



March 2006

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2006 Annual Conference Recap

By Marellyn Krueger, *Instant Furniture Rental*
Conference Committee Chair

Wow! I can hardly believe that the conference has come and gone! It was so much fun to see everyone, and I want to thank everyone for your active participation. That is what really makes a great conference---membership involvement!

We have a lot of items from the conference to be excited about, and the 2007 conference committee is planning to make next year's conference even better. We should be ready to announce a date and location for 2007 very soon.

We want to ensure the CHPA conferences meet your needs. If you have any suggestions for enhancing your CHPA conference experience, please share them with us by sending an email to info@chpaonline.org.

I look forward to seeing everyone again in 2007!

***Tower of Excellence* Award Winners!**

CHPA annually recognizes success in the corporate housing industry by presenting *Tower of Excellence* Awards to individuals and companies that consistently surpass guest and company expectations and goals. It is an opportunity to showcase your company or nominate a colleague that has done an outstanding job. Once again, the *Tower of Excellence* awards were a huge success this year.

2006 Award Winners:

Individual Provider Member of the Year
Lee Curtis, *BridgeStreet Worldwide*

Associate Partner Member Company of the Year
Corporate Housing Strategies

Provider Company Member of the Year
Shamrock Corporate Housing

Most Creative Marketing
BridgeStreet Worldwide

Volunteer of the Year
Marelyn Krueger, *Instant Furniture Rental*

Congratulations to all of the 2006 *Tower of Excellence* Award Nominees and Winners and thank you to everyone who submitted a nomination!

Start thinking now of nominations for the 2007 Tower of Excellence Awards!
CHPA will be officially asking for nominations in September/October for the 2007 conference.

Thank you to the following Exhibitors and Sponsors for their vision and support of the 2006 Annual Conference!

Visionary Partners

Aaron's
Marriott ExecuStay

Premier Partners

BridgeStreet Worldwide
Software Answers

Progressive Partners

American Furniture Rental
Brook Furniture Rental
CORT Furniture Rental
NAVIS

Supporting Partners

Alternative Business Accommodations
Instant Furniture Rental
Lodging Kit Company

Badge Cords Sponsor

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Note Pads and Pens for Sessions

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Tower of Excellence Awards Banquet Sponsors

ABODA
AHI Corporate Housing
Brook Furniture Rental
Corporate Choices International
Directory of Short-Term Housing
CWS Corporate Housing
Dart Properties
Equity Corporate Housing
Gables Accommodations
Habitat Corporate Suites Network
Marriott ExecuStay
Oakwood Worldwide
Shamrock Corporate Housing
Software Answers
Synergy Relocations

2006 Exhibitors

Aaron's Corporate Furnishings
American Fiber Network
American Furniture Rentals
American Marketing Systems Inc. (AMSI)
Appliance Warehouse of America
Barefoot Technology Corp.
BridgeStreet Worldwide
Brook Furniture Rental, Inc.
Bruce White Galleries
Clareo Networks, LLC
Corporate Choices
CorporateHousing.com

Lodging Kit Company
Lodging Supply, Inc.
Marriott ExecuStay
MDM Group Associates Inc.
NAVIS
NPC
Northeast Furniture Rental
Oakwood Worldwide
Software Answers
Springfield Corporation
Standard Textile
Ste-Del Services, Inc.

*CORT Furniture Rental
Fashion Furniture Rental
Instant Furniture Rental*

*Suite Interiors
Sunshine Rentals
Tech 4*

2006 CHPA Regional Luncheons

Local members in San Francisco and CHPA are partnering together to offer you the first Regional Luncheon of 2006. We hope you can join us on **Wednesday, April 26 in San Francisco, CA** for this unique networking opportunity over lunch. Final details will be posted to the CHPA website and sent to you soon. You will not want to miss this Regional Luncheon!

New Apartment Management PowerPoint Presentation Debuts at Conference

Free PowerPoint and Handbook Make You the Corporate Housing Speaker in your City!

An excellent new tool for all corporate housing providers was unveiled at the recent CHPA Conference, in response to member demand. This free PowerPoint presentation entitled "Partnering for Profit With Corporate Housing" is a brief 20-minute slide presentation designed to be delivered to the local apartment association/property management industry in every corporate housing market in the United States. There's even a detailed guidebook that will guide the presenter through the speaking points for each slide, page by page. The best part? The work has been done for you, and you get to be the "presenter" at your local apartment association!

The PowerPoint provides your audience with a better understanding of how corporate housing can help build marketing exposure and profits for property owners. By presenting this "locally" throughout the country, this helps CHPA achieve its ongoing goal of improving the relationship between corporate housing providers and property management companies nationally. As members of the Communications Committee, this presentation has been designed and written by **Elaine Quiroz**, *Corporate Housing Strategies*, and **Jim Drass**, Habitat Corporate Suites Network. The PowerPoint slides for the presentations were created by Communications Committee Chair, **Rob Giese**, *Tech4*.

CHPA members can obtain a copy of the PowerPoint and Guidebook at no charge by contacting CHPA at info@chpaonline.org. You can also download the presentation and booklet from the member only section of the website – www.chpaonline.org.

CHPA is asking interested provider members to contact their local apartment association for possible open dates to presenting at upcoming meetings. If you *do* get on their schedule, please keep CHPA informed! We plan to update members throughout the year on the success of the presentation in various markets.

Welcome Andrea Danz

Lori Justin, CHPA's Director of Marketing and Membership, is leaving the Association to raise her new family. She will continue in her responsibilities until she delivers her beautiful baby daughter, due in early March. We wish her well as she begins this new, exciting chapter in her life.

Andrea Danz will be CHPA's new Director. She is currently preparing for her current client's annual conference and will begin with the Association on Monday, March 20. Andrea has been with Raybourn Group International for four years. Her previous Association experience includes working for the Mobile Enhancement Retailers Association, a 500 member retail organization. She was most recently the Education Manager. In her role, she was responsible for the management, administration and delivery of services of all education related activities, as well as the gathering and dissemination of information needed for educational curriculum. She has a B.A. in Liberal Studies from Bethel College Indiana, with an emphasis in Business and

Communications. Andrea joined RGI from ADP where she was a District Manager. Please join us in welcoming her to CHPA!

Welcome New Members to CHPA!

Provider Members

Chestnut Hill Realty, Chestnut Hill, MA
Gina Madaio, gmadaio@chestnuthillrealty.com

Compass Corporate Housing, Stamford, CT
Eric Fleming, compasscorp@gmail.com

Relocation Housing Specialists, Sacramento, CA
Travis Sumners, travis@rhstemphousinging.com

Select Corporate Housing, North Charleston, SC
John Wilson, 706.729.0260

Southern California Corporate Housing, Inc., Long Beach, CA
Merri Sparacio, scch.inc@verizon.net

Associate Members

B&B Appliance & Houseware Rentals, Inc., Anaheim, CA
Brant Bily, sales@bandbrentals.com

Corporate Settings, Inc., Houston, TX
Keith Storey, keith@corporatesettings.com

Rent-A-Center Corporate Leasing, Plano, TX
Jeff Cordell, jcordell@rcenter.com

Southern Furniture Leasing, Tallahassee, FL
Lyle McAlister, lyle@southernfl.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 forward any potential CHPA members to Andrea Danz at adan@chpaonline.org.

What's New at CHPA?

Spotlight on Committees

Education Committee

By Tami Crump, CRP, AHI Corporate Housing

The 2006 Annual Conference was full of dynamic sessions, outstanding speakers and beneficial networking events. The Roundtable sessions were a little different this year in that each attendee had an opportunity to submit questions or areas of concern on the presented topic prior to arriving in Newport Beach. This enabled the Roundtables to be on target and cover the topics that were most important to the majority. Members of the Education Committee summarized each educational session at the conference. These recaps will appear in the April Newsletter. The Education Committee will be compiling the session survey results to outline the educational content for the 2007 Conference. If you did not turn in a survey or just want to provide comments in general, please feel free to submit any ideas and comments to the CHPA Education Committee at tcump@chpaonline.org.

The Certification Program development is well underway. The Item Writing Panel met in Newport Beach to review and validate the questions, which will make up the exam. We will work with the testing company to compile two forms of the exam.

The Education Committee also hosted the 2006 CHPA Silent Auction in Newport Beach, California. The Silent Auction Subcommittee was lead by **Melissa Samsell** with *ABODA*. Thanks to her efforts and dedication, CHPA was able to award a check in the amount of \$4000.00 to *Rebuilding Together of Orange County*. Melissa created the Auction Catalog and was instrumental in organizing the event. Thank you, Melissa and the entire *ABODA* team for your enthusiastic contribution each and every year to CHPA and to the various charities we have been able to touch through your efforts in making this annual event possible.

To get involved, volunteer or join the Education Committee, please contact Tami Crump, CRP, Education Committee Chair, at tcrump@ahicorporatehousing.com or 205-987-7797, ext:226.

Industry Relations Committee

By Pat Hinch, *Equity Corporate Housing*

The Industry Relations volunteers will be working with the Membership Committee to host Network Connection lunches this year. The first luncheons for 2006 will be held the last week of April in the following cities: San Francisco, Los Angeles, Dallas, Atlanta, Detroit, and our first international lunch in Vancouver, British Columbia. If you are interested in facilitating a Network Connection Lunch in the future, please contact phinch@eqrworld.com.

In addition to the Network Connection luncheons, the committee has several projects for 2006. We have a sub-committee to develop a questionnaire to help CHPA better serve our Associate Members. We are also working to educate organizations that have an impact on the corporate housing industry and are planning presentations at the *National Apartment Association*, *ERC*, and the *National Business Travelers Association*.

If you're interested in joining our committee we hold conference calls the second Thursday of each month at Noon Eastern Time. The call-in number is 877-752-9998.

Members in the News...

MARRIOTT EXECUSTAY INTRODUCES NEW BEDDING AND PERSONALIZED SERVICES TO LAUNCH ITS NEW TAGLINE: LIVE LIKE A LOCAL

Marriott ExecuStay is inviting guests coast-to-coast to experience its new ELITE DREAMER™ luxury bedding collection and several personalized touches that help them make their temporary communities their own.

“Our guests today, especially those on temporary assignment who find themselves living in a city for a few months or more, want the same tangible and intangible things they find in their own homes and offices,” said Karen Blair, senior vice president of *Marriott ExecuStay*. “Our new tagline, LIVE LIKE A LOCAL, represents our mission to make each guest’s temporary residence his or her home – with great bedding, lots of space, forms of personal expression, and ways to spend ‘found time’ as they integrate into their new communities.”

Ms. Blair added, “Plush bedding is something that all travelers now expect from hotels, and we’re proud to say that *Marriott ExecuStay* is the only national temporary housing company that provides upgraded bedding – cotton-rich sheets, plush mattress toppers, soft pillows and cozy comforters and blankets – at no additional cost. But we haven’t stopped there. *ExecuStay*’s temporary housing niche gives us a unique opportunity to broaden the kinds of comforting and practical amenities that our guests want and need.”

Ms. Blair said that demand for extended-stay lodging is up, citing statistics from *The Highland Group and Smith Travel Research* that showed extended-stay demand growing at a faster rate (7.2%) than regular hotel demand (3.3%) as of mid-2005.

To mark the arrival of the new sleep experience, *Marriott ExecuStay* held celebrations at locations all across the United States, where guests and clients were able to see and feel the new ELITE DREAMER collection in person and win valuable sleep-related prizes.

In addition to its new bedding collection, *ExecuStay's* approximately 40 markets around the country are helping residential guests integrate with communities in many ways, such as referring pet sitters, arranging for a personal trainer, pointing them to a college course or yoga class, or personalizing their apartment with touches such as family photos.

"The phenomenon of 'found time' is a fact for people on longer stays, who are away from home and free from home-like obligations," said Ms. Blair. "Now, they can take a college course, join a running group, visit a local library, or even learn to play a musical instrument."



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