



Move-In!



CA News



Webolutions



Dan Oltersdorf and the Palisades @ E-City Move-In team are shown here in Jackson, Mississippi!

C A M P U S

# ADVOCATE



## A Note From Mike: Strength

This past year, we posted some of our strongest lease-up numbers in our seven year history.

The dedicated hard work and all the “going the extra miles” paid off. I’m very proud of our team and applaud the success you achieved, especially in the current economic headwinds we face.

### *How did we do this?*

First, we were prepared. We educated our customers about our advantages—high-quality product, robust residence life programs, and thought-leading initiatives.

Second, we focused on increasing retention rates. Some of our properties reached a retention rate nearing 60% or greater!

Third, we held back on rebates and leasing specials to select properties in transition status, improving the rates of return for our clients.

Finally, we executed a well-organized turn, maximizing impact and minimizing expenses. While we are entering 2010-2011 in a very strong position, we must also be cautious in this precarious economy. Capital markets continue to be tight, projects continue getting postponed, and investor demands remain high.

As in the past, we will continue to put our best effort forward and continue to lead the industry in results.

Thank you for your hard work and dedication. I am honored to lead such an incredible group of dedicated professionals—hands down the finest people in student housing and higher education services.

## Our Values

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

## True to Your School

*Student housing startup Campus Advantage graduates to the big leagues.*

Meeting Campus Advantage president and CEO Michael Peter instantly transports you back to those first days at college: moving into your dorm room, getting to know your roommates and your neighbors, and making that first psychological link to your alma mater via the resident assistant (RA) who lives on your hall and helps guide you and 30 to 40 other wide-eyed students towards the first steps of a four-year journey of self-discovery and social and academic growth. Peter, who was an RA as an undergrad at the University of Wisconsin 25 years ago, still exudes the same clean-cut, down-to-earth, and trust-inspiring friendliness that roughly 50,000 RAs embody to encourage and enthuse the three million students who filter through the nation's colleges and universities every year.

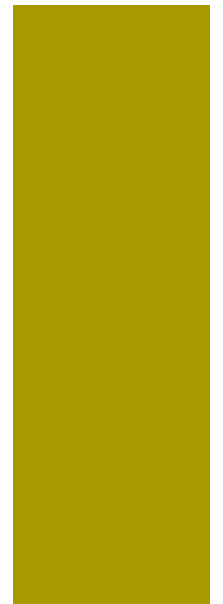
This month, roughly 30,000 of those students will be moving into a Campus Advantage apartment at one of 52 locations in 21 states nationwide—and chances are they'll be meeting one of the student housing firm's executives on that very first day. "Move-in day is the most stressful time of the year for both residents and on-site staff," says Peter of the annual fracas that Campus Advantage typically staggers over a two-to-three-day period and stages with food, drinks, and rest station tents, at times negotiating street closures with municipalities. Three years ago, Peter mandated that every member of the executive team rolls up his or her sleeves to help manage the madness. "So we go on site, moving luggage, meeting parents, and the parents always have an odd look on their faces and typically ask, 'Who are you?'" Peter says. "Well, I'm the president of the company, and I'm here to help you move in."

▼ FULL STORY

<http://www.multifamilyexecutive.com/student-housing/true-to-your-school.aspx>

[LEADERSHIP LESSONS]  
**MIKE PETER**

- ▶ **TITLE:** President and CEO
- ▶ **AGE:** 44
- ▶ **FIRST PROFESSIONAL JOB:** Assistant property manager
- ▶ **BEST BUSINESS DECISION:** Creating a business with people of intelligence, integrity, and passion
- ▶ **FAVORITE QUOTE:** "Do not go where the path may lead, go instead where there is no path and leave a trail."  
—Ralph Waldo Emerson
- ▶ **GREATEST BUSINESS CHALLENGE:** Be big enough to meet your client's needs but small enough to give personal service.
- ▶ **BEST ADVICE EVER RECEIVED:** Be genuine.
- ▶ **LAST BOOK READ:** *Zappos.com 2009 Culture Book* (Zappos.com Gear, 2009)
- ▶ **WHAT'S PLAYING ON YOUR IPOD:** *Asleep at the Wheel*





# CAMPUS ADVANTAGE ON THE WIRE!

## Interface Student Housing Panel

June 16, 2010

### Campus Advantage Comments on InterFace Student Housing Panel

Scott Duckett lends expertise to key issues facing industry.

AUSTIN, Texas, June 16 /PRNewswire/ -- Campus Advantage executive Scott Duckett was a panelist this morning on the InterFace Student Housing Conference in Chicago, Ill.

The panel, titled “Who’s Buying and Building to Lease-Up and Changes On-Campus—A Mid-Year Status Update on the Student Housing Industry”, focused on the trends in student housing.

▼ FULL STORY

<http://www.prnewswire.com/news-releases/campus-advantage-comments-on-interface-student-housing-panel-96495039.html>

## Full House at ‘Recession Proof’!

### Duckett presented to a packed house at the Multifamily Executive Conference in October.

AUSTIN, Texas, October 16 /PRNewswire/ -- Campus Advantage executive Scott Duckett presented to a packed house at the Multifamily Executive Conference.

The presentation, entitled “Is Student Housing Recession Proof”, highlighted the strength of student housing.



Scott Duckett

## Campus Advantage Promotes Duckett to Chief Business Development Officer and Executive Vice President!

### A new star is born...

Leader in the student housing industry...

Continued expansion into higher educational development services...

More than a decade of student housing and urban planning experience...

AUSTIN, Texas, July 14 /PRNewswire/ -- Campus Advantage, a higher education services company, today announced the promotion of Scott Duckett to Chief Business Development Officer (CBDO) and Executive Vice President.

▼ FULL STORY

<http://www.prnewswire.com/news-releases/campus-advantage-promotes-duckett-to-chief-business-development-officer-and-executive-vice-president-98420939.html>



## Campus Advantage Earns Spot on Inc. 5000 List of Fastest Growing Private Companies for Third Consecutive Year...

Campus Advantage, a higher education services company, today announced that it earned a top spot on the 2010 Inc. 5000 list as one of the fastest-growing private companies in America for the third consecutive year, landing at number 1,886.

“We are greatly honored to earn a spot on the Inc. 5000 list for the third consecutive year,” said Mike Peter, President and CEO of Campus Advantage. “This award is especially gratifying given the current economy and the challenges it presents.”

Since its founding in 2003, Campus Advantage has focused on being the best provider of student housing in the industry. Today the Company has evolved to offer a wide range of student housing related services, from operations and oversight to development, acquisitions, and international consulting.

“Deep gratitude goes to our employees who make Campus Advantage the dynamic business it is today—they are the reason we’ve become one of the leading companies in the industry,” said Peter.

The 2010 Inc. 5000 measures revenue growth from 2006 to 2009. The 2010 list reports that Campus Advantage’s revenue grew nearly 144% during the past three years.



▼ FULL STORY  
<http://tinyurl.com/324w8f6>



# MOVE-IN FROM THE PROS!

Priceless insight from your peers Josie Dykes and Cindy Odom

TOP  
10!

## Move-in from the Pros:

For more years than they'd like to count, Josie Dykes and Cindy Odom have been mastering the art of student housing move-in.

Today, they are leading the charge at Cabana Beach Gainesville for Dykes and Campus Lodge for Odom. Cabana Beach at 1,488 beds and Campus Lodge at 1,068 are some of the largest properties in the Campus Advantage portfolio.

As general managers, they oversee the logistical maneuvers that would make an Army General proud—turn two large properties, and then move-in more than a thousand-plus students—all in the span of 14 days.

We talked to them and asked what the secrets to their success and strengths were.

“It’s all about organization,” said Dykes. “Campus Advantage has great insight to the entire process.”

Dykes designates the clubhouse as the hub of activity, then divides the sprawling property into three zones and creates service centers anchoring each section.

“If mom or dad have any questions or concerns, then can easily go to the closest service center, and not have to trek back to the clubhouse. Also, it keeps the move-in flow at the clubhouse run-

ning smoothly, enhancing our residents’ first impression,” said Dykes.

On top of this well-orchestrated chaos, leasing activities continue in full-swing.

“We’re a ‘late campus’ so we turn a conference room into a temporary leasing center to separate the crowds for a better experience for both,” said Dykes.

Odom couldn’t agree more about planning for success.

“Plan, plan, plan, and then make back-up plans,” chuckles Odom. “Also, it’s key that you do a complete walk of your property in March, to get a sense of what the critical items are to prioritize.”

Odom relishes the challenge: “we keep the atmosphere fun, with greeters at the door and well throughout stations to keep the students and parents moving.”

When planning for turn and move-in, Odom stresses the all important first impression—the start of the renewal conversation. “The product must speak for itself in quality and cleanliness.”

Both Odom and Dykes commented about the depth and breath of talent at Campus Advantage, “Both Josie and I agree, Campus Advantage has great resources that we all can learn from and build upon.”

1. Start planning for turn/move-in at the end of January – move-in focused 60 to 70 days out.

2. Make the parents and students feel very welcome with greeters and keep them moving through the check-in process.

3. Keep the students and families well feed and hydrated. Snacks, water, coffee, and juice help keep tempers and anxieties in check.

4. Remember to be flexible—many parents are new to college-age students and saying goodbye can be stressful.

5. Walk the property. Set up teams to walk the property during turn: the final walk-thought should be headed-up by the general managers and maintenance supervisors with vendors.

6. The first impression is everything and begins the renewal process.

7. Over-communicate with students and parents—send copy of all correspondence to the parents, it will save you tons of hassle.

8. Have vendors stationed at the property, or on stand-by status at the very least to fix last minute items. Best Buy trailers stationed on-site selling wiring, cables, computer items, etc, are a great idea as well.

9. Make them feel welcome. Names on doors, welcome backpacks, it’s the little things that matter and make a huge impact.

10. Plan, plan, plan and then plan to plan some more...



# Property Spotlight: 8<sup>1/2</sup> Canal

8<sup>1/2</sup> Canal is Richmond, Virginia's newest student housing establishment touting over 500 beds! This Gilbane development is due to open its doors in mid-2011 to serve the students and parents of Virginia Commonwealth University.



# Give a shout out to the new kids on the block!

We would like to welcome:

- 8<sup>1/2</sup> Canal
- 318 Commons
- The Union at Midtown

Stay tuned for more info regarding The Union at Midtown and 318 Commons in the next newsletter.



## New Campus Advantage Communities

8<sup>1/2</sup> Canal  
Richmond, VA  
Fall 2011  
560 Beds

Union at Midtown  
Detroit, MI  
Fall 2011  
140 Beds

318 Commons  
Rochester, MN  
Fall 2011  
212 Beds



# Grant Money to Combat Drug/Alcohol Abuse on College Campuses

A Conversation with Dan Oltersdorf



Recently, a consortium of higher education leaders—University of Florida, Phase 5, and Campus Advantage—received the second phase of a multi-year grant to help combat alcohol and drug abuse.

We spoke with Dan Oltersdorf, Vice President of Residence Life, to explain the grant and its impact on CA.

*Advocate:* Can you give us a high-level overview of the grant?

*Dan:* Absolutely. We started working on these grants a few years ago. We received two grants in conjunction with the University of Florida. These were each phase one Small Business Innovation Research grants.

*Advocate:* What is phase two?

*Dan:* We were recently notified that we have been named as consultants on the phase two grant for Alcohol and Drugs. The grant money will be parsed out over a couple years and we will share intellectual ownership for the final product with our partner Phase 5, a technology firm located in Denver, CO.

*Advocate:* What are the goals of this grant?

*Dan:* The goal of the phase two grant is to develop a product for training RAs and student leaders on referring students with alcohol and other drug issues. The phase one study showed that the prototype of RAR (RA Referral program) made a difference in the RAs' "intent to refer" students with perceived problems with alcohol and other drugs.

*Advocate:* Can you explain more?

*Dan:* Sure. The product is an interactive tool using state-of-the-art interactive video simulations to guide RAs through vignettes. The videos take a "choose your own adventure" approach with participants proceeding along and making decisions for the actors at key points.

The production will be a 2-3 year process, at the end of which Campus Advantage and Phase 5 will release the training product to the public.

*Advocate:* What makes this program more successful than other attempts at curbing

alcohol and drug abuse on college campuses?

*Dan:* The focus on this one is one peer referrals. The research is showing that this process makes peers more likely to refer someone who is engaging in dangerous alcohol and other drug use to an appropriate professional.

*Advocate:* That is an incredible achievement!

*Dan:* We are very proud of our results so far; recently an article was published in the September issue of the Journal of Student Affairs Research and Practice about the mental health grant, which is being considered for an award.



**CAMPUS**  
ADVANTAGE



# A Brief Chat with Arlando Clemons

By Tim Hanson



## THE BASICS

**NAME:** Arlando Clemons

**HOMETOWN:** Philadelphia, Mississippi

**COLLEGE:** Jackson State University, Mississippi  
University of Texas at Arlington

**CA SINCE:** October 2003

**POSITION:** General Manager of  
The Palisades @ eCity

While speaking with Arlando Clemons, two things keep striking me: his ability to turn negatives into positives and the several references to “his students”.

First, let’s touch on Arlando’s long career here at Campus Advantage. Shortly after Campus Advantage came into being, Palisades joined the ranks of properties that make up the CA family. At that time, Arlando was the leasing and resident director, heading up the 444-bed complex.

Today, as the general manager he boasts some pretty impressive numbers—turning a 33% occupancy property into a true winner with

seven consecutive years of 100% lease-up, 59.1% retention rate, and a long wait list. Also, several of Campus Advantage leaders began their own careers as RAs and RDs working for Arlando.

“Campus Advantage is an awesome company and a great place to work for.”

When asked to elaborate, Arlando mentioned the continuing support he has received over the years and the empowerment he has as a CA employee. “If I have a question or an issue, people at the corporate office are always available to help out—we truly are in this together.”

Arlando loves the student housing environment, citing that it keeps you young and in-touch with a diverse and energetic demographic. “Growing up in Philadelphia, Mississippi was very challenging. The movie Mississippi Burning was about my hometown. When you grow up in those conditions, judging someone by their looks and not their talent is commonplace. At Campus Advantage, it’s about talent, hard work, and dedication to the students.”

The property faces several challenges being in an urban environment as Arlando points out. “We are not in the best of neighborhoods, but we’re a beacon here and are deeply involved in the community with our extensive volunteering.”

Now on to the “my students” comment.

While enjoying my conversation with Arlando, several times he spoke of “my students”. And in many ways they are just that—his students.

“I see these kids come in at 17 or 18 years old. They come back year after year and

one day they are graduating as young adults. The transformation is amazing and it happens right before your eyes.”

He went on to elaborate, “Because of Campus Advantage, we are able to keep them safe, build them up, and watch them go out into the world. I can’t speak enough on how rewarding it is to see.”

When not reveling in the college environment or marshalling the troops for yet another successful lease-up, Arlando’s passion includes traveling, having been to 47 states and four countries, with an African safari being his ultimate goal. One of his long-term dreams is to be an owner of a Campus Advantage property.

“I think this is one of the best careers, and CA is the best company in the industry. I love the environment, the challenges, and the rewards it provides.”

Thanks Arlando for those great words—many of us find our way into the student housing industry and never go back for those very reasons.

Over the years, The Palisades has built a strong reputation as one of the premium places for students at Jackson State University to live and it’s easy to see why with someone like Arlando at the helm.

Here’s to many more successful years at Campus Advantage and a bon voyage to your next trip, wherever that may be.

# 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.

## 2-Year Employee Service Awards

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

| NAME            | LOCATION                | START DATE |
|-----------------|-------------------------|------------|
| Sean List       | Sunstone                | 09/01/08   |
| Lorenzo Perez   | River Glenn             | 09/01/08   |
| Matthew Gammill | Stadium View            | 09/04/08   |
| Natalie Everett | The Tradition           | 09/12/08   |
| Chanelle Storey | The Tradition           | 09/14/08   |
| Amanda Fry      | Cabana Beach San Marcos | 09/15/08   |
| Kristen Brass   | Naismith Hall           | 09/28/08   |
| Maria Zavala    | Dobie                   | 10/02/08   |
| Jeremy Lott     | Stadium View            | 10/02/08   |
| James Wilson    | The Tradition           | 10/05/08   |
| Lindy Lee       | Corporate               | 10/15/08   |
| Ommar Kapadia   | Dobie                   | 10/15/08   |
| Brittani Dykes  | The District on Kernan  | 10/20/08   |
| Tyler Fry       | Naismith Hall           | 10/21/08   |

## 5-Year Employee Service Award

Let's applaud and extend thanks to those who are receiving their **5-Year pins**. Congratulations!

| NAME          | LOCATION | START DATE |
|---------------|----------|------------|
| Isabel Loreda | Dobie    | 10/28/05   |

### Campus Corner

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

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

# THIS ISSUE: WEBOLUTION

## Shifting Focus...

By: John Kerrigan

Online technology is moving blazingly fast. From improved mobile wifi hotspots to next generation coding capabilities, our online experience is on a path of advancement. Coupled with the rapid growth in the “mobile living” niche, we find ourselves in front of a connected screen every minute of every day. In fact, with multitasking capabilities, students can spend nearly 11 hours connected each day - from streaming music to watching videos to chatting with friends. What does this mean for marketers who want to reach out and connect with today’s college student? The need to develop an interactive strategy that, from a budget perspective, may outweigh traditional media for the first time...ever.

We’ve seen a huge shift in our business model just over the last 18 months to a more interactive one. Given the shift, we sat down to contemplate how we can deliver a flexible, impactful and adaptable website at an affordable price for our clients. The result of many months of research and development is our Webolution solution.

The new Webolution sites provide a myriad of features that help facilitate communication with the students and drive immediate interest.

- \* Mobile compatibility
- \* Modular infrastructure enables site to be quickly updated/appended
- \* Integrate all social media streams to incorporate students’ lives
- \* Customizable design approach for high impact
- \* Navigational structure to deliver most popular information
- \* Dynamic promotional tags to adapt to leasing velocity
- \* Property management software integration

The greatly increased functionality, ease-of-use, low entry costs and integration into property management software make the Webolution sites a must-have for today’s interactive strategy. We look forward to working with you on your new site roll-out. If you would like a personal presentation of one of our new Webolution sites, please contact John Kerrigan at [john@thelyst.com](mailto:john@thelyst.com)

●●●●● CATALYST

QUESTIONS?

CONTACT JOHN  
[john@thelyst.com](mailto:john@thelyst.com)



## Shop the Lyst!

Catalyst also launched [www.shophthelyst.com](http://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](http://www.shophthelyst.com)

Questions? Contact Tim: [tim@thelyst.com](mailto:tim@thelyst.com)