is the Program Committee sub chair and has pulled together a fabulous agenda. With impressive speakers and workshops that have been requested by our members, the education will be something that you will all want to be part of.

Emily Mayhew from *Aaron's Corporate Furnishings* is the sub chair for the Exhibitor/Sponsorship Committee and is busy working with our entire membership to support the conference in every way possible. We will have a larger exhibit hall than we have had in past years. With the support that our members have already given, we plan to help make the overall conference one that you wouldn't want to miss.

Robert Hammond with *Corporate Choices* has the task of sub chairing the Industry Party. This is no small task. This year we will be combining our *Tower of Excellence Awards* with our Industry Party on the final evening of the conference. This will be a gala affair with red carpet, black tie optional and all the glitz of the Academy Awards. The nominations are in, and we are excited to see a record number of entries. So, get out your evening attire and put on your dancing shoes to help celebrate our industry's best of the best with your fellow members in the industry.

Looking forward to seeing everyone in February!

Your Web-Based Member Forum

CHPA's ListServ e-discussion group is a very valuable tool as a member benefit and is **free** to all CHPA members. This online discussion site will help you research and share information about the industry, a particular locality, discuss sales and marketing techniques or find answers to legal questions.

Do you have information about your particular locale that others may find helpful? Members can share information on cities or pending/current legislation that affects corporate housing providers in their state. On the lighter side, the professional web forum is also a great place to share fun stories and experiences.

Using the CHPA ListServ is easy.

- Log in to the Members Only section of the CHPA Website from the CHPA main page – www.chpaonline.org or directly log in at https://www.chpaonline.org/user_login/index.php.
- Once you are logged in to the CHPA Members Only section, click the Member Connections link on the left menu.
- The Member Connections page has several options with the first being CHPA ListServ. Click that link, and you are ready to start a discussion.
- A shortcut is to go directly to the CHPA ListServ main menu at <http://six.pairlist.net/mailman/listinfo/chpamain>.

To search the ListServ's archives, simply click on the CHPAmain archives link under About CHPAmain. Once in the archives, you may reply to a message by clicking on the Member's email address. An email form will pop up addressed to the ListServ administrator, who will review the contents and post it for all to see.

Posting a question or new "discussion" of your own is also very simple. Click chpamain@chpaonline.org under Using CHPAmain. An email form will pop up already addressed for you. Enter an easy-to-understand topic heading in the subject field of the email form. In the body of the email, type your thoughts, questions and recommendations.

Since the discussion group can be sorted by subject, author or date, information can be readily found within a few clicks. The ListServ's value is in the information CHPA members add to the discussion group, which becomes a reference guide for all members. This information can help identify growing trends and new issues that affect the way each of us does business, leading to new training classes, website FAQs and much, much more.

Join the CHPA ListServ today for free by signing up on the CHPA ListServ main page - https://www.chpaonline.org/user_login/index.php.

What A Brand Is Not.

By Tom Traynor & Ro Breehl, *Breehl, Traynor & Zehe*

Following is the fourth of six brand development articles.

For those of us who specialize in brand development, our time has finally come - just listen to all the brands speak lately. We are, however, troubled. We're not sure we understand all the brand stuff we're hearing and seeing. And if we're confused, what's the advertiser to think? So if there are others out there scratching their heads, we offer our understanding.

Let us start with the obvious: There is a difference between branding and brand development. *Branding* being the tactics used to deliver a brand's distinction and *brand development*, the discovery process used to find that distinction. Yet, we witness, "branding" as the Holy Grail for most advertisers and the specialty of many agencies. Again we wonder? There have been all kinds of great and correct brand development and branding examples to reference and clear up the mystery: *Volkswagen, Alka Seltzer, John Wanamaker, Macintosh, L'Oreal* and many, many more incredibly brilliant brand case histories. Still, there's confusion.

Here's our take: As we said, branding is a tactic. And brand development is a discovery process that unearths a brand's distinction. Remember, the definition of a brand is "a claim of distinction." Branding tactics are the consistent use of color, graphics, and spokespeople used in the communication of a brand's distinction. But, please, don't think that the color, graphics or spokesperson *is* the distinction. Those could change with the next campaign. No, a brand's distinction is whatever separates it from its competitors, makes it stand out as extraordinary or different or, better yet, more valuable to the end user. It could be as simple as a colorful founder like *Orville Redenbacher*, or, as dramatic as breakthrough technology as in *The Macintosh Computer* (remember "The Computer for the rest of us?" And now, "Think Different?") Whatever

that claim of distinction may be, that is the brand. So you can see the importance of a discovery process in order to find it. Some other notables: "We'll leave the light on for you." "Drivers wanted." "I'm worth it." And one of the all-time greatest: "From the minds of Minolta." Each is making a clear and distinguishable claim.

Many of us do business with advertisers or are advertisers whose companies have been around for a long while, and to some degree, that is the main distinction. But when it comes to advertising, we tend to ignore it because we want to sell product. And in doing so we utilize consistent colors, graphics and spokespeople put the logo in the same position and use the same typeface in each communication. If this is the case, the ads are doing nothing but competing with other products, not other brands. These are simply branding tactics and the ads don't provide the ultimate reason for purchasing the products - the brand's valuable distinction that instills confidence in the consumer's purchase decision.

Here's an example of brand development and branding done right: When *Maytag* introduces a new washing machine, the ad headline might say "Introducing our brand new 2 cycle washing machine which will wash your clothes like no other." This is a standard features and benefits headline. But, the ad also ends with "and our machines won't break down." How is that communicated? The loneliest repairman delivers the message to you. *Maytag's* distinction is higher quality and it's obvious. Now, a competitor could also be advertising a new machine and its headline might also say, "Introducing our brand new 2 cycle washing machine and it will wash your clothes like no other." But that ad will have to end with "and priced from." Because without any brand value like the *Maytag* repairman or some other brand promise, price is the only measurement of value.

Members in the News...

BridgeStreet Worldwide's Global Partners Expand Company's West Coast Presence

BridgeStreet Worldwide, a leading international provider of corporate housing to business and leisure travelers, today announced that the company has expanded into the Pacific Northwest and San Francisco markets through its Global Partner program. BridgeStreet's newest partner, Pacific Guest Suites (PGS), extends the BridgeStreet network of corporate apartments into the Seattle/Bellevue market. Concurrently, BridgeStreet announced that its long-time partner, Synergy Corporate Housing, has added to its inventory in Northern California with the opening of properties throughout downtown San Francisco.

BridgeStreet's Global Partner program is a licensed network of corporate housing providers who meet BridgeStreet's consistently high product and service standards. The program attracts top local and regional providers of corporate housing who share a deep commitment to consistently exceeding client and guest expectations and to simplifying the corporate housing experience.

Synergy Corporate Housing

"Synergy Corporate Housing is one of our first Global Partners and is regarded as the corporate housing provider of choice in Northern California," said Lee Curtis, BridgeStreet president. "For the past two years, we have enjoyed a very successful relationship with Synergy, together offering premier locations in the East Bay, Silicon Valley and south of San Francisco, down the peninsula. With this expansion into San Francisco and with our new properties in Seattle, our accommodations coverage extends to 95 metropolitan locations worldwide. Our goal is to continue expanding the location options we offer to our clients."

"As a BridgeStreet Global Partner, we have been able to dramatically improve geographic and product diversification for our customers," said Jack Jensky, Synergy Corporate Housing principal. "As a result, we have expanded market share and have enhanced customer satisfaction and loyalty."

Pacific Guest Suites

"The Pacific Northwest and San Francisco areas are key markets for us and provide new opportunities for BridgeStreet Worldwide to introduce travelers to the unique benefits of corporate housing, compared to traditional hotels," Curtis said. "Pacific Guest Suites is the leading corporate housing provider in Seattle and has many locations throughout the city and surrounding suburbs. PGS offers extremely high quality corporate suites, and more important, PGS shares BridgeStreet's uncompromising commitment to quality and consistent delivery of superior customer service."

"We are very interested in growing our business, and feel that we can achieve this more quickly through a partnership with BridgeStreet Worldwide," said Bill Neil, PGS president. "Being part of the BridgeStreet Global Partner program significantly increases our reach and allows us to offer national and international locations to our current corporate clients."



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

Aaron's Corporate Furnishings - 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. - Proven Telephone Long Distance Solutions for Corporate Housing Units – www.buehner-fry.com

Bruce White Galleries – The Professional Picture People – www.brucewhite.com

Corporate Choices - The International Directory of Corporate Housing- 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

Lodging Kit Company – www.lodgingkit.com

Roseland Management Company - Experience. Expertise. Excellence. www.roselandproperty.com

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

