



May 2006

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2007 Annual Conference – Save the Date!

It's official! The CHPA 2007 Annual Conference will be March 6-9, 2007 in San Antonio, TX at the Hyatt Regency San Antonio Riverwalk. More details are soon to follow!

April Network Connections Luncheons – A Big Success!

CHPA just wrapped up the April Network Connections events, and what a success they were for all who attended! Thank you to the facilitators and sponsors for organizing such great events!

Here is what your colleagues are discussing across the nation.

Dallas, TX, April 16, 2006

Facilitated by **JoAnn Brown**, *Suite Interiors*

Sponsored by **Brook Furniture**

The Dallas, TX event was held at *Brook Furniture*. JoAnn led a dynamic exchange with very open and receptive participants. Overall, everyone is optimistic about the next 6 months of the year as rates go up gradually, along with occupancy. There was some concern in Austin that inventory is getting tight again. With occupancies going up, fewer properties are doing short term leases. The concern among the group was the need to educate and establish a better working relationship with the utility companies. They seem to be the number one problem in unit set ups. There was also discussion about the need to work on trying to educate relocation companies, as they still do not look at the cost of the corporate housing business and its benefit.

Orange County, CA, April 27, 2006

Facilitated by **Steve Terreault**, *Equity Corporate Housing*

Sponsored by **Fashion Furniture**

Steve Terreault led a very successful meeting with 17 people attending the event at *Fashion Furniture Rental*. Active discussions between the attendees took place about local trends,

including upgrading linens and amenities, whether to upgrade from DSL to wireless, and having a dedicated employee to do a “meet and greet” for every new move-in. Discussion also focused on the market trends of rate increase, lease lengths being longer, and the availability in Los Angeles is tight. However, many attendees are optimistic about market trends for the last six months and moving into the next six months.

Thank you to our generous sponsors. We couldn't do it without your support!

Great Information and Attendance at San Francisco Regional Luncheon

By Mike Scrabis, Brook Furniture Rental

Local CHPA members in San Francisco joined together at the Grand Hyatt San Francisco at the first 2006 Regional Luncheon. On Wednesday, April 26 in San Francisco, CA. **Robb Fleischer**, with American Marketing System, Inc., presented *Partnering for Profit with Corporate Housing* to an audience of 36 attendees. This presentation created by fellow CHPA members highlighted how corporate housing providers can present their needs and role to apartment communities, thus helping apartment communities better understand their role in helping corporate housing providers succeed at their property.

The next Regional Luncheon event is being planned for June in New York, New York. Final details will be posted to the CHPA website and sent to you soon.

Upcoming CHPA Events

Date	Event
Thursday, May 11, 2006	Detroit, MI Network Connection Instant Furniture Rental
Tuesday, May 23, 2006	Vancouver, BC, Canada Network Connection Crown Plaza Hotel
June 2006	New York, NY Regional Luncheon
September 2006	Dallas, TX Regional Luncheon

What's the Difference between a Network Connection and Regional Luncheon?

Regional Luncheons target four to five markets within the U.S. throughout the year and offer a formalized agenda, including various speakers on topics related to the corporate housing industry. The cost for attending these events vary by location.

Network Connections events are informal meetings that occur more frequently throughout the year. 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 2006 Regional Luncheons and Network Connections Luncheons.

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 Andrea Danz at adanz@chpaonline.org.

Welcome New CHPA Member!

Associate Member

Benefits Resourcing, Inc./ Partners - USA, Indianapolis, IN
Michael George, mgeorge@benefitsresourcing.net

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.

New Statistical Information

CHPA engaged The Highland Group to provide 2005 statistics on the Corporate Housing Industry nationwide, with detailed data on individual cities. The first comprehensive research on our industry since 2002, this project will give CHPA members critical information to improve operations and marketing, and to compare business against industry statistics.

The research questionnaire and link was emailed to you recently. Highland Group staff will call to make sure that your link works and to answer any questions you may have. Please note: If you are unable to complete the online survey in one sitting, please print each page and answer questions on printed copies. Once all questions are complete, you may enter your answers on the website. Call the Highland Group at 404.872.4631 or catkinson@highland-group.net with any questions. Thanks for participating.

Group Purchasing Power

We need your input! The Membership Committee has been asked to research the possibility of CHPA members being able to purchase gift cards to be used in hospitality baskets that you can provide to new residents.

We are currently working with a few retailers, including Starbucks. We would like to know if you would purchase Starbucks gift cards? Would you provide them in your welcome baskets? Would you even be interested in participating in a program like this? Your input and suggestions are valued by the Membership Committee, so please email Andrea Danz at adan@chpaonline.org with your comments on your participation in a group purchasing power program. Thank you for your input.

What's New at CHPA?

Spotlight on Committees

Conference Committee

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

As the planning gets underway for the 2007 Annual Conference, many people have already dedicated hard work into making this year's conference the best yet. Here are the volunteers who are helping put the annual conference together.

Program Committee sub-chair: Piper Ayala - Marriott ExecuStay

Lorrie Lee - CWS Corporate Housing

Whitney Williams - Select Housing

Carl Blanford - Marriott ExecuStay

Joe Porpiglia - National Corporate Housing

Joan Moore - Tech4

Marietta Alba - Apartment & Relocation Center

Maria Telfer - Suite Interiors

Industry Party sub-chair: Lori Conroy - BridgeStreet Worldwide
Ken Hutchinson - Murphy's Corporate Lodging
Sandra Scheider - DART Properties
Kendra Cofer - CWS Corporate Housing
Tara Oreskey - DART Properties
Kacy Mooney - Instant Furniture
Lorna Bosco - Marriott ExecuStay

Exhibitor/Sponsorship sub-chair: Jane Ramsey - Annapolis Accommodations
Marci Abinanati - Aboda
Mike Skreptok - BridgeStreet Worldwide
Emily Mayhew - Aaron Corporate Furnishings
Eric Leonard - Appliance Warehouse of America
Jeff Hurley – Blvd. Suites
Karen Whitfield - Fashion Furniture Rental

Board liaison: Lee Curtis - BridgeStreet Worldwide

Industry Relations Committee

By Pat Hinch, *Equity Corporate Housing*

The committee recently held Network Connection lunches in Atlanta, GA, Dallas, TX, and Irvine, CA. Two more lunches are scheduled for May. The first in Detroit, MI on May 11 and the first international lunch being held in Vancouver BC, Canada on May 23! We will be hosting more Network Connection luncheons later in the year. If you are an outgoing person, love to share CHPA information, talk about our industry in your local market, and are interested in facilitating a lunch, please email Andrea Danz at adan@chpaonline.org. We'll put you on the list and contact you this summer.

The committee is in the process of developing a survey for our associate members. We're interested to learn more of what you want from your CHPA membership. If you're interested in joining our sub-committee and developing the survey, please email Andrea Danz at adan@chpaonline.org and we'll contact you in May.

If you're attending the May ERC Conference in Orlando, FL, look for our CHPA members **Gavan James** of *Oakwood Worldwide* and **Diane Ayres** of *Equity Corporate Housing*. They will be presenting an educational program on behalf of CHPA! The presentation is scheduled for Thursday afternoon, May 18. Stop in and say hello.

Members in the News...

BRIDGESTREET WORLDWIDE AND GLOBAL PARTNER, FURNISHED QUARTERS, ENTER BOSTON MARKET

On May 8, 2006, BridgeStreet Worldwide, a leading international provider of corporate housing to business and leisure travelers, announced that it has entered the Boston market in partnership with Furnished Quarters, a member of BridgeStreet's Global Partner program. The alliance extends BridgeStreet's reach to nine locations in and around Boston—six in the downtown area, two in nearby Cambridge and one in Waltham. The high-quality, fully equipped, furnished apartments are available in spacious studio, and one-, two- and three-bedroom configurations.

BridgeStreet's Global Partner program is a unified alliance 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. Corporate apartments are an accommodations option that caters primarily to business travelers who seek more space, independence and comfort than is found in a typical hotel or extended-stay hotel room.

“Our Global Partner program is an important ingredient of growth for us,” said Lee Curtis, BridgeStreet president. “We already enjoy a successful relationship with Furnished Quarters, together offering locations throughout Manhattan. Boston is a major financial center and tourist destination, and this agreement with Furnished Quarters brings this key market into our network and expands our accommodations coverage to over 100 metropolitan locations worldwide. We will continue to move into new markets with partners that share our commitment to extremely high quality product and service standards.”

Based in New York City, Furnished Quarters is one of the East Coast’s largest providers of furnished apartments. Furnished Quarters joined the BridgeStreet Global Partner program in 2003 and provides high-quality fully equipped furnished apartments in New York City. “By placing our Boston apartments in BridgeStreet’s Global Partner program, we bring brand awareness of the industry’s second largest corporate apartment provider and tap into their global client relationships to provide guests top-quality housing in the Boston market,” said Steven Brown, who co-founded Furnished Quarters with Gary Brown. “We are excited about this expansion and have planned an opening event on May 10th with the Mayor of Boston, to show off our convenient locations throughout the Boston Metro area,” said Gary Brown.

For more information about BridgeStreet’s Global Partner program, contact Mike Screptock, director, BridgeStreet Global Partner program, (330) 405-0380, mike.screptock@bridgestreet.com.

ABODA ACQUIRES FLORIDA OPERATIONS OF FURNISHED QUARTERS

President and CEO Dave Caple announced on May 1, 2006, ABODA, formerly Northwest Suites & Housing Services, that it has acquired Florida-based operations of Furnished Quarters.

Coming on the heels of the company’s name change and just months after ABODA’s acquisition of Boston-based Corporate Housing Options, this purchase lends additional fuel to ABODA’s aggressive pattern of national expansion and service diversification for the company and its corporate relocation and housing services.

“This purchase offers long term strategic value and lends credibility to ABODA as a viable business model that can provide coast to coast national coverage,” Caple said. “It also gives us a foothold on the Southeastern market for expansion, and will help us service current customers going into this market as well as provide additional opportunity to diversify our growing client base and geographic footprint.”

In addition to the Florida market, ABODA is currently identifying opportunities to expand their reach through additional acquisitions nationwide.

ABODA PROMOTES CHERYL BUCHMAN TO DOMESTIC RESERVATIONS ACCOUNT SPECIALIST

ABODA has promoted Cheryl Buchman to domestic reservations account specialist, President and CEO Dave Caple announced today. The company also hired the following employees:

- Eric Davis - General Maintenance
- Bryan Dayawan - General Maintenance
- Carolyn Harris – Tour Specialist
- Miguel Rodriguez – Cleaning Services Technician
- Kris Scholl – General Maintenance
- Daniel Spell – Lead Warehouse
- Jeffrey Sheaffer – General Maintenance
- Zane Sneed – Carpet Cleaning Technician

About Cheryl Buchman:

Since joining ABODA in 2001, Buchman has worked as receptionist. In this position, she was responsible for receiving and channeling incoming calls and assisting guests with information, maintenance needs, special requests, and check-in and check-out procedures. She also assisted the Reservations department with data input and special projects. Buchman received Employee of the Quarter recognition in August 2001.

In her new position as reservations account specialist, Buchman will accept and process housing requests and complete paperwork and data entry necessary to deliver information and work orders. She is also responsible for conducting follow-up correspondence to all domestic guests and processing and maintaining guest and client files.

Buchman is actively involved in ABODA's Way Back Inn and Operation Night Watch programs. She is a 1980 graduate of the Mid-Pacific Institute in Manoa, Hawaii and resides in Monroe with her husband, David.

BRIDGESTREET WORLDWIDE LAUNCHES LUXURY SLEEPEASY BEDDING PACKAGE

BridgeStreet Worldwide, a leading international provider of corporate housing to business and leisure travelers, announced on April 19, 2006 the nationwide rollout of its new, luxury SleepEasysm bedding package in all company-operated apartments. The premium bedding ensemble is designed to provide a more homelike and restful stay experience to guests. Corporate apartments are an accommodations option that caters to guests who seek more space, independence and comfort than is found in a typical hotel or extended-stay hotel room.

The SleepEasysm package features a signature feather bed; hypo-allergenic 250 thread-count sheets; Performance Thermal cotton blanket; plush duvet in a luxurious fabric; and six fluffy, queen-sized pillows.

"The SleepEasysm program was created in response to guests wanting a more luxurious and comfortable bedding experience," said Lee Curtis, president. "BridgeStreet is committed to providing its guests with the very best corporate apartment experience in the industry. We responded to guest feedback with a significant investment in this exceptional bedding package, which leaves nothing to chance in this key area and further enhances the quality and ease of the BridgeStreet guest experience. We recently completed a rollout of the SleepEasysm bedding system nationwide, as part of our standard apartment package—rather than as a part of a premium apartment package, like much of our competition has done. Guest response to the new bedding package has been extremely positive."

The SleepEasysm package was created by carefully reviewing customer satisfaction surveys. BridgeStreet designed the bedding package with multiple high-quality sleep product suppliers and donated obsolete bedding, as well as \$100,000 in housewares, to Rebuilding Together, a national organization of volunteers that preserves and revitalizes houses and communities.

"We are constantly conducting research on our guests' preferences and testing new ideas," Curtis said. "Our goal remains to be the easiest corporate apartment provider to stay with; enhancing the sleep experience is another way to deliver on that promise."

ABODA HIRES DAVID ALVES AS DIRECTOR OF BUSINESS DEVELOPMENT AND KOBIE WYATT AS INFORMATION SYSTEMS SPECIALIST

On April 12, 2006, ABODA announced that it has hired David Alves as director of business development and Kobie Wyatt as information systems specialist.

Before joining ABODA, Alves worked as a private sales and marketing consultant for small businesses and also owned and operated a residential cleaning company. From 1997 to 1999, Alves has served as general manager of Housing Options Limited, a company which later became Corporate Housing Options and was recently acquired by ABODA in September 2005.

Prior, Alves worked for the Cambridge Family YMCA. In the 11 years he served, Alves ran a residential program for homeless men, was actively involved in fundraising efforts, directed membership, and was executive vice president and chief operating officer from 1993 to 1997. Alves is involved with several Boston-area organizations including Cambridge Chamber of Commerce, Boston Chamber of Commerce, Salvation Army, and United Way. In his new position as director of business development, Alves will be in charge of informing, educating, and exposing ABODA's service offerings to current and potential clients. He resides in Holden, Massachusetts with his wife, Victoria.

Wyatt comes to the ABODA team with more than five years of information technology experience. In his new position, Wyatt will be in charge of ABODA helpdesk support and also work on several Web development and telecommunications projects for the company. Before joining ABODA, Wyatt worked at Interact Incorporated in Woodinville where he redeveloped the look and feel of the company Web site. He also worked to ensure that all software updates were installed and configured appropriately and provided desktop support and troubleshooting for hardware and software issues. Prior, Wyatt offered helpdesk and Web support for Poulsbo RV and also worked as senior technical specialist for new product launches in a contract position with Microsoft. Wyatt earned a biology degree in 1999 from Jackson State University in Jackson, MS and an associate of applied science and Web development degree from ITT Technical Institute in 2003. He resides in Seattle.

GRAEBEL COMPANIES, INC. HIRES GEORGE BATES AS VICE PRESIDENT OF BUSINESS DEVELOPMENT

On April 11, 2006, General Manager David Cox, of Graebel Companies, Inc., announced that it has hired George Bates as vice president of business development. Bates brings more than twelve years of relevant business experience to the organization. In his new position, Bates will be responsible to help companies develop and implement relocation programs to increase cost efficiency, track relocation spending, enhance the client experience, and comply with state and federal regulations.

Prior to joining Graebel, Bates assisted many Fortune 1000 companies to develop programs that successfully measure and manage a variety of outsourced services. He started working in the relocation industry in 2002 when he joined SIRVA, Inc. as vice president. Here, he developed and implemented partnerships with executives in finance, human resources, supply-chain and general counsel for SIRVA's consulting division. Bates consistently exceeded sales goals and acquired new contact agreements for the company with clients including McKesson, Adobe Systems, Potlatch Corporation, and eBay. Prior, Bates worked as sales director for Outlook Management and Pro Staff / Return on People.

Bates is in process of earning a bachelor's degree in administration from Central Michigan University. He holds an associate's degree from Brevard College in North Carolina. Bates has spoken on cost reduction and process improvement for the Society for Human Resources Management and the International Quality and Productivity Center. He resides with his family on Bainbridge Island.

If you would like to have your press release or a reprint of an article of interest for CHPA members included in a CHPA newsletter, please submit them to Andrea Danz at adanz@chpaonline.org.

Acquisition Opportunity

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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

Brook Furniture Rental, Inc. is the leading provider of high quality residential furniture and housewares to the industry- www.bfr.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

NAVIS (a Buehner-Fry, Inc. Company) - Proven Telephone Long Distance Solutions for Corporate Housing Units – www.navistechnologies.com

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