

# THE CAMPUS ADVOCATE

QUARTERLY NEWSLETTER OF CAMPUS ADVANTAGE



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## A LETTER FROM THE CEO: MIKE PETER

Campus Advantage marked our 20-year anniversary on March 3 — celebrating two decades of creating successful communities across the country. True to our Austin roots, we held a barbecue party, and it was a pleasure to celebrate this momentous occasion alongside the talented, hardworking individuals who make it all possible.

Our anniversary also marked another big milestone for our company — the introduction of a company-wide brand refresh. In partnership with Catalyst, this new branding approach introduces an updated logo, brighter colors, future-focused messaging, a fresh look for our website, and more.

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## LETTER FROM THE CEO

Our anniversary also marked another big milestone for our company — the introduction of a company-wide brand refresh. In partnership with Catalyst, this new branding approach introduces an updated logo, brighter colors, future-focused messaging, a fresh look for our website, and more. The brand is a tribute to Campus Advantage’s rich history as a leader in the space while also bringing a renewed sense of energy to tackle the changing landscape of the future. Behind the new look are the same foundational values of integrity, intelligence, passion, and mojo that have carried us and our clients over the past two decades.

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At the end of March, Campus Advantage and Catalyst team members attended the 2023 World Golf Championships–Dell Technologies Match Play golf tournament held annually at the Austin Country Club. We enjoyed four days of networking alongside our incredible clients and partners

while also watching some of the best golf that’s ever graced the hills of the Hill Country.

And speaking of Austin, we just wrapped up an exceptional time at this year’s InterFace Student Housing conference, held just a few miles away in downtown Austin. We had a strong presence from team members such as Dena Costello, Beth Pinder, Scott Barton, Dan Oltersdorf, and their teams, and enjoyed the opportunity to lend our expertise as industry thought leaders in panel discussions.

I’m optimistic about all that 2023 has in store, and I wish everyone a safe and happy graduation season.

## Mike Peter PRESIDENT AND CEO

# DELL TECHNOLOGIES MATCH PLAY 2023

In March, Campus Advantage and Catalyst attended the 2023 World Golf Championships–Dell Technologies Match Play, held right down the road from our home office. Our team spent the afternoon at the Austin Country Club enjoying the golf tournament, networking, and great conversation. Thank you to the following clients and partners who attended!



## CAMPUS ADVANTAGE’S 20-YEAR CELEBRATION



On March 3, 2023, Campus Advantage commemorated our 20-year anniversary as a company. In honor of the occasion, the home office threw a celebratory lunch for all home office employees — including local barbecue, all the fixings, and a birthday cake! The team also played a game of trivia to test their knowledge on all things CA.

The anniversary celebration also happened to coincide with National Employee Appreciation Day, making it the perfect day to honor the individuals who have contributed to two decades of creating successful communities. Here’s to you!



# CAMPUS ADVANTAGE ATTENDS INTERFACE 2023

The Campus Advantage team — including Dena Costello, Vice President, Client Strategy and Consulting; Dan Oltersdorf, Chief People Officer; and Baylor Webb, Business Development Associate — had a great presence at this year's InterFace Student Housing conference in Austin, Texas.

One notable highlight of the event was the Industry Data Snapshot panel, hosted by Campus Advantage, College

House, Yardi, and RealPage. This insightful session covered enrollment data, trends in unit preference and leasing performance, as well as up-and-coming markets that student housing developers should keep an eye on in the next few years.

Thank you to everyone who joined our sessions and to everyone we had a chance to connect with. We can't wait to see you all next year!



## PROMOTIONS

**Melissa Hinton:** Sr. Regional Manager

**Miranda Mejia:** Traveling Operations Specialist

**Cole Seagrave:** Assistant Property Manager

**Addisyn Jo Greene:** Leasing Agent

**Miguel Gonzalez:** Property Manager

**William Keels:** Maintenance Technician

**Samuel Patterson:** Maintenance Technician

**Hannah Wheeler:** Leasing Manager

**Reanna Haase:** Resident Director

**Allison Diep:** Brand Strategy Manager

**Amber Pasquarelli:** Visual Designer

**Tyler Ingram:** Leasing Coordinator

**Kennedy Parrott:** Resident Director

**Tionna Williams:** Area Manager

## EMPLOYEE SPOTLIGHTS



### JASMINE RIVERA SERVES AND INSPIRES ORGANIZATION

Jasmine Rivera's professional background has been anchored in the housing industry for 14 years. Working at her first community by 19 as a leasing agent, she gradually advanced to a property manager rotating among four communities. When Jasmine joined the Campus Advantage team nearly 10 years ago as a bookkeeper, the same signature of promotion marked her career as she now currently serves as the Learning and Development Manager.

[Click here to read more](#)



### MAKENZI SARGENT HAS A PASSION FOR PROBLEM SOLVING

Makenzi Sargent's curiosity for learning and improving processes plays a huge part in our communities' successes, especially when it comes to our transition to Entrata. After beginning her career as a Campus Advantage Community Assistant in 2010, Makenzi worked her way up through Operations before shifting directions to the Management Systems team. In her current position, she is responsible for coordinating the deployment and support of software systems that our corporate and site teams use daily to help them run smoothly. Read on to learn more about Makenzi and why her passion for problem-solving is the ultimate motivation.

[Click here to read more](#)



### HANNAH FOLK IS CREATING A BETTER FUTURE

Fueled by her passion for her family, team, and residents, Hannah Folk uses her decade of student housing experience to mentor and support her team — just as other leaders did for her. As General Manager of Republic at Sam Houston in Huntsville, Texas, she infuses Campus Advantage's values of integrity, intelligence, passion, and mojo into her day-to-day work, whether it's responding to emails, helping with an event, or encouraging a resident. Hannah shares with us her current work on the Diversity, Equity, and Inclusion (DEI) Committee; the nickname her team affectionately calls her; her biggest accomplishment at CA to date; and what motivates her to get up for work each day.

[Click here to read more](#)



### MARIA IPPOLITO IS HAVING A FULL-CIRCLE MOMENT

Maria Ippolito began her career as a resident and Community Assistant at Northgate Lakes in Oviedo, Florida. Today, as General Manager, she leverages her past experience and passion for problem-solving to create great experiences for the students who now fill that role. Maria's colorful spirit and love for people give her a creative approach to leadership, work/life balance, and day-to-day operations. Read on as Maria shares with us her favorite day of the year, the way she empowers her team to go the extra mile, and how she looks for efficiency in every project she takes on.

[Click here to read more](#)

# THE FUTURE CONTINUES HERE

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## STUDENT HOUSING INVESTMENTS

Student housing's recession-resilience makes it a solid investment to buffer your portfolio during times of economic uncertainty. If you, or someone you know, is interested in participating in our private fund, please inquire. Campus Advantage specializes in all aspects of student housing — operations, marketing, consulting, development, and acquisition — and has delivered excellent returns for over a decade. [Learn more about our fund here.](#)

## JOIN OUR TEAM

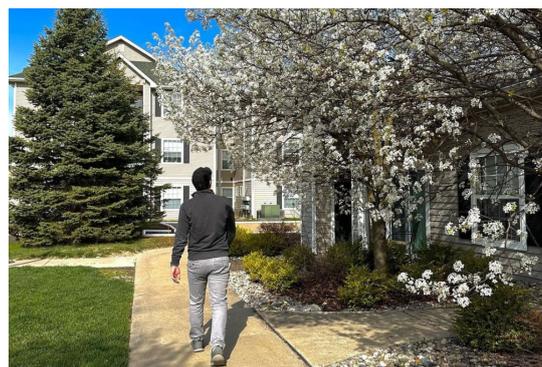
Do you know a passionate, motivated individual who wants to be part of a company that encourages, supports, and inspires employees to achieve their full potential? One that is committed to cultivating and developing a diverse and inclusive culture? A culture that also believes in taking our work and our communities, but not ourselves, seriously? At Campus Advantage, our team is the core of our success. We hire based on experience and character, keeping an eye to diversity, equity, and inclusion for everyone. We seek out new team members who are passionate about making raving fans of our residents and clients — and having fun while doing so!

If you know someone who fits this description and would like to be part of a team who loves what they do, check out our open positions and send them our way! [View jobs here.](#)

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12B LOFTS



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PRADO