



## June 2005

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### Atlanta Regional Luncheon

Local CHPA members in Atlanta and CHPA are partnering together to offer you another great Regional Luncheon. Join us on **Friday, June 24 in Atlanta, GA** for this unique networking opportunity over lunch. Your colleagues who attended the recent Detroit Luncheon in April raved that the luncheon was a great opportunity to learn how to make the most out of *every* sales inquiry call, build relationships, share valuable information and listen to great speakers. You will not want to miss the next Regional Luncheon in Atlanta.

#### Friday, June 24, 2005

11:00 – 11:30 a.m.	Registration & Networking
11:30 a.m. – 1:30 p.m.	Program & Lunch
1:30 – 2:00 p.m.	Networking

#### Location:

**Crowne Plaza Atlanta – Buckhead**  
3377 Peachtree Road, NE  
Atlanta, GA 30326

#### Plan to attend this meeting to:

- Discover how to make the most out of *every* sales inquiry call.
- Network with your peers while you learn about local and national trends.
- Learn what's new in the only association dedicated to corporate housing

Please complete the attached registration and fax it to the CHPA office by Friday, June 17, 2005.

### Welcome New CHPA Members!

#### Provider Members:

**Executive Quarters, LLC/The Relocation Exchange, Summit, NJ**

Jane Cebula, [jane@therelocationexchange.com](mailto:jane@therelocationexchange.com)

**Soujourn**, Herndon, VA  
Susan Titus, [stitus@sojourns.net](mailto:stitus@sojourns.net)

**TDY Housing, LLC**, Sierra Vista, AZ  
Michael Benson, [bensonm@gotdy.com](mailto:bensonm@gotdy.com)

**The Landsburgh**, Washington, DC  
Rose Benavidez, [rbenavidez@thelandsburgh.com](mailto:rbenavidez@thelandsburgh.com)

**Associate Members:**

**Executive Amenities Housewares Rentals**, Torrance, CA  
Tom Hilmar, [tom.hilmar@execamenities.com](mailto:tom.hilmar@execamenities.com)

**Prime Time Leasing**, Suwanee, GA  
Michael Demaria, [michael@dmdesigngroup.com](mailto:michael@dmdesigngroup.com)

Share the membership benefits of CHPA with your friends or colleagues who are not yet members of CHPA. Invite them to join CHPA and begin to receive the same great benefits. Please feel free to forward any potential CHPA members to Lori Justin at [ljustin@chpaonline.org](mailto:ljustin@chpaonline.org).

**The New CHPA Liability Insurance Program is Spectacular**

"The new CHPA Liability Insurance program through Partners USA is nothing less than spectacular. Our rates dropped by 75% or \$13,059 per year. Our coverage has greatly improved as well. Our old coverage (liability and excess combined) gave us \$2 million per occurrence with \$3 million aggregate. Our new coverage through Scottsdale Insurance Company, a wholly owned subsidiary of Nationwide and an A.M. Best Rating of A+XV (superior) and a Standard & Poor's "A" rating, gives us \$5 million per occurrence and \$6 million aggregate. Now I can really sleep at night and not worry about the whims of an irresponsible jury.

One year of savings is more than we will pay in CHPA dues for the next 10 years. We also received a quote from them for our Commercial Automobile policy and will save 35% on that policy as well. Partners USA is extremely quick, professional and easy to deal with."

Thank you CHPA!

**Ned Scharpf**  
President  
*Corporate Apartment Specialists, Inc.*

*For more information on the new CHPA Liability Insurance Program, contact Ron DeVince at BRI/Partners USA at (888) 258-6820, ext. 171 or email at [sales@partners-usa.net](mailto:sales@partners-usa.net).*

**What's New at CHPA?**  
***Spotlight on Committees***

**Communications Committee**

By **Marjie Foster**, *Forte Marketing & PR*

The Communications Committee is currently addressing two critical needs of CHPA - updating the website and public relations.

The Committee will soon be evaluating the CHPA website page-by-page to ensure it meets your needs as a CHPA members. Feel free to contact committee chair, Marjie Foster, at [lindenst@grm.net](mailto:lindenst@grm.net) or 641-784-7878 with ideas on how to enhance the Association's site.

CHPA needs your help to get the word out about corporate housing. Please forward your media list to Lori Justin at [ljustin@chpaonline.org](mailto:ljustin@chpaonline.org) so we can send your contacts press releases on industry news in your area. *(All information will remain confidential and be used by staff only to distribute newsworthy items.)* The Committee is also working with CHPA Past President Terry Flahive to create/maintain positive relationships with related industries. Thus far, we have identified SHRM and ERC as the initial "targets" for our public relations efforts since they offer potential business for CHPA members. We are currently in the process of making contacts with key individuals at each of these organizations. Other (secondary) targeted organizations are SGTP, NBTA, NAA, and more. Any key contacts within these identified organizations would be very helpful. Please also send those to Lori Justin at [ljustin@chpaonline.org](mailto:ljustin@chpaonline.org).

### **Conference Committee**

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

The Conference Committee has continued to meet and plan for the 2006 Annual Conference. We have divided the Committee into three Sub-Committees and a Sub-Chair has been established for each group. The following people are serving the Association on these Sub-Committees:

#### Program Sub-Committee

Sub-Chair, **Lori Conroy**, *BridgeStreet Worldwide*; **Marietta Alba**, *Apartment & Relocation Center*; **Christy Campbell**, *Now Leasing Corporate Suites*; **Kendra Cofer**, *CWS Corporate Housing*; **Shannon Fristensky**, *Now Leasing Corporate Suites*; **Jessica Holcomb**, *National Corporate Suites, Inc.*; **Ken Hutchinson**, *Murphy's Corporate Lodging*; **Maria Telfer**, *Suite Interiors*

#### Industry Networking Event Sub-Committee

Sub-Chair, **Robert Hammond**, *Corporate Choices International Short-Term Housing*; **Marci Abinanti**, *Northwest Suites & Housing Services*; **Carl Blandford**, *Corporate Accommodations*; **Tara Oresky**, *DART Properties, Inc.*; **Sandy Schneider**, *DART Properties, Inc.*; **Laura Tunncliffe**, *Now Leasing Corporate Suites*; **Karen Whitfield**, *Fashion Furniture Rental*

#### Exhibitor/Sponsor Sub-Committee

Sub-Chair, **Emily Mayhew**, *Aaron's Corporate Furnishings*; **Rob Giese**, *Tech 4*; **Jane Ramsay**, *Annapolis Accommodations*; **Rob Johnson**, *Buehner-Fry*; **Brenda Lucero**, *U.S. Suites*

Pulling a conference together takes a lot of hard work by a large group of people. The energy and level of commitment by all of these members will help make the 2006 CHPA Annual Conference the best conference yet.

Save the date for **CHPA 2006, New Opportunities, New Ideas, New Perspectives... in Newport Beach, February 7-9, 2006.**

### **Upcoming CHPA Events**

<b>Date</b>	<b>Event</b>
June 24, 2005	Atlanta, GA, Regional Luncheon
Mid September	San Francisco, CA, Regional Luncheon
October	Networking Connections Events TBD

Early December	Dallas, TX, Regional Luncheon
TBD	New York, NY, Regional Luncheon
February 7-9, 2006	<b><i>New Opportunities, New Ideas, New Perspectives... in Newport Beach, CHPA 2006</i></b>

### **What is the difference between a Regional Luncheon and a Network Connections Event?**

CHPA hosts **Regional Luncheons** in four to five markets within the US throughout the year. These luncheons offer a formalized agenda, including various speakers on topics related to the corporate housing industry and are attended by providers and partners in the surrounding region. The cost for attending these events vary by location.

**Network Connections** events are informal meetings that occur more frequently throughout the year in a particular *local* market. They offer you the chance to learn and discuss market trends and issues, as well as the opportunity to connect with other corporate housing professionals in the area. The cost for attending these events is **FREE**.

The Meetings and Events section of the CHPA website - <http://www.chpaonline.org/meetings/regional.php> - is updated as the dates and locations are confirmed for the remaining 2005 Regional Luncheons and Network Connections events. Please be on the look out for finalized dates, agendas and invitations for these events. If you are interested in hosting a Network Connections Luncheon, please contact Lori Justin at [ljustin@chpaonline.org](mailto:ljustin@chpaonline.org).

*Please note this correction: Kristie Kinzig, AMLI Corporate Homes, was a co-facilitator and AMLI Corporate Homes was a co-sponsor for the Denver Network Connections event in April. A special thank you to them for organizing a successful event. We apologize for the confusion.*

### **CHPA 2006 Annual Conference Sponsorship Opportunities**

Maximize your marketing resources by partnering with **CHPA for the 2006 Annual Conference, *New Opportunities, New Ideas, New Perspectives... in Newport Beach, CA, February 7-9, 2006!*** CHPA can help your marketing dollars realize their true reach and potential.

The Conference Committee is finalizing the details for the 2006 Annual Conference Sponsorships. You will not want to miss out on these great opportunities. Be on the look out for the finalized 2006 Annual Conference Sponsorship Opportunities brochure, which will be distributed soon. Plan ahead and realize your true marketing potential – partner with CHPA!

### **CHPA 2006 Annual Conference Exhibit Opportunities**

Meet face-to-face with hundreds of corporate housing professionals during the 2006 CHPA Annual Conference while you expand your market, generate leads and introduce new products or services. We have added two new food and beverage stations to the Annual Conference floor plan, and booths are being reserved quickly. (You can view the updated floor plan at <http://www.chpaonline.org/meetings/06conference.php>.) This is great news for everyone. Due to this change, if you have made your reservation and would like to change your booth location, please contact Lori Justin at [ljustin@chpaonline.org](mailto:ljustin@chpaonline.org).

If you have not yet reserved your booth for 2006, be sure to reserve your booth soon! Download the exhibitor contract at <http://www.chpaonline.org/meetings/06conference.php> and fax the completed the form to Lori Justin at 317.280.8527.

<b>Prices</b>	<b>Member</b>	<b>Non-Member</b>
<b>Booth Size: 8' x 10'</b>	<b>\$850</b>	<b>\$1,150</b>

**Booth prices include an onsite program listing and one complimentary full conference pass that allows access to education sessions.** Additional registrations can be purchased at the member rates. Space is assigned on a first-come, first-serve basis, upon receipt of contract and payment. *Please note: No CHPA Associate members or non-members may attend the conference without purchase of booth space.*

## **Members in the News...**

### **BRIDGESTREET WORLDWIDE ANNOUNCES ANNUAL BRIDGECARE AWARD WINNER**

BridgeStreet Worldwide, a leading international provider of corporate housing, today announced the winner of its 2004 BridgeCare Award, which recognizes those associates who best reflect the company's "Whatever It Takes," customer-focused operating philosophy. The quarterly finalists, known as BridgeStars, received prizes and company-wide recognition. In addition, each finalist had an actual star, selected from a constellation, named in his or her honor.

"The BridgeCare Awards have been a tremendous success in recognizing and rewarding our associates who go that 'extra mile' and create a lasting impression on our guests," said Lee Curtis, BridgeStreet president. "Thoughtfulness and caring are common threads in our associates' daily routine. Our organization is focused on making things easier for our guests and clients. The BridgeCare program is a critical component of delivering on that promise."

Grand-prize winner Sarah Harris, in BridgeStreet's Louisville office, brought unexpected joy during the Christmas holidays to a family staying at BridgeStreet whose home had been destroyed during a storm. She completely outfitted their apartment with Christmas decorations that she bought. She also purchased stockings for the whole family, which she filled with goodies and hung on the mantle, filled a jar with Christmas candies for the coffee table and set out a plate of holiday cookies. The guests were thrilled and very touched that someone had done something so thoughtful.

Harris was surprised by the prize patrol, led by President Lee Curtis, who presented her with balloons, an oversized check listing her prizes and an award plaque. The prize package included a free week's stay at any hotel managed by Interstate Hotels & Resorts, BridgeStreet's parent company, roundtrip airfare and a week's paid vacation. Additionally, a postcard describing Harris's BridgeCare story was mailed to every BridgeStreet employee.

"The award winner was selected from hundreds of BridgeCare nominations that were submitted throughout the year," Curtis noted. "With so many nominations, the competition was quite intense. Harris's outstanding performance had a profoundly positive effect on the lives of our guests. The BridgeCare program is a powerful tool for rewarding our associates in innovative ways that build a deeper culture of exceptional service for our guests."

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### **NORTHWEST SUITES & HOUSING SERVICES RECEIVES CERTIFICATION AS A WOMEN'S BUSINESS ENTERPRISE (WBE)**

Northwest Suites & Housing Services has received certification as a Women's Business Enterprise (WBE) by the Women's Business Enterprise National Council (WBENC) and the Astra Women's Business Alliance, President Dave Caple announced today.

"Our certification as a Women's Business Enterprise acknowledges Founder and CEO Brenda Handley's influence on Northwest Suites and reinforces our mission to become a recognized leader in employee satisfaction, client service, and community involvement," said Caple.

WBENC certification is one of the most widely recognized and respected certifications in the nation. Accepted by over 700 major corporations across the country and a number of federal and government agencies, WBENC certification is an important tool for expanding a company's visibility among decision makers in corporate supplier diversity and procurement.

**More about Women's Business Enterprise National Council (WBENC):**

The Women's Business Enterprise National Council (WBENC), founded in 1997, is the nation's leading advocate of women-owned businesses as suppliers to America's corporations. It also is the largest third-party certifier of businesses owned and operated by women in the United States.

Dedicated to enhancing opportunities for women's business enterprises, WBENC works in partnership with women's business organizations located throughout the country to provide a national standard of certification for women-owned businesses. Visit <http://www.wbenc.org/> to learn more.

**More about Astra Women's Business Alliance:**

Astra Women's Business Alliance is a tax-exempt organization committed to increase economic opportunities for women in business and build support for all women who choose to grow their businesses and careers. Its mission is to create leadership, educational and mentoring resources which encourage and train women business owners to be nationally certified and competitive globally. Visit <http://www.wbenc.org/about/partner/astra.html> to learn more.

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**IN THE NEW OAKWOOD SIGNATURE APARTMENT, FOUNDER HOWARD RUBY TAKES GUESTS ON A PERSONAL SAFARI THROUGH BREATHTAKING PHOTOGRAPHS**

If a picture says a thousand words, then these walls have very long conversations.

This June, while hotels are battling over their beds, Oakwood Worldwide will present the next generation of comfort in corporate housing with its Oakwood Signature Apartment. These luxurious apartments feature not only the Oakwood Dream Bed, which rivals those of top hotels, but also upgraded home furnishings and one-of-a-kind art photographed by the company's own founder and chairman, Howard Ruby.

Armed with a thirst for adventure and the latest digital technology, Ruby traveled the globe from Alaska to Africa, capturing enthralling images on many of his journeys. The result was a series of stunning and unique museum-quality photographs. The images range from a majestic landscape view of Mount McKinley to a sweeping aerial shot of the Skeleton Coast of Namibia.

"Howard has a real eye and passion for photography," says Steve Selcer, senior vice president of Home Services and CFO. "He hand-selected the photographs that will adorn the walls within the Oakwood Signature Apartment. While each framed photograph gives the apartments a distinct sense of style and warmth, what is truly impressive is that they share with guests a part of himself."

This rare example of a company founder sharing his personal experiences with his guests is just one element that makes the Oakwood Signature Apartment a standout. Another is the Oakwood Dream Bed. Offering a restful night's sleep, the Oakwood Dream Bed includes four pillows; down

blanket; lush duvet; box-stitched, comfort-enhancing pillow-topper; a signature 'Oakwood' decorative pillow; and high thread-count sheets.

"The Oakwood Dream Bed is an incredibly pampering treat," says Selcer. "The attention to detail and sheer comfort of our bed rivals any top-of-the-line hotel's."

The Oakwood Signature Apartment features:

- The Oakwood Dream Bed
- Stunning original photography
- Television in every bedroom
- New designer accessories and tableware

Unlike ordinary hotel rooms, Oakwood apartments also have an inviting, home-like feel and a lot more space to relax and unwind making it perfect for extended stay business travelers, relocating employees, entertainment industry clients and others seeking a spacious and cost-saving alternative to hotels. Everything is included in an Oakwood furnished rental, from designer furniture to home electronics to all utilities. Partnered with world-class service and amenities, Oakwood maintains its earned reputation as "the most trusted name in corporate housing worldwide."

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**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](http://www.aaronrents.com)

**Brook Furniture Rental, Inc.** is the leading provider of high quality residential furniture and housewares to the industry- [www.bfr.com](http://www.bfr.com)

**Buehner-Fry, Inc.** - Proven Telephone Long Distance Solutions for Corporate Housing Units - [www.buehner-fry.com](http://www.buehner-fry.com)

**Corporate Choices** - The International Directory of Corporate Housing- [www.corporatechoices.com](http://www.corporatechoices.com)

**CORT Furniture Rental** - Quality. Service. Guaranteed. Furniture rental solutions from the Industry's Leader - [www.cort1.com](http://www.cort1.com)

**Instant Furniture Rental** - Furniture Rental & Sales in an instant - [www.instantfurniture.com](http://www.instantfurniture.com)

**Lodging Kit Company** - [www.lodgingkit.com](http://www.lodgingkit.com)

**Roseland Management Company** - Experience. Expertise. Excellence. [www.roselandproperty.com](http://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](http://www.softwareanswers.com)