



# eNEWS

The Voice of the Corporate Housing Industry



## December eNEWS

**REGISTRATION NOW OPEN!**

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Register [online](#) for immediate confirmation

## CHPA 2009 Annual Conference Education ▶ Networking ▶ Innovation

February 24-26, 2009  
Sheraton Myrtle Beach Convention Center  
Myrtle Beach, South Carolina

Registration is open for the 2009 Annual Conference! This year's event has been planned with your business in mind. The additional networking opportunities, more executive education sessions and a dynamic program has been designed to help you in today's challenging economy. Take advantage of early bird rates and online registration on the [CHPA Annual Conference webpage](#).

If you haven't already looked at the [2009 Annual Conference webpage](#), take a look at it! You can see the full [schedule](#), download a hard copy of the [registration brochure](#), see companies already committed to [sponsorships](#) and [exhibitors](#) and make [hotel reservations](#). Everything you need is all on one page!

### Reverse Trade Show

Join us for the FIRST Reverse Trade Show at the 2009 Annual Conference! Associate Partners can "turn the tables" on the provider members at a special session! At this Reverse Trade Show, the provider members are the 'exhibitors' and the Associate partners are the 'guests'. Learn how provider members prefer to do business and gain insight into their decision making process. This is your chance to meet new provider partners and expand your networking opportunities at the Annual Conference.

Associate partners have 5-minute 'interviews' with provider executives to ask candid questions one-on-one. At the end of the time allotment, the associate partner moves on to the next provider company. Take advantage of this opportunity to meet with a dozen companies in just one hour!

This session will take place on Thursday, February 26, 2009, from 1:30 – 2:30 p.m. The session will be held in the exhibit hall.

## Sponsors and Exhibitors

Sponsorships and exhibit booths are still available. All Associate partners must have a booth to attend the Annual Conference. Space is limited so reserve your booth today!! [Download a marketing guide and exhibitor form](#) for the details.

## Onsite Conference Program Advertising

CHPA is now accepting advertisements for the conference onsite program. This is an excellent opportunity to advertise your product or services to the conference participants. Rates are extremely economical for a full page advertisement. For just \$250, you could showcase your company and services to all participants. The deadline for reserving space and supplying your advertisement for the onsite conference program is December 31, 2008. Secure your spot by returning this [form](#) to the CHPA office.

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## Membership Survey

CHPA's Board of Directors wants to know how to best meet your company's needs. You recently received a survey link to help the Board prioritize the Association's strategic efforts. Please take 5 minutes to respond to this survey. Answers are completely confidential and will be shared in summary format with CHPA leadership. [Click here to get started](#) by Friday, December 5, 2008.

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## Membership Dues Renewal

**All CHPA members should have received their 2009 Membership Dues Renewal invoice by now. This renewal invoice is for your 2009 membership year, which is January 1, 2009-December 31, 2009. You can pay your dues in full or in installments this year online!**

### Online Dues Renewal

CHPA has added the convenience of paying your dues online. All you need is your membership number printed on the invoice in order to access your account and pay your dues. You will receive an automatic confirmation and receipt of payment. Get started at [www.chpaonline.org](http://www.chpaonline.org).

## 50/50 Program

CHPA understands that in today's challenging economy, you may need to make some adjustments. You can opt to pay your dues in two installments this year. The first installment is due by January 1, 2009 and the second will be automatically deducted on April 1, 2009. A \$50 processing fee will be added to the second installment on April 1, 2009.

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## Membership Directory

We will distribute the 2009 Membership Directory at the Annual Conference in Myrtle Beach. Due to this earlier date than in past years, CHPA must receive at least one installment of your membership dues renewal payment by January 1, 2009. If we do not receive any payment, your company will not be included in the Membership Directory. It is important that you update your contact information either online or through the CHPA office. We strive to provide the most accurate information in the Membership Directory, but we need your help to make sure the information is correct.

You can update your information by going to [www.chpaonline.org](http://www.chpaonline.org). Click on the "Member Resources" button at the bottom of the navigation bar on the left side of the page. You will need your username and password to access this section of the website. If you have forgotten this information, please follow the prompts for obtaining the information. Once logged in to the Member Resources section, go to "Update Online Information or Password" and follow the instructions to update your information.

## Membership Directory Advertisements

It's time to place your Membership Directory advertisement! Purchase a text ad, a half page ad or a full page ad for the directory. Please [download the marketing guide](#) and return the form to the CHPA office. The deadline to reserve space and submit your advertisements for the 2009 Membership Directory is December 31, 2008.

## CHPA Associate Partner Board of Directors Elections

The following people were selected by the Nominating Committee to run for election of the Associate Partner seat on the Board of Directors:

- **Maria Telfer, Suite Interiors**
- **Sheron Pitts, Software Answers**
- **Michael Scrabis, Brook Furniture Rental**

Candidate statements from each of these individuals will be available on the CHPA website starting December 5, 2008. Please review the statements and vote for one of these members to be seated on the Board of Directors. Voting will take place online December 15 – December 31, 2008.

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## 2009 Webinar Series

The first CHPA webinar series has been a great success so far. There is one webinar left and you can still take advantage of this opportunity. Register by Wednesday, December 3, 2008 in order to attend. [Register](#) today!

### **Corporate Housing: Sales Basics for Success by Elaine Quiroz**

**Thursday, December 4, 2008**

**1:00 p.m. EST**

Sales and marketing are vital components of corporate housing success. Today's providers are constantly challenged to deliver the message and value of corporate housing in an effective manner. Session participants will learn the processes and terminology for:

- How corporate housing is "delivered" in the marketplace, including third-party providers, property management, wholesaling, and more
- Who uses corporate housing at the corporate level and why
- Defining the individual user, apart from corporate needs
- The respective roles and values of Inside Sales vs. Outside Sales
- The most common methods to successfully search for business
- Navigating the bid process, including RFP's, RFQ's, and service agreements
- Related associations and affiliations (such as ERC, SHRM, and NAA)

This session is designed to give each participant a clear overview of the sales basics for corporate housing. This webinar is ideal for those new to corporate housing (both inside and outside sales), as well as those looking to refresh those foundational skills needed for corporate housing sales success.

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## Canada Chapter



The Canada Chapter Board of Directors will be holding an election to determine the seats for next year. The following people were nominated for the Chapter Board:

**Michelle White, Today Living Group (continuing)**

**Daniel Bar-Dayam, DelSuites (continuing)**

**Shannon Stahr, Premiere Executive Suites**

**Michael Stern, ExecSuite**

**Becky Bertoia, Pacific Coast Accommodations**

[Candidate profiles](#) are located on the CHPA website. Online voting will take place Tuesday, December 2 – December 16, 2008. Only Canada Chapter members are eligible to vote for CCHPA Board of Directors.

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## Ethics in Corporate Housing

*The Third Language*

By Rushworth M. Kidder

Reprinted with permission from the Institute of Global Ethics

It's been said that if you wanted to define *water*, you wouldn't ask the fishes. In a similar way, the last people capable of defining the current financial atmosphere may be the news junkies. So immersed are they in their craft — its headlines, news flashes, commentaries, and backstories — that they rarely remember that news is *framed* rather than *ordained*. They can forget, in other words, that they're seeing the world through a particular frame, language, or paradigm.

To read the rest of this commentary, [click here](#).

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## Upcoming Network Connections

December 4, 2008

[Seattle](#)

December 4, 2008

[Phoenix-Scottsdale](#)

December 11, 2008

[Minneapolis](#)

If you would like to have a network connection in your area, please contact the CHPA office at [info@chpaonline.org](mailto:info@chpaonline.org). CHPA assists the host and facilitator with all of the details and even provides a "meeting in a box." These opportunities are great ways to network with providers and partners in your area as well as invite potential new members to give CHPA a try. There were more than 20 events this year, so if there wasn't an event in your area, plan one for 2009!

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### News You Can Use

[How To Put Some Green Into Your Business](#) - CNBC

[Corporate Renters Are Good Bets](#) - Asbury Park Press (NJ)

[NBTA Forecasts Cost Cuts in Business Travel for 2009](#) - Travel Agent Central

[What You Need to Know About Renters Insurance](#) - KWCH Kansas

Check out more corporate housing news on the CHPA website at [www.chpaonline.org](http://www.chpaonline.org). The archive of past news articles is also available on the [CHPA Discussion Board](#).

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### Members in the News

**Marriott ExecuStay Poised for Housing Transition in Washington**

Go to: <http://www.chpaonline.org/news/December2008eNews.php#marriott>

**BridgeStreet Worldwide and Tadmur Sign Franchise Agreement for Serviced Apartments in Doha, Qatar**

Go to: <http://www.chpaonline.org/news/December2008eNews.php#bs>

**National Corporate Housing Gives Back This Holiday Season**

Go to: <http://www.chpaonline.org/news/December2008eNews.php#national>

**ResidentCheck - Innovative Custom Solutions . . . Since 1994**

Resident screening, pre-employment screening and multifamily collections since 1994. ResidentCheck's custom Corporate Housing program utilizes our in-house, licensed private investigations team to review criminal records and to refer denied applicants for clarifications. All reports include a national Sexual Predator search and a Treasury Department OFAC search, for Homeland Security compliance. For more information, visit [www.residentcheck.com](http://www.residentcheck.com).



**Take advantage of these CHPA President's Club Members!  
They are here to serve your corporate housing needs!**

- Aaron's Corporate Furnishings** - Furniture The Easy Way. Your Way. [www.aaronscf.com](http://www.aaronscf.com)  
**American Furniture Rentals** - First Class Service the American Way. [www.rentfurniture.com](http://www.rentfurniture.com)  
**Azuma Leasing** - The appliance Leasing Company. An Affordable, Convenient, Maintenance-free Decision. [www.azuma.com](http://www.azuma.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)  
**Bruce White Galleries** The Professional Picture People [www.brucewhite.com](http://www.brucewhite.com)  
**CORT Furniture Rental** - Quality.. Service. Guaranteed. Furniture rental solutions from the Industry's Leader [www.cort1.com](http://www.cort1.com)  
**Express Furniture Rental** Express is simply the best. [www.efrental.com](http://www.efrental.com)  
**Furniture Rentals** - We deliver more than furniture, we deliver satisfaction! - Same Day Delivery! [www.furniturerentalsinc.com](http://www.furniturerentalsinc.com)  
**Instant Furniture Rental** - Furniture Rental & Sales in an instant [www.instantfurniture.com](http://www.instantfurniture.com)  
**Lodging Kit Company** A leading supplier to the lodging industry. [www.lodgingkit.com](http://www.lodgingkit.com)  
**ResidentCheck** Innovative Custom Solutions . . . Since 1994. [www.residentcheck.com](http://www.residentcheck.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)  
**Spectrum, Inc.** Communications Simplified. [www.3spectrum.com](http://www.3spectrum.com)

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If you have any questions or comments about the content of this eNews, please contact Amanda Cook at [acook@chpaonline.org](mailto:acook@chpaonline.org) or at (317) 328-4631.