



CHOICE HOTELS INTERNATIONAL SM

Fall Issue 2007

Franchisee Associations

ELFA President, Mahendra Patel

As the new president of ELFA, I would like to address my dedication to succeeding in the goals that I set for myself in order to advance the status of Econo Lodge. I have come to realize that I cannot accomplish my visions without the help of my talented Board of Directors. With their constant devotion to this organization, each individual has volunteered their personal time to work for the franchise by improving, representing and compromising on issues that will advance the brand. Together I believe that we will be able to acknowledge the fundamental issues conflicting with our members and the hospitality industry. Through the process of decision making, this group has been able to form a strong bond that further advances our ability to solve the issues on hand.

I would like to publicly thank our Executive Director; Mr. Ross Almo for assisting our group constantly by eagerly establishing directions needed in order to reach our goals. Ross has been the backbone of our group and he continues to be the glue that holds the group together. He has truly

been a great advantage to our group and I am grateful to be working with him this year.

Also I would like to thank the former ELFA president, Leonard Richardson. Without witnessing his working techniques, I would not have felt as prepared to take on this grand job of leading my peers. Leonard aided me in developing skills of leadership. I sincerely admire his work ethic and passion for wanting the best for this franchise.

Anil Chagan has been a great help to me as well. As an experienced member and former president of ELFA his experience has developed great advice. Through his advice I'm confident in making decisions for the good of the franchise. I would like to thank him for being a mentor to me because without him I would not be as established as I am today.

Our new vice president, Gary Koester is truly a valuable asset to our group. With his impressive knowledge on various aspects of this business, he is able to be a great leader. He is able to communicate well with other members, therefore is

exceedingly approachable. Not only does he create a sense of comfort for other members but is a great worker. I'm overwhelmed with joy to be working with him side by side this year.

The committee chairmen's have done an amazing job these past years and I hope they continue their work throughout this coming year. Natu Patel has completed a skillful job in co-op, with his dedication for the past few years I look forward to working with him this year. Also Hasu Patel has been one of the hardest working individuals I've met. As a treasurer he has been organized and trusted. I would like to thank him for his performance.

It will truly be a pleasure to be the new president of ELFA. I would like to thank all the members for giving me a chance to represent and lead them through this year. I would personally like to thank Joe Flanders, Izzy Fintz, Manish Desai, Rupal Master, Alka Patel, Tim Armstrong, Poovin Pillay, Joan Burch, Katen Patel, Dilip Vekaria and Dino Dullbson. This is truly a great

group of individuals, there hard work and dedication is the reason for our strength as a group. I am exceedingly delighted that the members are able to trust me handling difficult issues.

On that note, I'm eager to begin the new year leading you all on the right path. I know that we will strive for the best and accomplish many great things this year. We certainly will be rewarded for our great work in this field. Our steady enthusiasm to expand this franchise will unquestionably lead to a distinguished outcome. Thank you to all the directors and officers for giving me such an opportunity.

ELFA President
Mahendra Patel



eCommerce Updates

Booking Rooms on Choicehotels.com Is Easier than Ever

New user-friendly features recently added to choicehotels.com are making it easier than ever for guests to make reservations online including:

Shop and Compare: Allows choicehotels.com visitors to see a side-by-side hotel comparison including key amenities and rates for up to five hotels at a destination.

Multiple-Room Bookings: Gives visitors to choicehotels.com the capability of booking up to five rooms within one reservation.

Inventory Alert: Lets guests know when a hotel has only one or two rooms within a specific room type available.

Email this Map: Makes it simple for guests to e-mail an brochure map to friends and family.

Virtual Earth interactive mapping, which includes satellite

views, local points of interest and much more is coming to choicehotels.com later this fall.

eCommerce and Reservations Dashboard

Have you checked your eCommerce and Reservations Dashboard on choicecentral.com?

The Dashboard is a valuable property-level management report that helps hotels track and measure their Choice Central Reservation System (CRS) performance. It is recommended that hotels review the dashboard on a monthly basis.

Features of the dashboard report include:

Individual, detailed CRS activity reports by channel, with monthly and year-to-date revenue, ADR and room night information, including pre-calculated year-over-year variance by month and year to date.

Hotel brochure visits, never before available at the hotel level.

Expanded referring website information that allows hotels to see which Web sites are generating business for the month and year to date.

Expanded third-party website reporting, including separate reports for retail and wholesale business.

Much more!

Hotels can access the dashboard by going to choicecentral.com > Property Info Manager > Reports > eCommerce and Reservations Dashboard.

The dashboard contains full-month and year-to-date information, and is updated on the second of each month for the previous month. Historical reports are available beginning with January 2005.

Contact eCommerce Analysis at ereporting@choicehotels.com with questions.



Property Name	Address	Distance	Amenities
Quality Inn & Suites	202 East McDowell Road, Phoenix, AZ, US	Distance: 1.16 / 1.6 km	Airport Shuttle, Business Center, Free Cont. Breakfast, Free Wireless High-Speed Internet Access
Quality Inn Airport	1550 S. 52nd St., Tempe, AZ, US	Distance: 8.46 / 10.3 km	Airport Shuttle, Business Center, Free Full Breakfast, Internet (In-Room), Non-Smoking Rooms, Pool
Quality Inn ASU	1375 E. University Dr., Tempe, AZ, US	Distance: 9.50 / 14.0 km	Airport Shuttle, Free Full Breakfast, Internet (In-Room), Non-Smoking Rooms, Pool

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Introducing ELFA's New Logo



The Importance of the AAFD Mission: Promoting *Total Quality Franchising*[®] Practices!

The American Association of Franchisees and Dealers (AAFD) came into existence to provide a counter balance in the franchising industry. With the AAFD's mission to promote *Total Quality Franchising*[®] practices, the Association has become a recognized force in bringing the franchising marketplace back into balance. The AAFD believes balance can be achieved through a market driven process of educating the public and supporting strong and effective franchisee associations to achieve *Total Quality Franchising*[®] Relationships through consensus decision making. The AAFD strives to help the fran-

chising community balance itself and achieve its enormous promise by creating a level playing field in which franchisors and franchisees can achieve fair and equitable franchise agreements and franchise relationships.

Unfortunately there is a dark side of franchising -- a side as predictable as the axiom that breeds it, "Absolute power corrupts absolutely!" The success of the franchising format of small business ownership has led to a significant imbalance in the relative bargaining power of franchisors and franchisees. The problems in franchising are

all directly related to the inability of the marketplace to recognize unfair franchising practices, and to demand better product from franchisors. The franchising community has literally controlled public education, as well as the legislative agenda in franchising, such that the public is given only a steady diet of franchise success stories.

The AAFD is dedicated to *marketplace solutions* to the current imbalance within the franchising community. In 1996 the AAFD introduced its *Fair Franchising Standards*, the first ever comprehensive guidelines

for balanced franchise relationships

The AAFD seeks to serve the franchising community, promote that which is good and healthy, and excise that which is exploitative and unscrupulous. Over the 15 years of our existence, the AAFD has seen a remarkable shift in currents in the franchising community. We welcome your support and assistance in our goal of "Bringing Fairness to Franchising!"

800-733-9858
Benefits@AAFD.org

"Are you ready for today's Challenge?"

Are you ready to pledge to each and every customer, guest, employee and a willingness to service people with the highest level of sincerity, fairness, courtesy, respect and gratitude; delivered with un-parallel responsiveness, expertise, efficiency, support and accuracy? We are in business as people with people in a lasting relationship with people as guests, employees and vendors, whom ever is involved and invested business, in which guests have chosen to stay with us.

Do you know your customers and how many customers know you or your brand? To do that you have to pledge 100% responsibility to meet the needs of customers' expectation such as clean, fresh, renovated, new, comfort able with a room full of amenities room. Are you ready to be fresh & creative to meet challenges in today's innovative market, which only customers remember their experience with your properties, including your land escaping, parking lots, security lights, a welcome environment at the front lobby, breakfast and desk area and proper signage. Perfectly groomed, smiling front desk person is ready to welcome guests as they walk into the lobby with eye to eye contact and greets with respect. Desk clerk gives type of rooms and amenities or specials at properties before giving any rates. Does desk clerk know your actual rooms by types and condition? Guest is not just other people, but came to your door as true guest. Respect them regardless of who they are, what they look like. Create the highest welcome impression as they approach the lobby.

Day to day accuracy or meeting brand standards is not the only things based on guest relations. One to one commitments to retaining highest standards, fairness to their trust and delivering more than their expectations by different tasks of team work with positive attitudes, staying close to guests, learning their requirements, their behaviors of travel patterns and booking habits. Deliver their demands with great dignity, fairness and with smiles.

Fresh innovative modern technology: Plan ahead to be the right placement and partner with your communities. Depend on community good will and pay attention to small items to deliver to the guest more than expected.

Are you ready to train your staff! What guest's demands for & high level of services they require? If your staff went to all types of training and performed at highest level. Did they get awarded? Did your staff go to training of grooming technology on how to look perfect? Looking perfect and professional communication will increase guest retention almost 50 %.

We are franchisor or franchisee ready to input an investment for fast changing and challenging market. Our creative fresh product with advanced technology and communicating with each other to face in today's fast changing markets and expectations of guest. Are you ready for open communication with each other and help brands, even how expensive they are? Passport to success will not be there? You have to create success by open dialog of fairness with franchisors and franchisees. Each persons involved in this has to de-

liver the highest level of communication education in one to one training. Creative fresh marketing and modern rooms and train staff, manager, desk clerk, house keepers, maintenance, sales and laundry; one thing at time to do it right to challenge competitors. Do not be followers, be creative.

Natu Patel September 2007
Region III & ELFA Secretary
Co-op Committee Chair ELFA



choiceADVANTAGE Economy Rollout Now Complete

Choice Hotels is excited to announce that as of September 2007, all Econo Lodge and Rodeway Inn hotels have now been installed on choiceADVANTAGE or Profit Manager. There are now more than 1,050 economy branded properties using choiceADVANTAGE. (As a point of reference, there were less than 200 hotels using choiceADVANTAGE this time last year.)

Number of users is an important milestone for any PMS; but more important is how effectively the system helps hotels run an efficient and profitable business. This is another area where choiceADVANTAGE rises above the competition. When comparing each hotel's rack denials before and after using the system, choiceADVANTAGE properties have seen an average decrease of 39% in rack denials for bookings made through Choice's central reservations system (CRS). This is largely attributed to the full synchronization of rates and inventory with CRS. That decrease in denials has also helped these same hotels achieve, on average, a 24% increase in CRS and GDS room revenue.

Another important benefit to getting all economy hotels installed on choiceADVANTAGE is the ability to include Econo Lodge and Rode-

way Inn hotels in valuable programs like ChoicePrivileges.

This program alone opens up new business opportunities to nearly 7 million frequent guests.

While ChoiceADVANTAGE offers a full set of features and functionality for economy hotels, Choice is continually working on new functionality based on user feedback. These improvement efforts have helped make the system one of the most robust web-based systems available in the industry. With the recent release of version 3.0, choiceADVANTAGE now offers functionality for groups business in addition to the host of standard functionality offered. Other features that set choiceADVANTAGE apart are advanced revenue management tools, an ongoing forecast of demand, synchronization with Choice's central reservations system and more.

Coming in November of 2007, Choice will be releasing version 3.1 of choiceADVANTAGE. Listed below are a few of the enhancements that will be included with this release:

- 1 Enhanced security features for remote users
- 2 An interface to Corporate Lodging Consultants (CLC)
- 3 The ability to print registration

cards And confirmation letters from an existing reservation

4 Group blocks and availability totals on the Future Availability Screen

5 Direct Bill statements will include guest names

6 The ability to export data to support back office accounting packages

As Choice continues to develop the features and functionality of choiceADVANTAGE, user feedback will play an important part in further enhancing the system. In addition to collecting feedback from users

at each of the Fall Regional events, Choice is also conducting user focus groups across the country to provide input on future functionality initiatives. But you don't need to wait for a focus group... users can submit their input and ideas directly to Choice by filling out a Suggest-A-Gram – available from the online help system in choiceADVANTAGE.

For more information on the development of the system, contact Choice's product management group at (800) 699-2994.



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From The Rodeway Inn President



Hello, I hope everyone has enjoyed a busy and productive summer. The travelers definitely stayed with us this summer, both business and leisure. Rodeway Inn now has over 270 properties in North America.

We are just completing of Fall Regionals and the excitement of the Hospitality Industry is in the air. There is an opportunity for all Choice Hotels, especially for the Rodeway Inn Brand to gain Regional exposure, it is called Co-Op.

The advertising is placed Regionally by a committee within that Region. We all know our Region and what type of advertising works best in our Region. Hotels in a Region join together for joint advertising or split advertising.

If you are in a Region where Midscale and Economy Brands join together, they take total funds paid by all Co-Op members, add in the (matching plus more) funds from Choice Corporate, and promote all Choice Hotels that have joined the Co-Op in that Region. Basically for a small amount of dollars (\$)

you will receive maximum Regional advertising.

If you are in a Region where Midscale and Economy Brands split funds, they take total funds paid by all Co-Op members; add in (matching plus more) funds from Choice Corporate. Part of the funds will be used for all Brand advertising to promote all Choice Hotels that have joined the Co-Op in that Region. The other part of the funds are split between Midscale and Economy with each division determining the proper Regional advertising for their market segment. Again, basically for a small amount of dollars (\$) you will receive maximum Regional advertising.

Regardless of how your region is set up, it is a win-win opportunity for all Co-Op members.

It is obviously the right choice to choose Co-Op. I encourage everyone to join your Regional Co-Op.

To join now, please contact Tammie Matthews, Co-Op Administrator, at 239-566-3334 or email her at COOchoiceowners@aol.com.

Have a Great Fall!

Kay Collier-Pittman
ROA President

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Co-op up Date: Prepare by Natu Patel region III Co-op committee chair ELFA

CO-OP 2007 –Participated 50 states 13 regions, Med scales 82 % participation and 18 % none participated

Econo Lodge 69 % participated and 31 % none participated Rodeway Inns 55% participated and 45 % none participated

Choice contributed 1.7 million for co-op marketing in 2007 for eight brands, to promote marketing program for our brands and deriving business to the co-op member's hotels in the U.S.A. at region, state and local levels. All regions continue to do an excellent job in their promotions. On lines- Such as- Keyword Buys, Banner advertisement on Yahoo Maps,

Mapquest Maps and others. Off Line-Such as –Magazines, Maps, Brochures, Rack Cards, News Papers, State Guides and coupon Books,

2008 up date- Build brand awareness and guest relations at region, state and Local levels to Create fresh innovative marketing ,To follow behavior of guest booking and travel patterns to raise ADR/Revpar (without additional discounting)

To continue or become a member of your regional co-op you must complete the co-op enrollment form by September 15 th 2007. On your October 15 th 2007 franchise statement you will be billed for your annual co-op participation

for 2008.

Early billing allows the regional co-op to gain better placement in advertisement. Hotels not signing for enrollment for 2008 will be removed from all marketing programs and reporting. Only co-op member's hotels, will show at the reservations for sale from promotions of the co-op,

All regions did an excellent job managing co-op marketing dollars to market their co-op member's hotels

Almost all hotels received increased revenue from co-op marketing and showed a higher return on investment. Contin-

ued co-op marketing is a way to promote your state and local area. We will continue to increase brand awareness and build a bridge between our guest and our brands with our proven success we expect more increase in revenue in 2008 by co-op advertisement on line and offline.

Important note- if you did not sign up co-op membership forms at fall region meeting, please send email to Natu Patel at

bestholiday@hotmail.com , or call your regional directors your kind responsiveness will all ways be a winner.

Economy Brands Join Choice Privileges

Starting January 1, 2008 all Econo Lodge and Rodeway Inn hotels will be part of the **Choice Privileges** rewards program.

All **Choice Privileges** members will be able to earn five **Choice Privileges** points per U.S. dollar spent at Econo Lodge and Rodeway Inn hotels throughout the U.S. and Canada.

As a first step toward the full integration of Econo Lodge and Rodeway Inn hotels into **Choice Privileges**, starting November 1, guests have the option to mail in their

EA\$Y CHOICE stamp cards to receive 500 **Choice Privileges** points for each stamp mailed in.

This new option means that participants in the EA\$Y CHOICE program will be able to access the wide array of rewards available with the **Choice Privileges** rewards program.

Reward options include free nights worldwide, Airline Rewards, gift cards, memberships and more.

As an additional benefit for hotels, EA\$Y CHOICE stamps that are redeemed for

Choice Privileges points will be billed at a lesser rate, only \$1.50 per stamp.

All redemptions are done by mail, similar to redemptions for Airline Rewards and hotels will

not have to do anything differently at the front desk.

Beginning January 1, 2008, members will be able to earn points at all Choice brands hotels—more than 4,500 Comfort Inn, Comfort Suites, Quality, Sleep Inn, Clarion,

Cambria Suites, MainStay Suites, Suburban Extended Stay, Econo Lodge, and

Rodeway Inn hotels throughout the U.S., Canada, Ireland, Mexico, and the Caribbean.

The other big change on January 1, 2008, is that Econo Lodge and Rodeway Inn will

no longer be rewarding guests with EA\$Y CHOICE stamps for their stay.

However, stamps they will still be accepted for room credit at the hotel until March 31, 2008, and redeemable by mail for points or Airline Rewards until December 31, 2008.

All Econo Lodge and Rodeway Inn hotels will automatically receive training and marketing materials regarding the **Choice Privileges** program for their properties in December.

For more information, please visit choicehotels.com or call the Choice Service Center at 888.544.3200.

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Around The Water Cooler with Bob

Well he's back again that fat, bald, flat footed old man who is wandering down the hallway to climb up on his soap box to let his pearls of wisdom flow whether you want to hear them or not.



This column is going to be short, I don't know about anyone else but this has been a busy summer. We're trying to get through the fall hump season in just one piece, is it me or are the seasons moving faster than they were yesterday? It seems just yesterday I was warning everyone about the busy summer season ahead of us and how to relax in its stressful ways, now we're trying to update Choice Rocs, the consortiums, and all the other mundane hardships of running a business while trying to survive these slower winter months.

Speaking of Consortiums I hope everyone is updating there's because if your not you are leaving money on the table and in today's economy every penny helps... If you need help get in touch with your local Econo Lodge Rep and ask for help.... Another good topic is the raising of the government per diem as of October 1. This is the first major raise in 5 years so make sure it's loaded, and all other rates are feeding off of them, once again

having problems call your rep that is what they are there for.

One last item before I let the old man wander back to bed and rest for a couple of days, I understand they are Beta testing our new sign right now, I don't understand how they can quantify three beta sites out to 850 and quantify the results so they are understandable, hopefully they will add more test sites in the next quarter so we can have a realistic quantified outlook that we can make a decision on. Now don't get me wrong I think a new sign will help our image but I want realistic results not pie in the sky mathematics with a wish and a prayer....

Well there he goes again ranting and raving. Its time to adjust his medications and put him to bed so he can rest up for spring. I hope everyone has a tremendous fall and I'll see everyone in the funny pages.....

By Robert Thompson

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Econo Lodge

Rodeway Inns

Franchisee Associations

51 Route 4 Mendon

Rutland, VT 05701

Ph: 802-786-2260

Fax: 802-786-5237

TF: 866-508-0055

Ross Almo, Executive Director

Econokillington@aol.com

ROA@Choicehotels.com

Joe Flanders

Industry Events in 2008

Choice Certifications and Continuing Education

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For Current Schedule log on to:

www.ChoiceCentral.com

January 21 & 22 New Orleans, LA

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February 21 – 23 Paradise Island, Bahamas

AH&LEF Leadership Academy

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AH&LEF Legislative Action Summit

For Information call:

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March 26 - 29 San Antonio, TX

AAHOA Annual Convention & Tradeshow

For Information log on to:

www.AAHOA.com

May 6 – 8 Las Vegas, NV

Choice Hotels International

Annual Convention

For Information call:

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May 31 – June 4 Las Vegas, NV

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For Information call:

202-408-8422