



September 2005

In This Issue

- **Message from the President and Executive Director**
- **2006 Board of Directors Nominations**
- **LA Regional Luncheon – Wednesday, September 14, 2005**
- **2006 Tower of Excellence Awards**
- **Welcome New Members!**
- **Your Web-Based Member Forum**
- **What's New at CHPA?**
- **Upcoming CHPA Events**
- **CHPA 2006 Annual Conference Exhibit Opportunities**
- **CHPA Members in the News**
- **TiECON 2005 – Entrepreneurship in a Flat World**
- **President's Club Members**

Message from the President and Executive Director

We want to take this opportunity to express our sadness for those who are suffering unimaginable loss and desperation in the wake of Katrina. Our hearts and prayers go out to all the folks caught in the devastation. It's really tough to watch the videos of this disaster and think about all the fun we had at our conference in New Orleans a little over six months ago. CHPA is willing to help in any way possible for those members that may have been affected by this horrific tragedy.

Some CHPA members are already immediately providing relief services and housing. We urge all CHPA members to consider making a financial donation to the American Red Cross www.redcross.org. This is the type of aid desperately needed at this time. As an Association, we are also considering other ways to help and when we have more information on the unmet needs of the victims, we will let you know how we can help further.

For those of you interested in making in-kind donations, please refer to the article on the Red Cross website, *About Donating Goods to the Red Cross for Areas Impacted by Hurricane Katrina*. The hidden costs from these donations may be prohibitive and is something to consider before donating items.

Thank you,
Dave Flando, CHPA President
Mary Ann Passi, CHPA Executive Director

2006 Board of Directors Nominations

Now is your opportunity to nominate yourself or a colleague to the CHPA Board of Directors.

For 2006, there are two (2) board vacancies, both for independent provider members. Each position is for one (1) three-year term. *Please note: Board positions are limited to one (1) member per CHPA member company.*

All nomination forms must be submitted in writing by September 23, 2005.

Each Board Candidate must meet the following criteria:

- An active CHPA member for at least two (2) years prior to running for Board election.
- An active participant on at least one (1) Association Committee.
- Have attended at least one (1) Annual Conference.

Attached is the 2006 Board of Directors Nomination Form. New CHPA Board of Directors will take office January 1, 2006. You can also download from the main page of the CHPA Website – www.chpaonline.org. Please complete and return the nomination form by **September 23, 2005** to: CHPA Nominations, Email: map@chpaonline.org; Fax: 317.280.8527; Phone: 317.328.4631.

Irvine, CA Regional Luncheon

Local members in Irvine and CHPA are partnering together to offer you another great Regional Luncheon. Join us on **Wednesday, September 14 in Irvine, CA** for this unique networking opportunity over lunch. Past attendees of Regional Luncheons have raved that these luncheons are 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 this Regional Luncheon!

Wednesday, September 14, 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:

Marriott Irvine
18000 Von Karman Avenue
Irvine, CA 92612-1004

Price:

Members: \$40 per person
Non-Members: \$50 per person

Plan to attend this meeting to:

- Discover how to make the most out of every sales inquiry call.
- Network with your peers.
- Learn what's new in the only association dedicated to corporate housing

Featured Speaker:

Mark Milani, President, *Shop Call Solutions, Inc.*

“Turn your calls to GOLD.” Mark will focus your attention on the importance of the role of the Inside Sales Associate in a corporate housing office and how Sales Associates can best maximize their opportunities on every sales inquiry call. Gain expert strategies and techniques for successfully conducting and controlling each call, such as:

- Steering callers to your vacant apartments;
- Digging for additional opportunities;
- Garnering a commitment on the initial call; and,
- Identifying and controlling the follow-up and next-step needed.

Please complete the attached registration and fax it to the CHPA office by Wednesday, September 9, 2005.

2006 Tower of Excellence Awards

It is that time again to begin thinking about the prestigious *Tower of Excellence Awards*. The award categories remain the same as they have over the past couple of years.

- Provider of the Year - Company
- Provider of the Year - Individual
- Associate Partner Member Company of the Year
- Most Creative Marketing
- Volunteer of the Year

The 2006 Award format will be a little different. The Membership Committee has reworked the awards process to encourage more nominations. Please nominate your colleague, friend, competitor or yourself. It is free to nominate someone! Once the CHPA office receives the nominations, we will go directly to those nominated and ask them to provide their information to meet the award's criteria. During the 5th Annual Awards Banquet at the Annual Conference, February 7-9, 2006, we will reveal all those who have been nominated before awarding the winner. The new Academy Awards Themed Dinner Banquet will be different and better than ever. What an honor to be nominated and to do the nominating as well!

Attached you will find the nomination form for the Provider of the Year – Company. To find the nomination forms for the other *Tower of Excellence Awards*, please go to www.chpaonline.org. Think of who you think should be nominated for one of the awards, complete the nomination form and send it to the CHPA Office.

Last year *BridgeStreet Worldwide* took home both Provider of the Year - Company and Most Creative Marketing. **Jack Jensky** of *Synergy Relocations* was awarded the Provider of the Year – Individual, **Elaine Quiroz** of *Corporate Housing Strategies* won the Provider of the Year - Associate Member and **Kelly Regan** of *BridgeStreet Worldwide* was awarded Volunteer of the Year.

Welcome New CHPA Members!

Provider Members:

Fred Lemon & Associates, Inc., Cumming, GA
Fred Lemon, Phone: (770) 888-6130

Gamut Realty Group, Inc., New York, NY
Gregory Harden, Email: gregh@gamutnyc.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.

Your Web-Based Member Forum

CHPA's ListServ e-discussion group is a very valuable tool and member benefit and is free to all CHPA members. The 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.

International assignments continue to be a focus for corporations and the CHPA ListServ can facilitate resolving the issues that typically arise. Often times, the expectations of foreign nationals are quite different from those of U.S. citizens. Sharing such information and experiences with other members through the ListServ helps the entire Corporate Housing industry to better serve our customers and clients.

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

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

Education Committee

By **Tami Crump, CRP**, *AHI Corporate Housing*

The Education Committee is collecting a list of all possible reference sources that are currently being used by the Membership as a point of reference for your current daily operations. We still need your assistance in collecting this data. Your policy and procedure information will be compiled together by the CHPA staff and condensed into an industry specific best practices manual to be used as the printed reference piece for the Certification Program.

Over the past few months we have expressed the need to compile a glossary of Industry Specific Terms to standardize terminology used in our industry. In July and August 2005, the CHPA Board of Directors approved the Glossary to be used in the Certification Exam. This Glossary of

Industry Specific Terms will be available to the Membership via the website later this year and will also be in printed form in the Study Materials for the Certification Exam.

Watch for details in next month's newsletter regarding the 2006 Charity Event/Silent Auction. To get involved, volunteer, contribute to the silent auction or suggest educational sessions, please contact Tami Crump, CRP, Education Committee Chair, at tcrump@chpaonline.org or 205-987-7797 ext: 226.

Industry Relations Committee

By **Pat Hinch**, *Equity Corporate Housing*

The Industry Relations Committee has two projects underway. The Committee is in the process of developing a Membership Directory. The Directory will provide all members with contact information to both service partners and corporate housing providers throughout the United States. Currently, the Committee is verifying Members' contact information and arranging companies by geographical location. The goal of the committee is to release the more in depth online Membership Directory this Fall.

In addition, the Committee is planning the second Network Connection Luncheons of the year. The Network Connection Luncheons are informal gatherings of members to share general information, discuss local industry challenges and hear an update on the CHPA national efforts. The cities chosen to host the October Network Connection Lunch events are San Diego, Washington D.C., Tampa, San Francisco, Richmond, Denver and Houston. The committee is also working to confirm events in New York and Seattle.

If you are a member in any of these cities, keep your eyes open!! Invitations will be sent the first week of October.

If you are interested in sponsoring or hosting an event, please contact Lori Justin at ljustin@chpaonline.org

Membership Committee

By **Kelly Regan**, *BridgeStreet Worldwide*

In addition to reworking the 2006 Tower of Excellence awards process, the Membership Committee has been organizing the 2006 Regional Luncheons. The Luncheons continue to be a smashing success. The next Luncheon is September 14th at the *Irvine Marriott* in Irvine, California. We are looking forward to a wonderful attendance. **Mark Milani** of *Shop Call Solutions* will continue to provide insight as to why your Inside Sales Associates are the **key** to your success. He illustrates how consistent training will make a huge difference in your overall bookings and occupancy. Our next Regional Luncheon will be in Dallas, Texas in December, so be on the lookout for information regarding the date and location.

Our membership continues to flourish with additional member companies joining each month. Thanks to all of you for your referrals and leads. We have exceeded our goals for new members for 2005!

For further information or to join this fast-paced committee, please contact **Kelly Regan** at Kelly.regan@bridgestreet.com.

Upcoming CHPA Events

Date	Event
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September 14, 2005 Irvine, CA, Regional Luncheon
 October Networking Connections Events - San Diego, Washington D.C., Tampa, San Francisco, Richmond, Denver and Houston (possibly New York and Seattle)
 Early December Dallas, TX, Regional Luncheon
 TBD New York, NY, Regional Luncheon
 February 7-9, 2006 ***New Opportunities, New Ideas, New Perspectives... in Newport Beach, CHPA 2006***

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. If you have not yet reserved your booth for the 2006 Annual Conference, be sure to reserve it soon while spaces are still remaining. Download the exhibitor contract at <http://www.chpaonline.org/meetings/06conference.php> and fax it to 317.280.8527. To discuss the floor plan and available booths, please contact Lori Justin at ljustin@chpaonline.org or 317.328.4631.

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

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 member or non-member may attend the conference without purchase of booth space.*

Information of Interest for CHPA Members

TiECON 2005 – Entrepreneurship in a Flat World

TiE is a non-profit organization with 42 chapters in nine countries and a membership base in excess of 10,000. Their mission of fostering entrepreneurship through mentoring, networking and education is unique and has helped create the strong ecosystem that is at the heart of TiE. TiE Midwest is part of a cohesive network of strong viable and sustainable chapters. TiE-Midwest is chartered by entrepreneurs, corporate executives, and senior professionals who have demonstrated marked achievements in advancing entrepreneurship.

TiE Midwest has organized "**TiECON 2005 - Entrepreneurship in a Flat World**" to be held **October 1, 2005 at the Chicago Hyatt Regency**. The one day event is for leading entrepreneurs to share ideas on business and innovation.

Keynote speakers include:

Ed Zander, Chairman & CEO Motorola Inc. "Entrepreneurship in a Flat World"
 Deepak Jain, Dean Kellogg School of Management "Social Entrepreneurship"

The program will also feature six panel sessions on topics aimed to increase entrepreneurial IQ.

Sessions include:

Panel 1: Negotiating IP Ownership

Panel 2: Developing Profitable Distribution Channels

Panel 3: Market Analysis for New Markets

Panel 4: Emerging Technologies: What's Hot, What's Not

Panel 5: Choosing the Right Business Model

Panel 6: Bootstrapped Company Timing + Development

For more information, please visit <http://www.tiecon-midwest.org> and sign-up for the early bird rates now! For further information contact Rajita Bansal at tiemidwest@gmail.com.

Members in the News...

American Furniture Rentals opens new distribution facility in Connecticut

American Furniture Rentals announced it has completed the opening of a new distribution facility in Rocky Hill, Connecticut. The new facility will bridge the gap between its New England and Metro New York operations. "This move will allow us to better serve our Connecticut and Western Massachusetts client base and give more convenient access to our showroom," said Jerry Hellmann, President.

The move stems from AFR's continued growth in the Connecticut and Western Massachusetts markets over the last several years and will enable AFR to maintain its unparalleled customer service standards. According to Neil Scholnick, CEO, "With our customer base continuing to grow in the New England area it became increasingly difficult to properly service the central Connecticut and Western Massachusetts markets from our Woburn, Ma and Secaucus, NJ distribution centers."

Northwest Suites & Housing Services Announces New Name – ADOBA – Signaling Plans for National Expansion and Service Diversification

Northwest Suites & Housing Services has changed its name to ABODA, President Dave Caple announced today. This change signals national expansion and continued service diversification for the company and its portfolio of services.

"We've known for many years that to be able to diversify, we'd have to create a new entity that is not geographically limited or service specific," said Caple. The reality is that we have been doing business nationally for over a decade. Now we have a brand name that will assist us to get to the next level. We aggressively started the naming process towards the end of 2004 in preparation for the many changes we have ahead."

ABODA was the result of months-long research effort. Existing service divisions, such as Northwest Homes, Suite Furnishings, and Northwest Carpet Cleaning and Housing Services, will transition to the new ABODA name within the next six to twelve months. The new names will be ABODA Suites, ABODA Furnishings, ABODA Realty, and ABODA Cleaning Services.

The new name will be used to describe the company as a whole and serve as a naming option for future company start-ups and acquisitions. In addition, the ABODA Web site is scheduled to go live at www.aboda.com.

BridgeStreet Worldwide Receives 2005 Technology ROI Award

Winners Use Technology Solutions to Achieve Positive Business and Financial Results

BridgeStreet Worldwide, a leading international provider of corporate housing to business and leisure travelers, announced that it has received a 2005 Technology ROI Award, which recognizes companies that have successfully used technology to produce positive bottom-line business and financial results. The award is presented annually by Nucleus Research, a global provider of IT research and advisory services, and TechTarget's *CIO Decisions* magazine.

BridgeStreet was cited for the dramatic results it achieved as a result of its deployment last year of a Web-based, customer relationship management (CRM) tool from salesforce.com that centralized customer information for BridgeStreet's national sales team. The technology helped facilitate an extreme makeover of the widely dispersed sales organization's culture, resulting in a 10 percent increase in total annual revenue, despite a sales force reduction; and an average increase in sales per person of 42 percent. The company's total investment in the project was approximately \$400,000, which resulted in a 153 percent return on investment.

"Prior to implementing the new CRM program from salesforce.com, our sales associates were scattered across the globe and narrowly focused on their own respective regions, with less focus on servicing our customers internationally," said Lee Curtis, BridgeStreet's president. "Our goal was to find a system that would allow us to provide the best possible coordinated service for our clients by centralizing the data to maximize the productivity of our sales teams. With the implementation of this program, we were able to fundamentally change our sales culture into one based on collaboration rather than competition. At the same time, we achieved our best financial results ever, and with a more efficient workforce."

Jon Wohlfert, senior Vice President of sales and marketing, who oversaw the changeover, noted that the new system also has helped the company with recruiting. "Having a sophisticated CRM system makes BridgeStreet a more attractive prospective employer, which has allowed us to hire stronger players. And, it gives our associates the tools to better serve our clients."

Wohlfert added, "This strategy fit nicely under our mission umbrella of making corporate housing easy, both for our clients and, internally, for our associates. We will continue to pursue technology solutions that streamline all aspects of our industry to achieve our mission."

BridgeStreet was one of 10 winners, including the United States Coast Guard and the National Institutes for Health, selected to receive the 2005 Technology ROI Award in the program's third year. Companies eligible for the awards are headquartered in the United States, and technology projects had to be installed and in operation no later than January 1, 2004.

"The winners of this year's technology ROI awards understand the critical link between IT strategy and business goals," said Ian Campbell, CEO of Nucleus Research. "All of these companies have a proven track record and a focus on delivering tangible, measurable benefits that ultimately justified their companies' expenditures. Equally as important as cost savings and a good ROI are process or productivity innovations that advance the business."

Marriott ExecuStay Acquires Baltimore and Annapolis Corporate Housing Business

Marriott ExecuStay, the corporate housing division of Marriott International, Inc. (NYSE:MAR), announced that it will acquire the Baltimore and Annapolis, Md., corporate housing business of its franchisee, TempRentals, LLC, a division of The Bernstein Companies. Marriott ExecuStay added the Baltimore and Annapolis markets to its base of managed market operations.

Karen Blair, senior vice president of Marriott ExecuStay, said, "TempRentals, LLC, which franchised the Baltimore and Annapolis markets 18 months ago, created such a strong customer base that we both agreed that combining these markets with ExecuStay's Washington, D.C.,

operation was a natural fit, especially given that Washington is currently one of the strongest corporate housing markets in the country.”

Blair added that Cathy Bokman, TempRentals' president, will become area general manager for Marriott ExecuStay's Washington, D.C., Northern Virginia and Maryland markets, which are comprised of 46 counties covering more than 1,600 square miles. Blair said, “Cathy Bokman's proven track record and sterling reputation in the hospitality and corporate housing industries, as well as her 23 years of sales and operations experience, position Marriott ExecuStay for even greater success in this region.”

“Marriott ExecuStay has never been stronger,” continued Blair. “We continue to be dedicated to our core competencies, corporate and insurance housing, and, with our commitment to continued integration into Marriott's sales and marketing systems, are solidly aligned for sustained and profitable growth.”

Washington, D.C.-based Bernstein Companies is one of Washington's oldest real estate development, investment and management organizations. Bernstein's commercial portfolio consists of more than 40 properties, including office buildings, hotels and apartment complexes. Bernstein is the operator of two Marriott hotel properties: the Embassy Row Courtyard in Washington, D.C., and the soon-to-open SpringHill Suites in Annapolis, Md.



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

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