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Kushner & Associates Newsletter

Vol. 1, Issue 2

July 2011

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Looking for Grub in all the wrong places?

Jon deKarr, Director of Operations and Business Development is the biggest foodie in the office. He's always finding the best places to eat - from the dive in the middle of the warehouse district to the 5-star restaurant in the middle of the city. We will spotlight our favorites each issue and encourage you to enjoy!

[San Francisco
Tommy's Joynt](#)

[Atlanta
MF Sushibar](#)

Please feel free to [contact Jon](#) if you want a personal recommendation!



Shout Outs

We would like to acknowledge and THANK the following loyal customers for their continued partnership:

[ASM](#)
[AFP](#)
[HPBA](#)

Greetings friends!

I would like to take this time to thank all of our clients and partners for a great first half of 2011. We are looking forward to finishing out the year as strong as we've started.

This quarter's newsletter brings you some excellent tips and advice to manage your shuttle costs. Kushner & Associates understands the importance of managing budgets and we take our position as your partner very seriously in this regard. The tips we have outlined below are a good start and if you would like more information regarding your specific event, please do not hesitate to contact me.

Best wishes,

[Susan Kushner, President](#)

News You Can Use... Tips to Reduce Your Shuttle Cost

1) Talk to your supplier partners. Be honest with your supplier partner about your organization's financial challenges. We are prepared to provide creative solutions to those challenges to help you achieve your goals.

2) Integrate housing and shuttle. These two components of your meeting work hand in hand. Have your housing company work directly with your shuttle company before hotel contracts are signed to ensure there are no "surprise" hotels in the block that are not cost efficient.

3) Off-set your shuttle cost by selling advertising space on shuttle buses. An increase in revenue will allow you to provide more service at a lower net price.

Please let us know if you would like additional information on this topic.

Why is a Ridership Report So Important?

Shuttle ridership reports are an important tool for post-convention analysis that leads to improvements in service and efficiency. A proper ridership report should include the number of people moved on a day by day, hour by hour, route by route basis covering both inbound and outbound movement.

By using actual ridership numbers, Kushner & Associates quantifies when people use the shuttle service. The ridership report shows us a pattern of peaks and non-peaks that we compare to your meeting/exhibit/event schedule so we gain a true understanding of your group's needs. All of this information and proper analysis of the data leads to improvements in service efficiency each year as well as defines areas that can be changed to realize cost savings.

Friends of K&A in the news

[IFT 2012](#)
[NAEYC](#)

We would also like to THANK
our new clients:

[NAPCS](#)
[Intel ISEF](#)
[FPSA](#)
[MORS](#)



Kudos

We are honored when our
clients send us a letter
recognizing our contribution
to the success of their event.

Click the links below to see
some of our recent
accolades.

[AACR 2011](#)
[NCTM 2011](#)
[APA 2011](#)
[ASCO 2011](#)



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FRIENDS OF K&A IN THE NEWS

Please join us in honoring our client partner, **Matthew Gertzog**, CAE, Deputy Executive Director of the American Society of Hematology who is being honored by ASAE with the very prestigious Professional Performance Award.

We would also like to honor our NYC friend, **Leon S. Goldberg**, Director of Sales & Marketing of the New York Marriott Marquis. Leon has been awarded the prestigious *Global Sales Leader of the Year Award for Marriott Hotels and Resorts*. This is truly an honor he deserves so let him know you are thinking of him and send your **congratulations!**

A loud shout out to our friend, **Leonard Hoops** who has been named President/CEO of the Indianapolis Convention and Visitors Association. Congrats Leonard! To show our support to Leonard we are proud to announce that K&A has joined the Indy CVA. Join us for a site visit and we will treat you to dinner at Patachou on the Park recommended by **Jay A. Marsh**, Director of Sales - Washington DC Office, Indianapolis Convention & Visitors Association.

Congratulations to our friend, **Mark Theis** on his new position as Director of Group Sales, North America for Starwood Hotels & Resorts.

Mark has over two decades of experience in bureau and hotel sales & services including the Chicago CTB, San Francisco CVB, LA, Inc. and the San Francisco Marriott. We wish Mark much success in this new endeavor!

If you have news you would like to share, please email Erika Hinzman - Director, Communications and Logistics - to be included in our next newsletter.

American Association for Cancer Research

Client Spotlight



Exciting things are happening at the [American Association for Cancer Research](#), for which Kushner & Associates is the shuttle service vendor. The AACR hosted a successful Annual Meeting this past April in Orlando, with 16,000 attendees representing 67 countries. Planning is already

underway for the [AACR 103rd Annual Meeting 2012](#) being held in Chicago from March 31 to April 4.

The AACR is the world's oldest and largest professional organization dedicated to the prevention and cure of cancer, offering high-quality scientific and educational programs and podcasts; funding innovative,

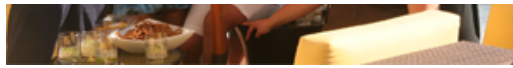
meritorious research grants, research fellowships and grants to young investigators to enhance their careers; and publishing seven major peer-reviewed journals. The AACR also publishes *CR* magazine, a publication for cancer survivors and their families, patient advocates, physicians and scientists.

K&A Company Retreat July 24-27

K&A just wrapped up our company retreat in Laguna Beach, CA at the **Pacific Edge Hotel on Laguna Beach, a Joie de Vive hotel**.

We want to extend a big thank you to **Mark Fiorentino**, Director of Sales, who provided a stellar Beach Cabana for our meeting. Our retreat included some wonderful R&R including beach walks, spa time and a team building Stand Up Paddle Surfing activity during which we were joined by a seal. Oh! And of course GREAT FOOD. We also had a very productive meeting, education and long discussion about our corporate culture and how it allows us the freedom to live meaningful lives while focusing on delivering an exemplary customer service experience to our clients.





K&A Company Retreat 2011

By the numbers....

Since January of this year Kushner & Associates-managed shuttle systems have:

- **Moved over 560,000 passengers.**
- **Serviced 15 cities in 11 different states.**
Including California (Anaheim, Los Angeles, San Diego, San Francisco), Florida (Orlando), Georgia (Atlanta), Hawaii (Honolulu), Illinois (Chicago), Indiana (Indianapolis), Louisiana (New Orleans), Massachusetts (Boston), Missouri (St. Louis), Nevada (Las Vegas), Texas (Houston), and Washington DC.



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