
MEMORANDUM

TO: CCA MEMBERSHIP
FROM: KATIE A. CALABRESE, MANAGING DIRECTOR, EVENTS
SUBJECT: JUNE CONVENTION CHANGES
DATE: 3/15/2007

So far, the feedback from the Career College Association membership about this year's 2007 Convention, to be held June 13-15 in New Orleans, is tremendous. The members are eager to experience New Orleans' unique soul for which it is famous around the world, and to bring business back to a city where it is so much appreciated.

In an exciting change, we will be moving the Convention events to the newly renovated Ernest M. Morial Convention Center, located just 8 blocks away from our host hotel, the New Orleans Marriott. We are excited about holding our meetings within the Convention Center – it is spacious and will accommodate our activities better than those in the Hotel. The Center is within walking distance from our hotel, and we will provide continuous shuttle transportation to and from the Hotel.

We conducted a site inspection of the Convention Center just two weeks ago. Post-Katrina renovations are outstanding and the spaces they have set aside for CCA—for our General Sessions, breakout sessions, meals, and exhibit hall—are of the highest quality.

The original idea for the move to the Convention Center was not ours, though the outcome benefits the Convention attendees and exhibitors. The New Orleans Marriott informed us three weeks ago about their decision to renovate their lobby beginning on May 7 and continuing through our Convention. The construction could make it difficult to hold meetings during the day in the hotel facilities. The hotel's top management has reassured us that the Marriott will be able to accommodate our guests in their sleeping rooms, as construction will occur only on the bottom level between 9 and 5, while we will be at the Center conducting meetings. A temporary registration check-in area will be erected for hotel guests and we will be able to access the restaurant/bar on the 41st floor with sweeping views of the city as a meeting place.

We did look at all options after we initially heard the news from the hotel, including choosing another hotel and even looking for another city. But after a detailed examination of the Convention facilities, the transportation that will be provided, and the other support we are receiving from the Marriott, we believe we have truly turned lemons into lemonade, and will have a sensational setup for this important CCA event.

There is some specific good news for attendees. For the inconvenience of having a temporary registration area, the Marriott has agreed to further discount our sleeping room rate from the original \$169 rate to \$139 a night—a great bargain in this day and age. (If you have already made your reservations at the hotel, there is no need to make any modifications as the price should change automatically. If you still need to make your room reservation at the Marriott, please contact 1-800-228-9290 and remember to specify the Marriott, located at 555 Canal Street.)

The Marriott also will provide other conveniences at the Convention Center, such as a lounge area with computer workstations so that Convention attendees can relax comfortably to chat or access the Internet. Because our exhibit space will be larger than we would have had at the Marriott, exhibitors and attendees will feel less cramped as they circulate in the exhibit area. We will have areas at the Convention Center to check luggage, and storage areas where exhibitors can hold their materials. These conveniences will enhance the experience of CCA holding its first convention in a Convention Center.

And on top of all this, we have an exciting educational program—one that you do not want to miss.

Convention registration is open. You are encouraged to register for the early discounted rates that will end on **April 1, 2007**. To access more Convention information and the registration form, please visit us at <http://www.cca-convention2007.org/>. To answer any questions, you may email us at katiec@career.org or luzab@career.org. It's time to "*Get Jazzed About Education*"! We look forward to seeing you in New Orleans.