



Cammies 2010



Turn Tactics



Power of Mascots!



Alexandra Hildebrandt—winner of corporate employee of the year, stands with Mike Peter (*Campus Advantage President / CEO*)

C A M P U S

ADVOCATE



A Note From Mike:

Seven Years of Success

In 2003, we began Campus Advantage with a single 571-bed property in Tallahassee, Fla., three employees, and a vision.

Seven years later, Campus Advantage manages 52 properties in 21 states, totaling more than 30,000 beds, and nearly 1,000 employees. We continue to be recognized from both inside and outside the industry for our team members, corporate culture, and growth.

When reflecting on the achievements of the past seven years, I recognize three reasons for our success.

First and foremost are our employees. Our success as a company is firmly rooted in the hard work and dedication of every one of our team members. Without your efforts and passion, we would not be the company we are today.

Second is our ability to provide unparalleled living experiences through our Students First residence life program. One of the Campus Advantage hallmarks, the Student First program provides us the opportunity to not only build long-term relationships with our residents, but also to deliver the services our residents deserve in a constantly evolving environment.

Last is our ongoing drive to be the best company that we can be. Through our efforts in providing our residents unmatched customer service, challenging ourselves to be brighter leaders and deepening our industry relationships, we emerge as a company that knows no bounds.

I'm proud to work with everyone that makes Campus Advantage one of the industry leaders and applaud you for the achievements we have accomplished over the past seven years. Together, we have built a solid foundation for a very strong future.

Our Values

- Integrity
- Excellence
- Diversity
- Innovation
- Communication
- Citizenship



The Cammies 2010!



Dan Oltersdorf



Alex Hildebrandt

And the Winners Are...

Property of the Year:

Campus Towers - Below 500 beds
Campus Lodge - Above 500 beds

Resident Director:

Tyler Holmes, Campus Lodge

Leasing Manager:

Mark Hill, Campus Lodge

Maintenance Supervisor:

Aaron Herzog, Cabana Beach San Marcos

Regional Manager:

Jennifer Cassidy

General Manager:

Angela Toon, Belmont

On-site Accountant:

Lillian Zeigler, Belmont

President's Mojo:

Dan Oltersdorf, Corporate

Corporate Employee of the Year:

Alex Hildebrandt, Corporate



Campus Lodge - Tampa



Jenn Cassidy



Grand Slam Success!

by: Dan Oltersdorf

In March, we hosted our inaugural National Training Conference at the Barton Creek Resort in Austin, Texas.

Spring Training 2010, the theme for this year's training event, was a mix of action-packed education and out of the park fun.

Our national training conference is a fundamental tool in the overall success of Campus Advantage. It's a time for all of us to get together and share in our successes and build upon an already strong foundation.

Feedback for the National Training was World Series-worthy ratings. Nearly unanimous agreement found the training beneficial, with nearly 96% agreeing that the gained knowledge can apply right away.

We'd like to thank our all star sponsors who helped make the National Training a grand slam success.



CAMPUS ADVANTAGE





Turn Tactics:

by: Chip Schell

Very soon Turn will be in full swing. Now is the time to double-check turn planning programs and make final preparations. Turn is a critical time for Campus Advantage—not only do we have to get more than 30,000 rooms ready, we are preparing for another year with new and returning residents. As we know, move-in day can set the tone for a fantastic year ahead.

We put together a quick reminder – Turn Tops.

While turn can be stressful and hectic, when planned well, is extremely satisfying.

Plan to Succeed

- All turn plans should be complete
- Review and start making notes

Secure bids and contractors

- Painting
- Cleaning
- Performing general repairs

Use multiple contractors

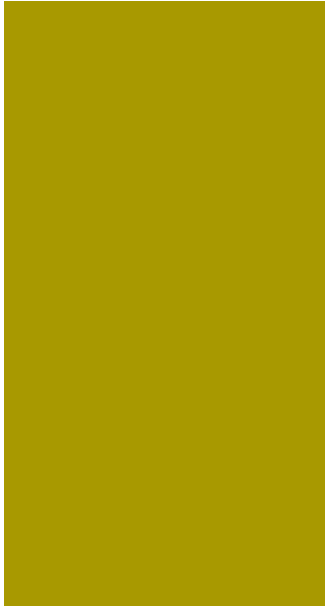
- Never put all your eggs in one basket
- Monitor progress
- Always have a back-up plan

CA Academy

- Need additional training or a quick refresher? Talk to your regional manager to set-up a class

Plan ahead

- Plan for slippage in timeline



The Power of Mascots!

The Zaniness of CA

One differentiator of Campus Advantage is our award-winning residence life program. Our programs help build long-term relationships with our residents, encouraging them to return year after year.

Highlighting the fun, community spirit of our properties can be critical in the value-proposition we offer and, ultimately, the leasing decision of many residents.

In the spirit of success, here are a couple of examples of fun community esprit de corp.

We've all seen the school mascots—those fun spirit-driving symbols that define universities. However, they can also assist a property in becoming instantly recognizable throughout the community—keeping it top-of-mind, and making the all-important warm introduction.

Two properties that have had tremendous success in the power of a mascot are Cabana Beach in Gainesville and Campus Lodge in Tampa. Cabana Beach has a parrot named “Copa”, while Campus Lodge has “Bob the Moose”.

“We launched Copa on March 25, and have seen a surge in leasing since,” said Samantha Jones, director of leasing and marketing for Cabana Beach, Gainesville. “Copa has been very instrumental

in creating brand awareness and critical in our 20% year-over-year improvement in leasing.

“People seek-out Copa to have their picture taken with him, he’s a part of the community and when people see him, they think ‘Cabana Beach,’” said Jones. “I’ve had people tell me they automatically think of fun because of Copa, which then gets transferred back to the property.”

Tyler Holmes, the resident director and social media coordinator at Campus Lodge agrees.

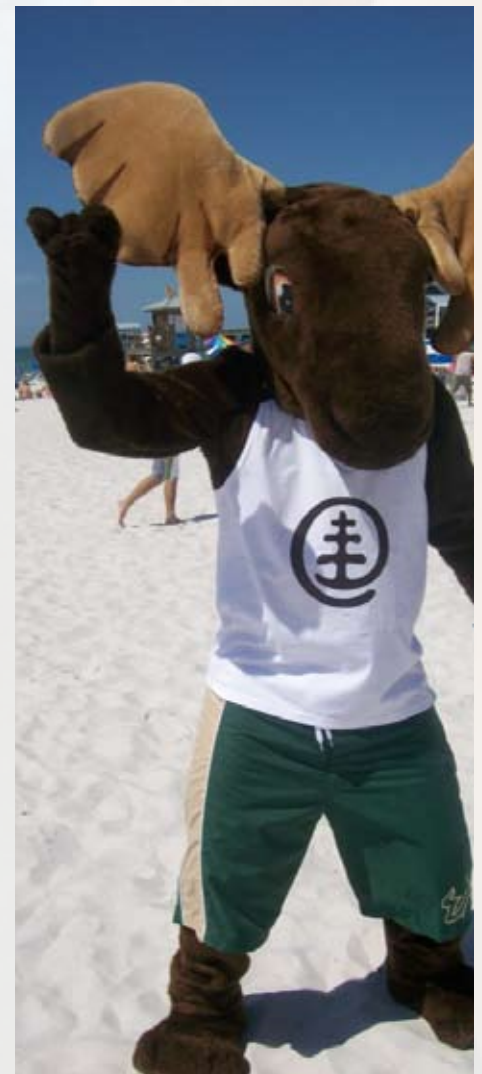
“At Campus Lodge, our mascot is “Bob the Moose” who helps run promotions such as ‘Moose on the Loose’—a weekly drawing for people who tag pictures of themselves with Bob the Moose on Facebook,” said Holmes.

“It’s a great way to make the warm introduction and break the ice—people rarely refuse marketing materials from a crazy seven-foot moose,” laughs Holmes. “You should have seen him (me) on the Florida beaches, I lost 10 pounds that day, we got such a tremendous response, it was well worth it.”

Holmes noted a 15 to 20% increase in leasing activity this year versus 2009.

“Rocky the Bull, the USF mascot, and

Bob the Moose have a great relationship and often have dance-offs when they get together,” said Holmes. “We draw large crowds of cheering people—it’s a great way of showing potential residents all the fun they are missing.”





ASB joins the Winning Team!

We would like to welcome On 50, Automatic Lofts, Dwight Lofts and 2040 Lofts to the Campus Advantage team. Automatic Lofts and Dwight Lofts are located in Chicago, Illinois and are featured on this page.



The Automatic Lofts - Chicago, IL



New Campus Advantage Communities

On 50
Tampa, FL
2/02/2009
444 Beds

Automatic Lofts
Chicago, IL
2/02/2009
484 Beds

Dwight Lofts
Chicago, IL
2/02/2009
697 Beds

2040 Lofts
Milwaukee, WI
2/02/2009
614 Beds



A Brief Chat with Alex Hildebrandt

By Tim Hanson



THE BASICS

NAME: Alex Hildebrandt

BIRTHPLACE: Ponce, Puerto Rico

HOMETOWN: Harrisburg, PA

COLLEGE: West Chester University, PA

SPOUSE: John Hildebrandt

CA SINCE: February 2007

POSITION: Accounting Manager

HONOR: 09 Corporate Employee of the Year

Alex Hildebrandt started working at Campus Advantage in February of 2007, shortly after her husband ended his 12-year career with the U.S. Army. When they were stationed at Fort Hood years earlier, they fell in love with Austin and vowed to return one day.

Alex sets up CA accounting and reporting systems for all new properties, and then turns the property over to the property accountant.

“Many times we create everything from scratch, getting them on a solid reporting foundation going forward. We get them comfortable so they can focus their time and energy on their residents.”

Nailing her down about what she loves about her job and CA is a little difficult.

“Well, my team members are tremendous, I can’t say enough about them, but it’s also great being a link to site personnel—you meet some incredible people.”

Alex also noted the camaraderie in the Accounting Department. “Last year I was diagnosed with stage one breast cancer, and Campus Advantage allowed me to work from home, which I can’t tell you how much it helped me. I was able to focus on work and ‘be normal’ while going through tests, chemo, and recovery.”

While cancer certainly is difficult news for anyone, Alex kept things in perspective and soldiered on. “Cancer was the worst and best thing to happen to me, I’m so grateful for my family, friends, and Campus Advantage. This is such a great employee-centric

company, I’ve never seen a place like this before.”

We certainly wish Alex continued success in her battle against cancer, but also in her role here at Campus Advantage. Because of her hard work and determination, she was voted as the 2009 Corporate Employee of the Year and it’s easy to see why.

“People ask why I’m so nit-picky. If I see a mistake on a ledger, I think that is one resident or parent who is having a problem with Campus Advantage—who we may lose. These numbers represent people we serve. It’s always about the residents – they come first.”

Good words to live by Alex.

Thanks for helping to make Campus Advantage a great place to work!

Campus Advantage: Employee Tenure

CAMPUS ADVANTAGE honors employees with commemorative pins to celebrate the tenure of their service. As distinguished by color, white marks the second anniversary of employment, blue marks the fifth anniversary of employment, and olive marks the tenth anniversary of employment.

Employee Service Awards

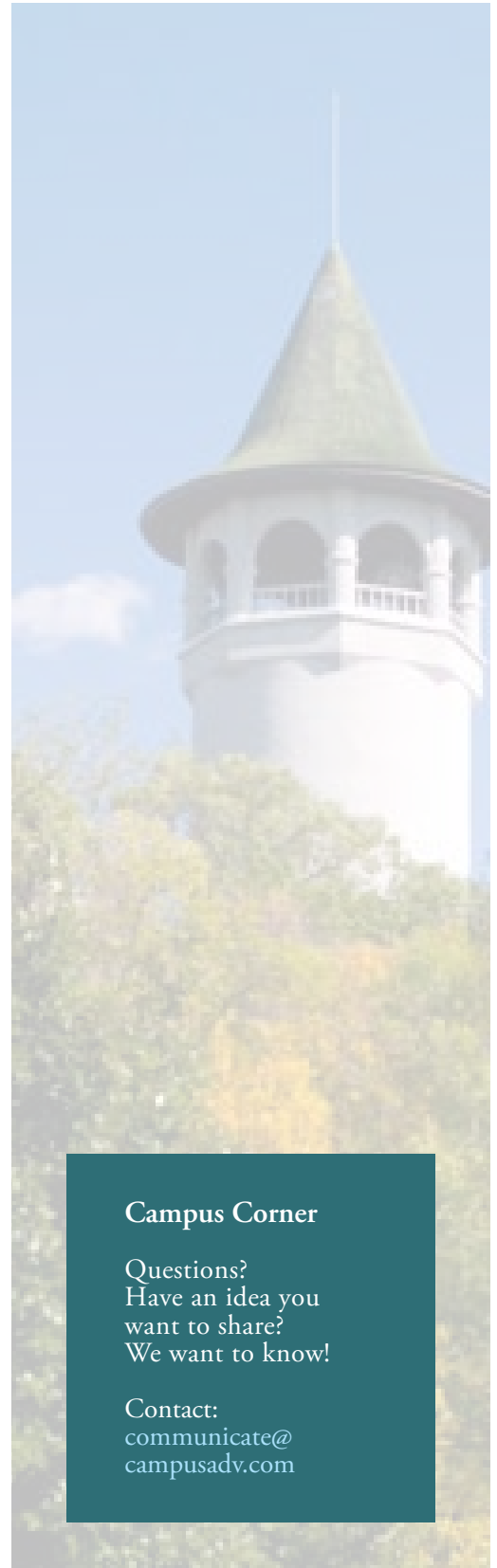
Let's applaud and extend thanks to those who are receiving their 2-year pins. Congratulations!

NAME	LOCATION	START DATE
Toni Boyette	Corporate	04/17/08
Abraham Banks	Place du Plantier	04/23/08
Bryttany Hutchinson	Campus Lodge	05/05/08
Kiara Walthaw	Cabana Beach Gainesville	05/08/08
Robert Jimenez	Islander Village	05/08/08
Daniel Benavides	Cabana Beach San Marcos	05/09/08
Jessie Rood	Naismith Hall	05/16/08
Kira Teske	Campus Lodge	05/22/08
Myvan Huynh	Campus Lodge	05/27/08
Lauren Mansfield	Cabana Beach Gainesville	05/28/08
Amy May	Naismith Hall	05/29/08
Ashley Guerrero	Cabana Beach San Marcos	06/13/08
Susanna Zamarripa	The Tradition	06/26/08

Campus Corner

Questions?
Have an idea you
want to share?
We want to know!

Contact:
[communicate@
campusadv.com](mailto:communicate@campusadv.com)



THIS ISSUE: REBRANDING

Catalyst for Change

By: Tim Hanson

Rebranding:

Recently, our company went through a re-branding to more effectively communicate who we are and what we do as an integrated agency.

Since our inception in 2004, we've seen a lot of change within our industry. From an emphasis on creative visual communications – think TV, print, etc – to an even heavier emphasis on interactive and mobile communications.

All the while, there has been a profound transformation from consumers/customers finding businesses to businesses having to find their consumers/customers.

While that shift may not seem like a “big deal,” it is changing the way businesses must think about how they can get in front of their customers at the right time and in the right place.

Catalyst, by definition, is a substance that initiates or accelerates a chemical reaction without itself being affected. As an integrated agency, our job is to help a brand become something bigger and better than it was without our help.

That's what we've always done – think about new ways to reach customers at the right time and position the right message in the right place for our clients.

Do we change? Of course. Every client relationship makes a lasting mark on us in the way of experience, knowledge, and with a few extra laugh lines you see, we approach every relationship as a partner to our clients. We work to get the best results possible and have a heck of a good time getting them.

The journey we take with every client provides us and them with innovative ways to solve their business goals. It's what we do – accelerate the awareness reaction among people.

Deliver Results — Think Big.



QUESTIONS?

CONTACT TIM
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Shop the Lyst!

Catalyst also launched www.shophthelyst.com, a convenient one-stop-shop for clients to get their promotional marketing materials. In the coming months, we'll be adding more to the website, including event packages and resident care packages.

www.shophthelyst.com

Questions? Contact Tim: tim@thelyst.com

