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Faces & Places

(Who's Doing What and Where!)

Hilton Grand Vacations' Alex Canales (left in attached image), area managing senior director – Las Vegas, and **Janice Tabuso Tanaka** (right), regional manager of HR training - Las Vegas, were recently honored as Hotelier of the Year and Human Resources Employee of the Year, respectively, by the Nevada Hotel and Lodging Association as part of this year's Stars of the Industry Hospitality Awards, held on October 26, 2017. HGV opened its first property in Las Vegas, Hilton Grand Vacations Club at the Flamingo, in 1994 and has since grown to a total of five properties in the city.



Bryan TenBroek, Vice President, Business Development for **Nordis Technologies**, greeted the New Year by providing a few financial management tips for resorts:



• Promote going digital on billing statement

Use some of the real estate on the annual billing statement to promote the convenience of electronic statements and payments to owners. It saves postage and printing costs, plus accelerates cashflow and encourages higher response rates. Providing digital communications, including mobile-optimized electronic bill presentation and payments, is extremely important in particular for millennials because younger

owners like to do business on their phones. So, make sure any paper bill has a well-designed, prominent spot to check off the option to go digital.

• Collect maintenance fees early

To encourage early payment of maintenance fees, offer an incentive such as an extra week of vacation that does not count against the owner's regular week. The use of such certificates as incentives can generate a big spike in early payments and reduce late and delinquent payments

• Adopt online voting for HOA elections

A large vacation ownership company cut costs nearly \$3 for every owner who converted to online voting and election-related communications, according to Nordis Technologies analysis. Here's how: Switching to digital ballots allows owners to vote over the Internet, offering both convenience and reduce costs for mailed communications and manual tabulations. Another bonus: Electronic voting often has automatic ballot tabulation, giving owners reassurance that election results are accurate, rather than relying on manual handling as with paper ballots. Another benefit of online voting is that it often increases the overall participation rate, makes it easier to reach quorum and makes ballot weighting easier to calculate. In some cases, individuals may own more than one property so their ownership and vote has a higher "weight."

A new survey by independent marketing communications agency **Eric Mower + Associates** asked 754 U.S. adults if recent natural disasters – from Hurricanes Harvey, Irma and Maria to the California wildfires – had affected their winter vacation plans. The results reveal some bright spots in the forecast: not only do many plan to return to impacted destinations this winter but many say they will help with recovery efforts while there.

A few highlights:

- One-third of respondents vacation annually in a destination that suffered damage in a recent natural disaster, primarily Florida. Of those, 12 percent usually travel to the same hotel or resort every year. Another 21 percent return to the same destination but like to stay at different hotels or resorts. In an open-ended question, the vast majority cited Florida as their winter vacation destination of choice (35 percent), followed by California (9 percent), the Caribbean (7 percent) and Texas (6 percent). All four were hit by major natural disasters this year.
- Two-thirds of those plan to return this winter. Sixty-five percent of U.S. travelers who take an annual winter vacation to an impacted destination will not be swayed from their trip this year.
- What is more, they plan to pitch in with recovery efforts. Forty percent of those who are returning to their annual vacation spots report they will bring extra food, clothing or medical supplies to donate toward relief efforts. Another

23 percent will donate money to the region to help them rebuild, and 21 percent plan to roll up their sleeves and volunteer while they are there.

- Florida vacationers are particularly loyal. As many as 64 percent of those who routinely visit Florida have plans to travel there this winter.
- Rebuilding outlook: optimistic, at least in the U.S. The majority of respondents expect that impacted destinations will come back better than ever (32 percent) or rebuild to the level they were before (32 percent). Of the remainder, 22 percent believe success of rebuilding efforts will vary by destination. They anticipate U.S. regions will recover more fully, with 65 percent projecting a bright outlook for Florida, followed by Texas (58 percent) and California (52 percent). Outside the mainland U.S., confidence dips to 19 percent for Mexico, followed by the U.S. Virgin Islands at 18 percent, Puerto Rico at 17 percent, and the Dominican Republic at 14 percent.

As publisher of Resort Trades and our digital publication, Resort Trades Weekly, Sharon Wilson, RRP, has become a student of marketing, especially online marketing. On page 12 of this January 2018 issue of Resort Trades, my article about using digital resources to procure leads appears in Spanish. If marketing is your "thing," but reading an article in Spanish isn't, then I encourage you to visit <https://wp.me/p7k9Ss-1t4> to read "Mercado en Linea -- Una Revision" in English. If you have a comment or helpful hint to add, please send your ideas to Sharon@TheTrades.com.

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Forecast 2018 Sunny Skies, Clear Sailing

by Phillip M. Perry

Abstract: Businesses should enjoy a robust 2018, thanks to growing employment rolls, rising wages, and low borrowing costs. At the same time, they should keep a watchful eye on Washington legislation, and on the continuing health of lending institutions. Good economic conditions offer the opportunity to strengthen internal operations to prepare for the inevitable correction when it arrives.

Fair weather ahead: That's the economic forecast for 2018. Business operations should benefit from an improving employment picture, growing disposable consumer income, and an easy credit environment.



"The United States economy continues to power forward," says Sophia Koropecykj, Managing Director of Industry Economics at Moody's Analytics, a research firm based in West Chester, Pa. (www.economy.com). "Furthermore, for the first time during the nation's eight-year expansion there are no serious impediments to growth."

Brisk tail winds should keep the economy in full sail for the near future. "Consumers are benefiting from a strong job market, their balance sheets are healthy, and credit is flowing freely," says Koropecykj. "A revival in profitability, record stock prices, and rock-bottom borrowing costs are buoying businesses." Even the global picture is brighter. "All of the major economies are expanding in unison for the first time in a decade."

Steady growth

For 2018, Moody's expects Gross Domestic Product (GDP) to grow by 2.9 percent, thanks mostly to stronger growth in residential investment and government spending. That's a healthy increase from the 2.19 percent expected to be recorded for 2017 when numbers are finally tallied, a figure which was itself an increase from the 1.49 percent of the previous year. (GDP, the most common measure of economic growth, is the total spending on goods and services by consumers and businesses).

A strengthening labor market should put more spendable cash in consumers' pockets, helping accelerate business activity in general. "We expect well over two million jobs to be created in 2017," says Koropecykj. "This is about the same growth experienced since the expansion began over eight years ago." Strong job growth resulted in an unemployment rate of 4.4 percent by the end of 2017, a figure which is expected to fall to 3.94 percent by the end of 2018.

As unemployment declines, employers have more difficulty finding sufficient workers. That bodes well for wage growth, and for a resultant increase in consumer income. "Most measures of wage rates are showing some acceleration and pay increases remain in the headlines," says Scott Hoyt, Senior Director of Consumer Economics for Moody's Analytics. Average hourly earnings are expected to grow by three percent in 2018, up from the 2.6 percent increase of 2017, which was little changed from the previous year.

Business confidence

Confidence among consumers and businesses is yet another driver of growth. Here the news is good. "Consumer confidence remains high," says Hoyt. "It jumped following the Presidential election, and the tapering back down that many of us anticipated has not occurred."

Business people, for their part, seem confident as well, and seem willing to invest. Moody's expects business investment to increase by 4.5 percent in 2018, up from an anticipated 4.07 percent figure for 2017.

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Have We Reached Full Employment?

The employment picture is improving in the United States, to the extent that by the end of 2017 some 95.6 percent of willing workers had obtained jobs, according to figures from Moody's Analytics, a research firm based in West Chester, Pa. (www.economy.com). Does that mean the nation has reached a condition economists refer to as "full employment?"

The question is important because wages generally start to increase across the board when the number of available workers becomes scarce. And a general rise in wages usually translates into more spendable income, a healthier economy and more profitable businesses.

Even so, a firm answer is elusive because several forces muddy the waters, according to Sophia Koropecyk, Managing Director of Industry Economics at Moody's Analytics.

First, baby boomers are retiring from the workforce. Because older workers tend to have a lower incidence of unemployment than younger ones, economists respond to this change in workforce demographics by lowering the employment rate they consider "full."

Second, there has also been a large decline in labor force participation by younger workers since the Great Recession. Many prime-age workers have dropped out as well. People not actively participating in the labor force are not considered in the unemployment rate calculation. "But since there is a possibility of more entry of those on the sidelines as the expansion persists and since there are so many idle workers, we cannot say that we are truly at full employment now," notes Koropecyk.

Also, the share of unemployed workers out of work longer than half a year remains higher than it was before the recession. "As the expansion persists more of these workers should find jobs," says Koropecyk. "If the absorption of these workers to reach the prerecession share is considered full employment, then we are not at full employment now."

Finally, economists differ on what they feel constitutes a "full-employment unemployment rate," and have advanced figures that vary from 4.0 percent to 5.0 percent.

"Nonresidential investment has improved following the swoon caused by the collapse in oil prices," says Koropecyk. "Equipment outlays and intellectual property products are both growing strongly. And accelerated wage growth could spur firms to spend more on equipment and technologies that reduce the need for workers." And then there is the business-friendly environment of the nation's capital. "A favorable business climate, particularly a relaxation in various regulations, could boost investment spending more than expected."

Adding fuel to this fire is an upswing in corporate profits, which are expected to rise by 4.5 percent in 2018, a good increase over the 4.07 percent figure expected when 2017 numbers are finally tallied. "Low costs and sturdy revenue growth have bolstered profits," says Koropecyk. While both conditions are

expected to extend over the coming months, stronger profits in 2018 depend upon the delivery of lower corporate taxes.

Businesses looking for expansion capital are in a favorable position. "Banks are eager to lend," says Walter Simson, principal of Chatham, N.J., -based Vantor Consulting (vantorconsulting.com). "And the borrower has a lot of power when it comes to pricing and conditions of the loan."

Looming risks

Favorable as the forecast is, uncertainties in Washington might spark problems. "We have built some corporate tax cuts into our forecast," says Hoyt. "If they don't happen, our forecast is too strong. And if personal tax cuts are instituted, our forecast is too weak. We are also assuming there is some increase in federal infrastructure spending."

The picture could further darken if President Trump institutes protectionist measures promised during the campaign. "The president has an agenda which is somewhat protectionist and I think we need the exact opposite," says John Manzella, a speaker on global business and economics, and CEO of World Trade Center Buffalo Niagara, an international business development organization based in Western New York (JohnManzella.com). "We actually need more agreements for free trade, which is extremely beneficial to the U.S. economy."

At least there has been no recent talk about a border adjustment tax, notes Manzella. "That would result in many lost jobs. While the President has focused on

Continued on page 10



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Sunny Skies, Clear Sailing



the trade deficit, we need to realize that more than half of imports represent intermediate goods used in the production of U.S. products. This makes our goods more competitive around the world. Imports also reduce prices and stretch the consumer dollar."

Housing struggles

Housing activity, a key driver of economic growth and consumer spending, is bringing up the rear. "Housing starts remain disappointing," says Koropecykj. Moody's expects 2017 starts to increase by 5.17 percent, to 1.24 million, when numbers are finally tallied. That's lower than the expected 1.64 million, and represents a rate of increase noticeably below the 6.34 percent increase clocked in 2016.

The culprit? Neither demand (which is robust) nor credit availability (which is strong). Instead, a tight labor market has limited the capacity for new

construction. Furthermore, it's expected that a good portion of available workers will be siphoned off for the reconstruction of buildings damaged by Hurricanes Harvey and Irma. Put it all together and it means a substantial backlog in the construction of single-family homes and apartments.

Despite the downside risk of labor shortages, Moody's forecasts a robust 26.11 percent increase in 2018 housing starts. "The combination of increased housing permits and reconstruction in the aftermath of Harvey and Irma will keep demand for housing starts at a hot burn," says Koropecykj.

Financial risks

Finally, business owners should keep a watchful eye on the health of the banking industry. "I continue to worry about the strength of the financial system," says Simson. "When the value of assets such as the stock market and real estate goes up, that usually means there is too much easy money in the system."

The nature of the nation's increasing debt loads also worries Simson. "Student loans, credit card debt, and longer-term auto loans are continually increasing," he says. "So are derivative-backed CDs, which carry high rates of return and carry higher risk than many people realize. Finally, we are also seeing the bundling of loans that got us into trouble in 2008."

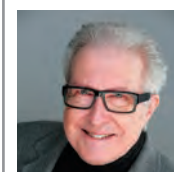
The end result? "Maybe some lenders have too many high-risk loans on their books," says Simson. "If they cannot collect, the whole banking system will again be at risk."

Running start

In the early months of 2018 some key indicators may offer clues to the year's economic trajectory. First, suggests Hoyt, keep an eye on what is happening in Washington. "Will there be a program of fiscal stimulus? If so, that will bolster the economic environment." He also suggests staying alert to reports of wage increases which would stimulate consumer spending.

A favorable operating environment can provide the opportunity to strengthen internal controls. "When you foresee a year of steady economic growth, it's time to take the opportunity to look inside the walls of your organization and determine how you can improve your execution, your strategies and your financial systems," says Simson. "Make sure you understand your costs and are ready to react quickly to changes in the market. As for employees, go for the 'A Players' rather than settling for the 'C' ones."

In all cases, says Simson, emphasize stronger internal operations. "Batten the hatches. Keep asking yourself, 'How can I strengthen my organization for the long term?'"



Phillip M. Perry is an award-winning business journalist based in New York City. He covers management, employment law, finance and marketing for scores of business magazines.



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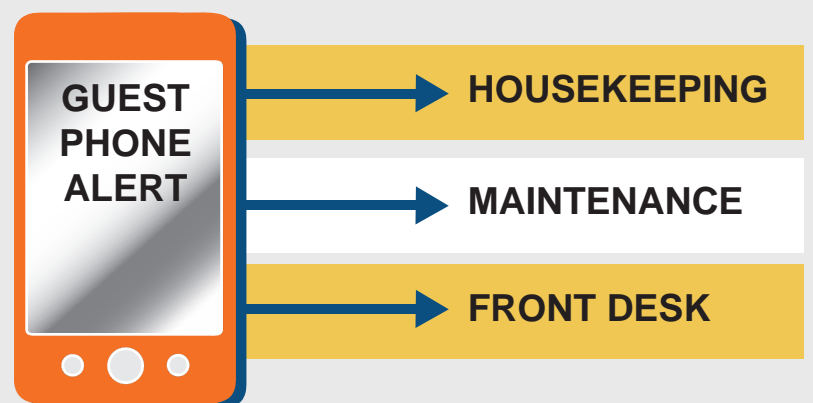
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Mercado en Línea – Una Revisión

by Sharon Scott Wilson, RRP



Como editor de Resort Trades y de nuestra publicación digital, Resort Trades Weekly, yo he sido una estudiante del mercado especialmente del mercado en línea. (Nuestros lectores han recibido estas publicaciones absolutamente gratis, haciéndonos solamente dependientes en la venta de anuncios.) Mientras muchos lectores de este artículo tendrán un abundante conocimiento en este tópico, pero quizás con el constante cambio de la tecnología en el mercado digital, incluyendo diseño y funcionalidad de la web, “social media” y correo electrónico, todos nosotros podemos disfrutar un repaso breve de varias estrategias en este campo.

El más productivo uso de las redes digitales por los profesionales de los resorts es hacerlos la generación líder. Tratando de vender propiedades de tiempo compartido en la “internet” es como ir “a cuesta arriba.” Como todos hemos oído en el pasado, nadie se levanta en la mañana y dice “hoy es el día que voy a ir a comprar una propiedad de tiempo compartido.” Además, la competencia es muy dura. Recuerde que usted está compitiendo con cada hotel y resorts en un radio de al menos 100 kilómetros.

Tiene más sentido el uso de la internet para construir un clásico “embudo de ventas” en el cual usted pueda hacer su mercado selectivamente. Con los anuncios de hoy, particularmente, en Facebook, usted puede segmentar su audiencia de acuerdo a edad, ingresos y numerosos otros factores. Sin embargo con potenciales compradores, que se puedan generar, usted tiene que responder inmediatamente, preferiblemente por teléfono y persuadirlos que visiten el resort.

Este es el punto en que muchos resorts fallan, particularmente resorts que están llenos a capacidad, particularmente administrados de forma independiente. En el minuto que usted tiene un numero de teléfono, usted tiene que tener una persona entusiasta y orientada en la tarea de ventas. Los resultados más exitosos son obtenidos por un representante de ventas que trabaje duro y ponga diariamente todo su esfuerzo.

Por ejemplo, vamos a ver, una familia va a hacer una reserva para unas vacaciones de alquiler con descuento con una agencia de viajes en la internet (OTA) tal como Expedia.com. ¡Maravilloso! Ahora usted tiene un probable futuro comprador. Su consejero/representante de ventas puede entonces llamar

a la familia, tan pronto como sea posible, para darles la bienvenida y expresar que contento está todo el personal en saber que ellos van a venir de vacaciones. “Y a propósito usted puede ahorrar [X] dólares en sus vacaciones si usted atiende una presentación de 90 minutos.”

¿Cómo los resorts pueden estar seguro que ellos están en la cima de los buscadores en Google?

Lo primero que hay que considerar que efectiva es su pagina de aterrizaje “landing” en la internet (usualmente su página de inicio) nos referiremos a esto más adelante y a su “website.” Ultimos estudios muy respetables han demostrado que el diseño del sitio web puede construir confianza o apagar el entusiasmo de cualquiera muy rápidamente. Entonces ¿cual es la solución? Pues se debe emplear a un diseñador calificado o use un tema de una columna de “WordPress” o de algo similar si es un proyecto hecho por sí mismo, un proveedor de confianza de construcciones de sitios en la web.

Estas son unas pocas notas para construir su sitio: 1) Use testimonios de clientes siempre que sea posible, 2) Manténgalo tan limpio como sea posible usando pocos colores, campos de formas, llamadas de acción, etc. y 3) esté seguro que su número de teléfono e información de contacto es fácil de encontrar. Sin embargo, yo le aconsejaría que compare el costo de emplear un diseñador profesional al costo de perder ventas.

Blogs son los mejores métodos de como mantenerse en la mejor forma en las búsquedas en la web. Su objetico es construir una audiencia proporcionándole interesantes artículos y NUNCA artículos publicitarios. Típicamente los resorts están encontrando que “blogging” una vez por semana es lo más efectivo. La consistencia es importante. Consulte y verifique con “Buffer” y “Copyblogger” por sugerencias en como encontrar contenidos interesantes y evitar equivocaciones que podrían ser un desvío. Siempre recuerde que cuentos personales es siempre el mejor medio para capturar la atención del lector. “SerpIQ” y “Medium” han revisado muchos “posts” y encontraron que esos contenidos producen mejores resultados. El largo recomendado es de más de 1500 palabras. ¡el objetivo de chequear las visitas en la internet es observar cual es el más favorable tiempo en una página!

Páginas de inicio para obtener data

El entero propósito de una actividad digital en línea es capturar la información de prospectivos clientes. Su objetivo es, proporcionando un incentivo usando sus dispositivos promocionales, dirigir al visitante a una portada o página de inicio, que requiera que ellos provean sus datos “quid pro quo” antes que ellos puedan recibir una recompensa. La recompensa puede ser un libro electrónico tal como “¿cuando es el mejor momento para visitar [Su Resort]? o “¿Cómo Viajar con Niños?” O también podría ser un incentivo monetario de algún tipo.

Obtiene la esencia: su página de apertura debe tener algún tipo de gancho como un libro electrónico, un informativo video, un descuento en las vacaciones, algún tipo de encuesta, boletos con descuentos para algún evento, encuestas en cuestionarios... algo que motive al espectador del programa digital a darle su dirección de correo electrónico y posiblemente otra vital información de contacto.

Anuncios en Facebook

Una vez que estos pasos estén en su lugar, usted encontrará que Facebook es la principal avenida para alcanzar a nuevos prospectivos compradores y hasta reconectar con miembros actuales o huéspedes pasados. A pesar de los titulares de las noticias diciendo que se está disminuyendo su eficacia y declarando que se está muriendo, el año pasado Facebook todavía tenía billones de usuarios. En la opinión de



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About National Hospitality Group

National Hospitality Group (NHG) is a vacation ownership and hospitality organization which provides quality, customized management services for the timeshare industry. NHG is composed of three proven management organizations (SPM Resorts, Defender Resorts and Capital Resorts Group). Combined they have more than 70 years of experience managing resorts and offering services from human resources, accounting, operations, marketing and high volume sales.

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muchos expertos los anuncios en Facebook es el camino a seguir, hasta en el espacio ha sido descubierta, pero quizás está comenzando a estar abusada.

Mientras usted va configurando el perfil de su resort, trate de estar seguro que la gente no vaya a sentirse comprados. Sea autentico e interesante. Publique en Facebook frecuentemente (algunos expertos recomiendan una vez al día, lo cual otros creen que es muy frecuente). Si usted decide publicar semanalmente, haga sus publicaciones extremadamente interesantes. Sin embargo, siempre haga un esfuerzo de ser extremadamente genuino. Recuerde, su audiencia no es el mundo de negocios. Use en sus publicaciones fotos y videos frecuentemente. Rastree sus publicaciones en Facebook para ver que se hace popular con tiempo mientras usted continua produciendo semejantes artículos.

Comparta lo bueno, lo malo y lo feo por elementos de autenticidad. ¿Está su resort en un área con un alto incidente de crímenes? Sus prospectivos clientes probablemente ya lo saben, así que dele la cara directamente dejándoles saber los pasos que oficiales de gobierno y la policía está tomando para protegerlos. Déjeles saber a través de testimonios de clientes, videos y fotos cuánta diversión van a tener mientras estén en su protección

Después de Facebook, a nosotros nos gusta YouTube, seguido de cerca por Twitter. Instagram, SnapChat y Pinterest todos están volviéndose muy populares. Dé una mirada a las preferencias de sus actuales dueños y miembros y enfóquese en esas preferencias. Todos estos caminos son mejor utiliza-

dos estudiando tácticas tales como qué y dónde, compartir información y cómo usar "hashtags."

¿Cuáles son los mejores medios para una campaña por emails?

En Resort Trades, nosotros usamos "Constant Contact" para transmitir nuestro boletín semanal, Resort Trades Weekly. Otro servicio popular es "Mailchimp." Ambos tienen instrumentos analíticos y hay muchos artículos en línea y blogs sobre como hacer uso de ellos con mayores ventajas. En el caso de Constant Contact, nosotros podemos automatizar un mensaje de bienvenida a los nuevos suscriptores. Creando grandes titulares y un contenido útil y bueno es vital para mantener a los usuarios interesados, así que ellos puedan continuar como suscriptores. Algunas de nuestra mejores índices de éxito en el pasado han sido con nuestros titulares, como por ejemplo: "ARDA World Attendees: Win an Amazon Fire!" o "Timeshare & Branded Residence Budget Development,"

Si usted puede obtener un número de teléfono, usted puede usar SendHub para autorizar el uso de mensajes SMS, tales como "Hola [tal y tal]. ¿Está usted disponible para una breve conversación conmigo?" Se puede tratar de enviar SMS mensajes al mismo tiempo a un grupo de tantos como 25, para preguntarles "¿cual es la mejor hora para llamarlos?"

Después que usted hable con un posible cliente, usted debe también darle las gracias enviándole un email o mensaje electrónico. Esto es plenamente el arte de vender, como es la amonestación de proseguir con las pistas inmediatamente. ¡Piense que

cada pista es su único medio de que usted tenga su próxima comida!

En cuanto a seguir viejas pistas, use solamente simples líneas tal como "solo chequeando" y oraciones simples tal como "¿continua usted interesado en visitar [el área de su resort]?"

La línea final del anuncio, email, o misiva es autenticidad. Omita las llamativas "obras de arte," las muy jóvenes y atractivas modelos posando como empleadas de escritorios, las alabanzas sobre que su resort está anidado en "ese" lugar especial. (¡Y nunca, NUNCA use la palabra "anidado," otra vez, mientras viva! ¡De veras!) Siempre mantenga sus comunicaciones conversacionales, educacionales y/o entretenidas y sobre todo [en caso que se me haya olvidado mencionarlo], auténticas.



Sharon Scott Wilson is publisher/managing editor of Resort Trades and CEO of PR/marketing firm SharonINK. Scott is an American Resort Development Association (ARDA) registered resort professional (RRP), the senior representative for The Trades as ARDA's Resort Operations Council's Sole Media Partner and is an ARDA Chairman's League member.



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I'm gonna spend every minute appreciating life!

Jen's Stories Pre-Vacation

My health concerns have impacted my family tremendously in the last few years since my breast cancer diagnoses. Financially, we are dependent on Social Security, since I am unable to work. In addition to battling breast cancer and being stage 4 Metastatic, I now have degenerative disease, arthritis, fibromyalgia, and chondrocalcinosis. My heart is borderline enlarged from all the chemo. I am aware I may have to start my third line of treatment soon. Most of my days are spent in doctor's offices and it brings about a mild depression.

Some days are good, some are bad but I continue to think about thriving not surviving!

I have two teenage daughters, ages 15 and 13. I do my best to make happy memories with my kids everyday but cancer really takes its toll. I want to do whatever I can to be a stronger mother for my children. I saw your empowerment program at the hospital in Tampa and felt as if it was exactly what I needed. My motto "Not today, Cancer."

Thank you so much!

Jennifer Pace

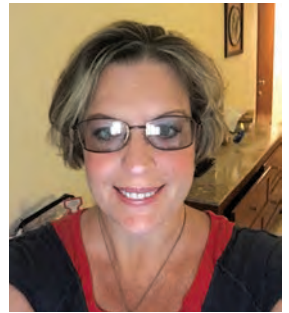
Post Vacation

I am trying to wrap my mind around the last week. It was the most amazing empowering experience I've ever had. Everyone was so sweet, kind and loving. The chance to be open and vulnerable in such a trusting environment really increased my healing and gave me a new sense of strength. Thank you for everything and for all that you do for all of us with breast cancer. I will be forever grateful for my week with SMOV.

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Top Team Members

Meet the People Who Make the Resort Industry Great!

Daniel Ramirez Senior Corporate Engineering Technician Breckenridge Grand Vacations



It's a long way from the warm, dry climate of Guadalajara, Mexico to the snow-capped peaks of Breckenridge Colorado, but Daniel Ramirez has transitioned smoothly, earning praise and scores of awards along the way for his growing expertise as a highly skilled resort engineering technician for Breckenridge Grand Vacations.

Daniel is the Senior Engineering Technician at the Breck Inn, a 34-unit alpine-style hotel used as lodging for timeshare sales prospects touring company resorts. Previously an Engineering Technician at Grand Lodge on Peak 7 for about a year, Daniel was selected for his new position in July 2016.

Working with 13 Breck Inn staff members representing seven different nationalities, Daniel is single-handedly responsible for building and equipment maintenance at the hotel and six company-owned Beaver Run Condos. He also performs maintenance tasks at other Breckenridge Grand Vacations' administrative locations, Breck Connect and Lincoln West Mall.

In conjunction with these duties, he maintains a commercial laundry, multiple boilers, fire suppression systems, plus several kitchens and hot tubs. He also handles plumbing and electrical issues, painting, drywall repair, carpet cleaning, snow removal, and several different HVAC systems.

With excellent command of both English and Spanish, his communication skills represent one of his greatest assets and have enabled him to establish efficient communications with other departments – such as housekeeping and front desk – in order to quickly resolve maintenance issues.

"Since I was a kid, I have always been passionate about studying how things work and how to fix them, but because I now work solo most of the time," says Daniel, "often there is no sounding

board to discuss the resolution to a new problem and I must figure out how to deal with things by myself. When this happens, I read books and study manuals online until the desired knowledge has been attained. This has resulted in tremendous opportunities while my knowledge grows daily from experience earned in the field. Being empowered to do whatever it takes to create Grand vacations, I am well positioned to solve any issue or problem with a guest or coworkers. It is actually very satisfying to be the end of the line."

Daniel was ARDA's Silver award winner as Maintenance Team Member in 2017. During his tenure with Breckenridge Grand Vacations, he has been the company's Employee of the Month and selected for other internal awards about 16 times. His department also earned the Kaizen award in 2016 as the BGV department that achieved the greatest improvement in performance over the previous year. He is also a CPO (certified pool and spa operator).

Daniel studied International Business at the Universidad De Guadalajara. Before joining BGV, he worked with his father's remodeling and construction company in Mexico for about ten years. He also exported cars from the USA to Mexico.

In the U.S. for about six years and originally from Guadalajara Jalisco, Daniel is proud of his heritage as a second-generation 'Charro.' (This is a traditional Mexican horseman or cowboy who competes in the 'Charrería,' an event similar to a U.S. rodeo.) When they travel back to his dad's ranch in Jalisco, he occasionally performs with teams owned by friends and is teaching his 12-year-old son to rope and to do Charrería; he is also teaching his 6-year-old-daughter how to ride horses. The children have fun with the cows and other animals but back in Colorado, they are learning how to snowboard. Daniel and wife Mary also have a 6-month old daughter.

Adds Daniel, "Since I started working for BGV, I have learned the importance of applying the corporate hospitality standards we are taught, not only at work, but also away from work and at home. I truly believe these standards have made me become a better person. At BGV, you are not just an employee or a number. Here, you are a family member. And because I am happy in my work, the owners notice this and respond with positive comments, remembering our names when we help them. Naturally, this results in a very positive feeling, making me grateful to be part of this company and very happy to be working in the timeshare industry."

Continued on page 19

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"When Sharon first started work as an ARDA staff person, we were impressed by her dedication, enthusiasm and zeal for building closer relationships between the association and its members...."

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2018

...loading...

by Judy Kenninger, RRP

Ring in 2018

Each new year brings with it new opportunities to better ourselves and reach new levels of achievement. As 2018 comes in, Resort Trades has asked several industry leaders to share their hopes, expectations, plans and resolutions for the coming year. Here's what they had to say.

Jon Fredricks, President and CEO, Welk Resorts



Like so many of us as the promise of a new year rolls around, fitness is on our minds here at Welk Resorts. But don't expect us to be ordering up yoga mats on Amazon, or sweating off all that holiday cheer at the gym (at least, not after the third week of January). We've set our sights on

long-term "fiscal fitness" as part of our five-year plan — by enabling innovation, agility and quality; in developing our people, teams and partnerships; and by building improved guest experiences and differentiated products. We sat down as a team in October of 2017 to do a little soul-searching and strategic planning, and hammered out seven key growth areas to focus

on in the coming year. So, while we don't expect to hit every target in 2018 (it is a five-year plan, after all), come January 2019, we'll have a framework in place, and some benchmarks to celebrate, in our race to 2022. Lace up your running shoes, team, we're in it to win it!

Mark Waltrip, Chief Operating Officer, Westgate Resorts



our recently renovated Westgate Cocoa Beach Pier—a historic destination on Florida's Space Coast. We continue to invest substantially in all of our existing resort properties, and we're aggressively moving forward with the reconstruction and expansion of our Westgate Smoky Mountain Resort & Spa in Gatlinburg, which was extensively damaged by wildfires in November 2016. We're confident that 2018 will be a great year both for Westgate and for our 12,000 team members nationwide as we work together to create one-of-a-kind themed vacation destinations for our owners and guests.

Bullish. That's how we feel about 2018. Westgate is thriving, and we are on-track to significantly grow the company in the coming months. In addition to breaking ground on two new resorts, we are opening the Westgate Cocoa Beach Resort (formerly known as Wakulla Suites), which will complement

Lisa Siegert-Free, Managing Director and General Manager, The Christie Lodge Owners Association Inc.

2018 is shaping up to be an exciting year for The Christie Lodge!

We have recently partnered with a new, full-time sales company, Trucation, headed up by two long time sales executives, Jamie Klein from The Lore Institute and Dave Stroeve from Breckenridge Grand Vacations. They have been very successful with providing daily tours, engaging new buyers to purchase at the Christie and helping current owners upgrade to Interval Gold memberships. Our renovation project "Project WOW" started last year and showcases our updated room product. The reaction from owners and guests has been phenomenal! We're already talking about our next renovation phase which would include major upgrades to our lobby and a colorful facelift to the exterior of the building. Nature is ready to blanket our winter play-land, and we are looking forward to welcoming guests to the internationally recognized back yard of Vail and Beaver Creek Resorts!



Randy Steinbeck, President, staySky Vacation Clubs

As a newer entrant to the vacation ownership industry, in 2018 we'll be continuing to focus on the basics, including tour efficiencies, the sales process and engagement with existing members. For example, we have over 55,000 non-timeshare arrivals at our properties each year,

From Industry Leaders NEW YEAR RESOLUTIONS



so we're working to increase the percentage of those guests who visit our sales centers. To improve the sales process, we're training salespeople so that everyone is on the same page, maximizing the value of the Generator sales tool. To engage our members, we've been making pre-arrival calls, increasing the frequency of communications such as newsletters and happy anniversary cards, and encouraging communication between our portfolio management staff and member services staff to rapidly resolve any issues that could get in the way of member satisfaction. So far, vacationers are responding very well to staySky's unique product offerings, and we're enthusiastic about building on this success.

Robert A. Spottswood, President, Spottswood Companies Inc.

Embracing change. When I was a younger man, I understood, embraced and frequently initiated change. Change was exciting and created opportunities to create wealth. As I age, change doesn't come as easily. The new technologies aren't as intuitive for me as for my younger colleagues. Experience, however, tells me how



important it is to quickly recognize change or get left behind. As I begin 2018, I intend to overcome the natural stubbornness and resistance that comes with age, and to look ahead for ways to improve upon our business model and the way we use our products. Just look around, transformational changes are upon us—by 2025 our streets will be dominated by autonomous vehicles, artificial super intelligence will someday allow us to create robots that are superior in many tasks to doctors and lawyers, and by the year 2045 medical advances will allow people under 25 to obtain near immortality. So, in an age where the sharing economy is growing faster than ever before, I intend to look for new and improved ways to use and re-use our products and to embrace the changes that may come as a result.

Dave Pontius, COO, Bluegreen Vacations Corp.

2017 has been an exhilarating year of change and growth—both personally and professionally—culminating with the birthing of Bluegreen as a public company. Next year, I look forward to practicing what we always preach regarding the therapeutic value of great vacation experiences. My wife and I are continuing to pick away at our bucket list with a major excursion to Australia and I've "paid for it" so our family has to use our timeshare in ski country. On top of that, we always arrange a few tuck in getaways at our wonderful Bluegreen destinations. I love the Urban and



Glamping experiences we have and seeing our team members in action is always impressive and inspires me to keep going.

Tom Lyons, President and CEO, Global Connections Inc.

Global Connections is focused on an aggressive growth strategy for 2018. To meet member demand for new destinations and vacation opportunities, our plans call for adding to our existing resort portfolio in the upcoming year, as well as developing new and innovative Club programs to broaden the member experience. In terms of sales and marketing, Global Connections will focus on promoting new and existing short-term Club products and our leisure benefits program to industry and non-industry partners. We will continue to build brand awareness and strengthen alliances within the timeshare industry to support our growth strategy."



Judy Kenninger is principal of Kenninger Communication and has been covering the vacation real estate industry for nearly two decades.

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Top Team Members

Meet the People Who Make the Resort Industry Great!

Continued from page 15

Cathy Valdez Housekeeping Team Member, Breckenridge Grand Vacations



Cathy Galvez has worked in housekeeping for Breckenridge Grand Vacations (BGV) for more than a decade. She is currently responsible for the cleanliness of Grand Lodge on Peak 7, a 225,000-square-foot resort located in Breckenridge, Colorado, with 149 two-bedroom lockout residences and over 72,000 square feet of common area.

Despite not formally serving in a management position, Cathy is a natural leader in training the staff and implementing new room-cleaning procedures that increased productivity and saved on labor costs. She also helped BGV implement "team cleaning" with housekeepers cleaning the residences in pairs. This helped revolutionize the amount of labor required to meet and exceed the expectations of thousands of BGV timeshare owners.

Although team cleaning initially represented a major change, she helped convince her colleagues to adopt the new procedure, reminding them of the its advantages. She taught them about the ease of making beds with two people, the advantages of having someone help with lifting and carrying supplies, and sharing the responsibility of completing room cleanings. Cathy also established procedures for cleaning a room and set new standards for the amount of time it should take to completely reset a residence.

Convincing the entire Housekeeping Department staff to accept and adopt the "team cleaning" procedure was one of her greatest contributions to her company in 2016. By working in teams, the Housekeeping Department is now better equipped to handle high-volume turn days by

getting the residences clean and available for early check-ins far more efficiently. The owners and guests are the true beneficiaries of the consistent, conscientious, and dedicated effort put forth by Cathy.

As a Room Quality Inspector, Cathy also cleans and inspects rooms, organizes storage closets, trains housekeepers and other inspectors, and provides translation for meetings with management. Management comes to her for advice with regard to the most effective cleaning products. She is respected as the most experienced member of the entire staff, always taking the lead in showing new staff members the most efficient way to clean and perform certain tasks.

Cleaning as if the resort property were her own home, Cathy will re-clean a residence if necessary to get the rooms up to the proper standards. Extremely well respected by the entire Housekeeping Department staff, she always has a positive attitude and truly cares for the success of her company.

"I really enjoy getting to know my co-workers," Cathy says, "because I learn from them every day." She adds that her main challenge in working in a resort in a ski location come when there are winter weather issues. "Getting to work during a serious snow storm is sometimes scary, but I love working at our beautiful resort and serving the guests."

Cathy created check-lists used to inspect the rooms and helped select the most comfortable uniforms that the staff is happy to wear while working. Recognizing the amount of time wasted walking back and forth to the supplies carts, she trains everyone to bring everything that will be needed to clean a room into the room all at once. She also promotes BGV with others outside the company, knowing that word-of-mouth advertising represents the best way for the Housekeeping Department to recruit new staff members.

Originally from Coahuila, Mexico, Cathy is a single mom with two daughters – Kimberly and Cathy – and two young grandsons, Dilan and Alexander. She enjoys spending time with eldest daughter Cathy but can't visit with Kimberly as often since she is in Mexico and still in school.

Continued on page 19

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The Pioneer Series

by Marge Lennon

A Resort Trades Salute

Gary A. Terry -

The Timeshare Pioneers series for Resort Trades was created to chronicle and honor the involvement of a handful of true pioneers whose early contributions and entrepreneurial spirit paved the way for today’s nearly \$10 billion a year timeshare industry.



For nearly 50 years, the trade association that is known today as ARDA has lobbied Congress, state legislatures, and federal and state regulatory agencies to the benefit of our industry and timeshare buyers. Timeshare professionals involved in the industry’s early years know that Gary Terry played a major role in helping make this happen. Resort Trades salutes him for overcoming mountains of obstacles along the way.

Gary was born April 2, 1935 in Ogden, Utah, but spent his childhood through high school in Cedar City, Utah. He was the student body president of his high school. He left after graduation to join the Navy with the hopes of becoming a Navy pilot, but discovered that his eyes didn’t meet the requirements for a pilot. He served on the aircraft carrier, USS Princeton during the Korean War. He was then selected to attend Officer Candidate School but returned from his tour in the Far East in August 1955 only to be diagnosed with Spinal Paralytic Poliomyelitis. He was treated initially at the Los Angeles County Hospital and then transferred to the U.S. Naval Hospital at Corona, California. In April of 1958 he was placed on the Navy retired list and transferred to a Veterans Administration Hospital for rehabilitation.

Gary began college shortly after his release from the VA hospital. He attended U.C.L.A. where he graduated with a Bachelor’s degree in political science with a

specialty in public law. He then attended and graduated from George Washington University Law School with a J.D. degree. He married Carole Eitel in 1962 and they have two children, Stephanie and Brendan, five grandchildren and two great grandchildren.

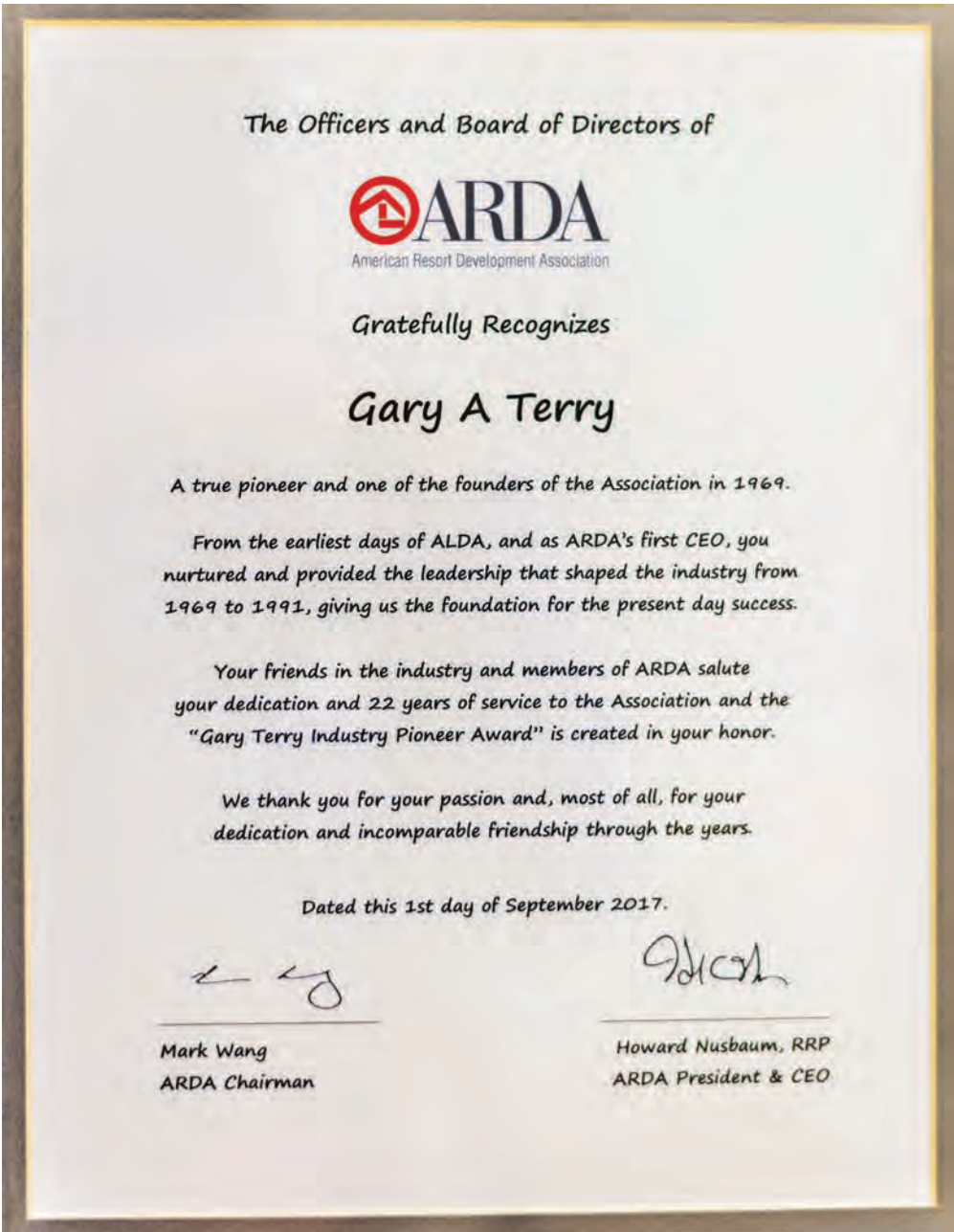
Gary’s biggest career move came when he joined the office of general counsel at the Department of Housing and Urban Development. His HUD responsibilities included fleshing out regulations for the Interstate Land Sales Full Disclosure Act – enacted in 1968 – to correct abuses in interstate land sales and to regulate the sellers of land. He recognized that if there had been a trade association to represent the land sales industry, HUD’s legislation would have been different.

He then suggested to friend and fellow HUD attorney William Ingersoll that they should resign from their government posts and start a trade association to represent these people. Bill liked the idea and asked, ‘How do we set up an association?’ Neither of us had the slightest idea. They believed that the recently-passed legislation was a punishment to the land development industry because of the bad behavior of a few. They knew that many well-capitalized land developers’ businesses would be hurt by the legislation and needed a voice to represent the industry’s interests before lawmakers

With no income besides their current jobs to support their families, in 1969 they decided that Gary would start a national developers’ association and Ingersoll would start a law firm to represent developers. Both men understood the personal and professional risk. Between them, they were responsible for five young children.

With a little financial assistance and a great deal of hard work and dedication, the American Land Development Association (ALDA) was born in 1969 with campground developers playing a significant membership role. After about 10 years, ALDA was dominated by the passionate and successful National Timesharing Council. Their leaders encouraged the association to create an organizational structure within ALDA to serve the emerging timeshare industry. “Everyone was a pioneer and innovator, and errors were made because there were no timeshare how-to textbooks,” Gary reminisces.

Added Christel DeHaan, founder of RCI. “At the fall 1975 ALDA conference, Innisfree and Carl Berry sponsored a timesharing hospitality suite. Only Carl Burlingame, Gary Terry, Jon DeHaan and I showed up. Carl and Jon—after a few scotches—pushed a reluctant Gary Terry to have the association focus on timesharing. It was the right push.”



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By 1980, ALDA became the American Resort and Residential Development Association (ARRDA). Gary used to smile about the new, but short-lived two-R name and pronounce it with a Scottish burr. It quickly morphed into ARDA, dropping residential and became the collective voice of timeshare. With the birth of ARDA-ROC (resort owners' coalition) 20 years later, ARDA gave timeshare purchasers a voice in the association's advocacy. Keith Trowbridge, who was Chairman of the Resort Timesharing Council for ALDA for 1978-79 remembers Terry as one who could grasp new ideas and promote them during a changing time.

Recalled George Donovan, one of the first Chairman of ALDA "Gary's unique abilities and steady hand made the evolution from the land-based ALDA to the timeshare based ARDA work for us all; he was a pleasure to work with."

Some fond memories from Washington, D.C. attorney Stu Bloch: "During Gary's tenure, there were times when the association faced financial difficulties. Through it all, what I remember most about Gary was his absolutely stoic behavior. He never panicked and always believed that things would work out ... and of course they did. Anyone else would have shut the doors. At that time, Bill and I were successful enough to help launch the International Foundation for Timesharing (IFT). We formed it separately from ARDA because of their cyclical financial problems. As a central part of its charter, we kept the IFT money in a corpus that could never be invaded. Over the years that followed, I was constantly fighting with ARDA members who wanted to invade the corpus and use

that money for the association. But with Gary's support we never yielded. Today, ARDA and its affiliates are very well funded with associations from around the world seeking its financial assistance."

Stephany Madsen, who worked for ALDA as a "kid" in 1973-1975 and again as VP, starting in 1985, said, "Gary never lost his cool under the barrage of ideas from his entrepreneurial members. I remember him telling me about flying into a box canyon as a very young man. He thought it was The End because the cool air currents flowing down onto the plane kept it flying low toward the wall at the end of the box and he couldn't pull up. At the last moment before impact, a warm air current lifted the plane up over the cliff edge. Gary was good at looking for, and finding, those uplifting currents."

"I worked with Gary as one of ALDA's first Treasurers of ALDA," said Bert Blicher. "He was a great listener, had a perfect personality, the right educational background and an encyclopedic mind. He pulled us all together and made it work."

"Bob Miller and I met Gary in 1976," said Ed McMullen, Sr. "He became an instant friend ultimately making a major contribution to our entry into the timesharing business, with his strong faith-based character and his unique talents as an administrator and leader."

Gary Terry served ALDA/ARDA as executive director and then president from 1969 to 1991 and as the director of the IFT from 1991 to 1995. He joined Utah's oldest law firm, Jones, Waldo, Holbrook &

McDonough in 1991 and practiced in its Washington office until 1995, when he moved to St. George, Utah.

Gary is currently a resident at the Southern Utah Veterans' Home in Ivins, UT. He is suffering from the effects of post-polio syndrome and Parkinson's disease. Gary leaves a lasting legacy in the industry as the cofounder of what became ARDA, one of the preeminent industry associations in Washington DC. He transitioned the association from a small land development group to what it is today. He pushed and lobbied all states to adopt timeshare laws, with full disclosure to consumers and to eliminate fraud and misrepresentation. He created an industry "code of ethics" leading to the credibility and financial stability timesharing enjoys today. As a result, ARDA membership now includes major hotel brands and other key public companies. The industry owes much to Gary as a true founding pioneer of the timeshare industry.



Marge Lennon has been a publicist and writer for the timeshare industry for over three decades. Her byline appears frequently in industry publications. She most enjoys writing articles that are "interview driven" and writing ARDA award nominations, with an impressive track record of wins over the years.

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¿Qué hay de Nuevo en México en el 2018?

by J. Michael Martínez

¡Fuera lo viejo y bienvenido lo nuevo! Hemos oído esto muchas veces con el advenimiento del Año Nuevo. The Trades ha decidido ponerse en contacto con otros gerentes de resorts y con oficiales de las oficinas de turismo en México y descubrir que hay de nuevo en turismo en el 2018.



Interpretación del artista del parque temático Cirque de Soleil

Nosotros descubrimos que la aprobación del plan original para el parque temático “Dream Works” en la Riviera Maya fue cancelado por el gobierno. En lugar, Vidanta ha decidido seguir adelante con un plan de fabricaciones, un Mayan-inspirado Parque de Diversiones llamado “Amikoo, nombrado así por la pronunciación Maya de “amigo.” El parque y



Quintana Roo Bay

resort estará en el área de Punta Moroma localizada al norte de la Playa del Carmen, Q. Roo, Mexico. El parque temático estará en un área de 300 acres y tendrá un costo aproximado de \$840 millones, USD.

De acuerdo con la más reciente información la Primera Fase consistirá de un centro comercial, numerosos restaurantes, un centro de convenciones una arena de conciertos, un museo, una piscina de olas, una atracción con un tema de piratas y un hotel de 320 habitaciones. La finalización de la Primera Fase está programada para Noviembre de 2018. La

Segunda Fase consistirá del actual parque temático con 24 atracciones en cuatro diferentes sectores – una tierra de árboles, “Mayan City,” “Descubriendo los Mayas” y “La Familia Amikoo/La gran Feria Mexicana.” En adición habrá muchos más restaurantes y hoteles. Habrá aproximadamente 1200 habitaciones para huéspedes La finalización de la Segunda Fase está programada alrededor del 2020.

Más noticias sensacionales en el 2018 es la gran apertura de la Primera Fase del Parque Temático del “Cirque de Soleri” en Nuevo Vallarta en el Estado de

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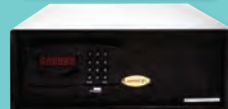
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Representación del Aeropuerto de la
Terminal 4 de Cancún

Nayarit en la costa oeste de México. Los gerentes Mexicanos del Grupo Vidanta junto con los diseñadores del Grupo Goddard anunciaron el proyecto hace varios años en el 2014, y en su website, con una gran apertura de la Primera Fase del proyecto en Noviembre de 2018. Hasta ahora el plan consiste de tres Fases que incluirá "La Villa del Sol." "La Villa de la Luna," y probablemente elementos de un parque acuático y de un parque relacionado con la naturaleza. Los planes del parque también incluyen un espectáculo nocturno al aire libre con acomodaciones para tanto como 3000-5000 personas. Nosotros tenemos que continuar estar al tanto por nuevas noticias en relación con las aperturas de las diferentes Fases del Parque Temático que están sujetas a cambio.

Hablando con la Secretaria de Turismo de Quintana Roo Marisol Vanegas Pérez, ella reveló que los inversionistas están planeando ocho proyectos de hoteles en 2018 en Quintana Roo que consistirá en más de

1,200 habitaciones de hoteles en Cancún, Riviera Maya, Isla Mujeres, Holbox, Bacalar, y Mahahual. La Secretaria de Turismo explicó que los resorts fabricados en la Isla de Holbox serán mucho más pequeños, enfocándose en consumidores de alta escala con un sentido más exclusivo. Ella explicó que México está trabajando con capital nacional y extranjero para hacer posible la construcción. Uno de los nuevos resorts abrió recientemente en diciembre de 2017. Es el resort El Cid Ventusen, Puerto Morelos, Q. Roo.

Otras noticias sensacionales para 2018, incluye la gran apertura y uso de la Terminal 4 en el Aeropuerto Internacional de Cancún. Después de más de dos años y de 2.5 billones de pesos el Presidente Enrique Peña Nieto, el Gobernador Carlos Manuel Joaquín González and Fernando Chico Pardo, Presidente y CEO del Grupo Aeroportuario del Sureste (Asur) oficiaron en la ceremonia de apertura.

Carlos Trueba Coll, el director general del aeropuerto, dijo que la nueva Terminal podrá servir nueve millones más de pasajeros. El continuó explicando que el Aeropuerto Internacional de Cancún es el segundo más importante aeropuerto en México después del aeropuerto en la Ciudad de México y tendrá la capacidad de movilizar hasta 23 millones de pasajeros. El dijo que para el 2020 la capacidad aumentará a 32 millones cuando la Terminal 4 esté funcionando a capacidad total que será más del 48 por ciento, reforzando así las operaciones y facilitando la llegada de más visitantes a esa destinación.

La inversión incluye la construcción de plataformas, accesos, carreteras, áreas de estacionamientos y taxis. La nueva terminal será para vuelos nacionales e internacionales. Cuando la terminal 4 esté terminada, el Aeropuerto Internacional de Cancún estará entre uno de los más importantes aeropuertos de Latino América. y se espera que hará 75 operaciones por hora.

The Trades continuará siguiendo los muchos nuevos y excitantes proyectos turísticos que están sucediendo en todo México en estos futuros meses.



J. Michael Martinez is Resort Trades' emissary in Mexico and contributes a monthly column. He is the executive vice president of Cyria Group, a marketing and sales support company, and serves on the Board of Directors for C.A.R.E. (Cooperative Association of Resort Exchangers).

The Kelley Chronicles

Creating

by Kelley Ellert

strategy

for Legacy Properties

Jack Welch, the engineer turned executive responsible for raising General Electric's value 4,000% once said that, "an organization's ability to learn, and translate that learning into action rapidly, is the ultimate competitive advantage." This advice is applicable no matter what industry you work in, such as the legacy timeshare business.

In this industry, learning and actions have to come from examining the current operations, budgets, management and marketing in place as well as the current landscape of your property. Getting by doesn't cut it. Excelling in this industry takes hard work, learning and constant adaption.

When I began working in this industry I found it interesting that I had never heard the term "legacy" used in business before, but the deeper understanding I developed for the business I realized that it makes perfect sense. According to Merriam-Webster, a legacy is "a gift by will, something transmitted from an ancestor or predecessor or a candidate for membership who receives special status because of their familial relationship to a member."

Those of us currently working in this industry are the receivers of a unique gift. We've been bestowed a special status of figuring out how a product that has been passed down throughout generations can be relevant to today's consumer market. This product isn't irrelevant or destined to fail, but instead possess a uniqueness to it that we can examine and locate the opportunities within it.

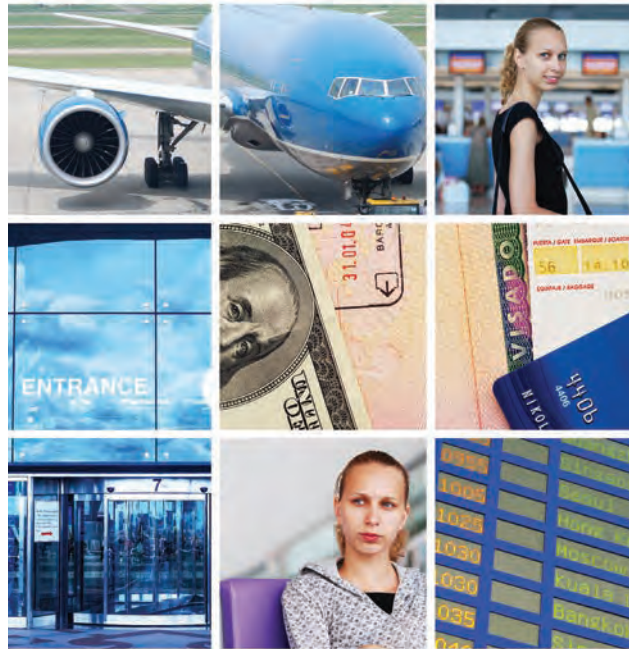
A couple of the biggest opportunities for legacy timeshare resorts is their locations and owner base. Many properties I've seen throughout my career and travels reside in prime oceanfront or mountaintop locations and while declining owner bases seems to be the trending topic in this industry we cannot forget about those loyal guests who do pay their maintenance fees.

A strong strategy for a legacy timeshare properties will examine how to make operations; including daily tasks, human resources, owner records, quality assurance programs, administrative support, marketing and more work for the resort and the owners. We owe our owners and our properties the hard work of creating a strategy.

All of this begins with the focus of the Board of Directors. The board should be focused and motivated to truly examine the long-term

strategy of the property. In most cases that means being willing to adapt. If the board is focused on the details of weekly payroll or website updates then they become ineffective at looking at how today's decisions effect the property 10 years down the road.

Effective long-term strategies include things such as reserve planning and smart improvements. Today's market cares less about a solid oak table in the kitchen and more about Wi-Fi strength and comfortable bedding. Resorts that are currently being built are now actually being designed to be "Instagramable."



Look at the improvements you've made at your resort over the years and the ones that will come up in the next five to ten years and ask yourself if it's the most efficient and effective improvements you can make that increase the resort's competitive advantage or is it just what you've always done?

Now for your owners. While they need a property to be constantly improving and adapting to the times they also need to feel important to have the desire to keep paying their maintenance fees. Communicate with them. Don't just bill them once a year and smile when they show up at the resort. Include them in photos, decisions and exciting updates about things changing at the resort and the geographic locations of the property. Keep in mind that wherever your resort is, your owners don't live there full-time, but they are vested in these locations. They want to know when a new attraction is going in or the beach is getting revitalized. As resort managers if we make the effort to keep owners engaged then they will stay active and excited.

While current owner bases are aging they are leaving their ownership to a younger generation. The timeshare industry functioned as deeded weeks when it made sense. It was during a period when people cared about owning something that they could truly call theirs. It meant something to someone to say "I own week 32 in unit 17." To today's market that statement is overwhelming. Society has changed so that today's market wants flexibility and options.

A true long-term strategy does what it needs to do in order to accomplish meeting the demands of this new market. It builds rental, exchange and sales programs that expand the opportunities for room nights to be used.

Your management company should be able to assist in answering the needs of your resort and building strategies, partnerships and programs to address these needs. At National Hospitality Group, we have been utilizing the Board Member Strategy Planner, which we developed to create a true framework for identifying resort needs and developing an action plan for meeting those needs. It contains expansion of the tips found in this article as well as more information.

You can receive a free Board Member Strategy Planner in the mail by visiting FreeBoardMemberStrategyPlanner.com.



Kelley Ellert, Director of Marketing at Defender Resorts, based in Myrtle Beach, South Carolina. She has been with Defender Resorts for more than five years overseeing the marketing and online content of the 28 resorts in their management portfolio.

Top Team Members

Meet the People Who Make the Resort Industry Great!

Continued from page 19

Yuliya Konyevska Manager of Operations, Capital Management Orange Lake Resorts



Many believe success is the result of a combination of ingredients which often includes work ethic, experiences, networking, and a positive attitude. Yuliya Konyevska's journey from the Ukraine to Orlando represents the complete package of someone who dreamed to succeed but never rested. Today, she is a rising star at Orange Lake Resorts, but it's the 12-year journey that brought her here that is truly fascinating.

At the age of 19, Yuliya and her mother were determined to find a better life and decided the U.S was their destination. With the support of their family, they chased the American dream. When Yuliya arrived in the U.S. in 2005, she spoke several languages but English was not one of them. This was just one of many challenges, but even in her youth she was fueled by determination and strength. She became fluent in English in only nine months and graduated from the University of Central Florida in 2012 with a B.A in Finance with a 3.6 GPA. At the same time, she handled a full course load in college, she worked multiple jobs, serving as a teller at Wells Fargo.

In 2013, her career was launched as she joined the Orange Lake Resorts family as an entry level Financial Analyst. Management quickly saw her potential for a leadership role in operations. She was promoted in 2015 to Manager of Operations, overseeing the Quality Assurance and Owner Demographic areas with a team of 15 now looking to her as their manager. Both areas improved substantially as the potential envisioned by her managers was proven correct.

In 2017, she was given the opportunity to oversee Orange Lake's Deeding operations as a Senior Manager. In less than four years with Orange Lake

Resorts, she was selected to lead the second-largest team in her department. Without a doubt her leadership knew she was the right person for the job. Today, she supervises 30+ team members that are not only a vital to the department but to the entire company.

In reflecting on her journey, Yuliya added, "I was thousands of miles from Ukraine – a country I called home – and there were countless sleepless nights along the way. But I knew that hard work, a positive attitude and determination would pay off at the end. I am forever grateful that Orange Lake had confidence in me and gave me all the tools I needed to succeed."

She adds, "Even though the company has experienced tremendous growth, they have never lost connection with their team members or the culture normally enjoyed by of a small company. Capital Management has made it a priority to instill a family-centric culture as one of its pillars. From bake sales to chili cook-offs, no matter how big we get we never forget what made us successful."

Her supervisor, Patty Tellez, Senior Director of Capital Management added that she is very proud of Yuliya and is excited to witness her progress. "Whenever she's presented with a challenge, Yuliya accepts it head on while being compassionate, caring, and empathetic. She is result driven but will always balance out her team's strengths and opportunities."

Yuliya's accolades have included employee of the year, multiple employee of the month honors and a 2016 ARDA award nomination. Within her team she also takes an active role to encourage philanthropic efforts to give back to the community. Orange Lake provides team members the opportunity to volunteer with several organizations such as Give Kids the World, Second Harvest and Clean the World. While the professional achievements are wonderful, Yuliya admits that she is most proud of her son. "Jordan is the reason I work hard. He's only two years old, but he's my world. Everything I do and work for are for him and his future."



Marge Lennon has been a publicist and writer for the timeshare industry for over three decades. Her byline appears frequently in industry publications. She most enjoys writing articles that are "interview driven" and writing ARDA award nominations, with an impressive track record of wins over the years.



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Specialty: Kenyon International, Inc. is the world’s leading manufacturer of specialty cooking appliances for residential and recreational use. Kenyon’s compact and sustainable ceramic cooktops, in traditional knob and Lite-Touch™ control models, in one or two burners, are available in your choice of 120, 208, or 240 Volts. Kenyon’s All Seasons™ Electric Grills are flameless, smokeless and safe for cooking indoors or out. All products designed and built in Clinton, CT and backed by a 3-year warranty. BIM objects available. Visit us at www.CookWithKenyon.com.

ARCHITECTURE AND INTERIOR DESIGN



Architectural Concepts, Inc.
3958 First Avenue
San Diego, CA 92103
Phone: (619)531-0110
Email: Margit@4designs.com
Website: www.4designs.com
Contact: Margit E. Whitlock AIA
Specialty: One of the top hospitality architectural and interior design firms, ACI has the unique ability to provide a comprehensive range of professional services required to successfully design a project. Involvement from inception to occupancy encompasses a complete scope. Our clients understand the combination of services and continuity of the team ensures a well-planned successful project. Celebrating 25 years as a firm where reliability and forward thinking vision are the integral core of our professional competencies.

BATHROOM & KITCHEN FIXTURES



Hotel Vanities International, LLC
5514 Stockwell Ct
Indianapolis, IN 46237
Phone 1: (317)831-2717
FAX: (317)787-1135
Email: chris@hotelvanities.com
Website: www.hotelvanities.com
Specialty: Hotel Vanities International offers a broad line of products for the kitchen and bath areas and beyond. Focusing on the Hospitality and Multi-Family industries, we offer vanity and kitchen tops, furniture quality wood and laminate bases, kitchen and bath cabinets, shower and tub wall surrounds, plumbing fixtures and accessories.

BUSINESS INTELLIGENCE



CustomerCount
3925 River Crossing Parkway, Suite 60
Indianapolis, IN USA
Phone 1: 317-816-6000
FAX: 317-816-6006
Email: bobkobek@customercount.com
Website: www.customercount.com
Specialty: CustomerCount is a flexible online customer feedback solution providing intuitive real time reporting, fast turnaround on updates, detailed and dynamic data gathering with comprehensive reporting for process improvement and customer loyalty to improve your bottom line. It is the only feedback system designed specifically for the timeshare industry and is capable of segmenting satisfaction report data for any and all prospect, owner and guest touch points.

CERTIFICATE FULFILLMENT

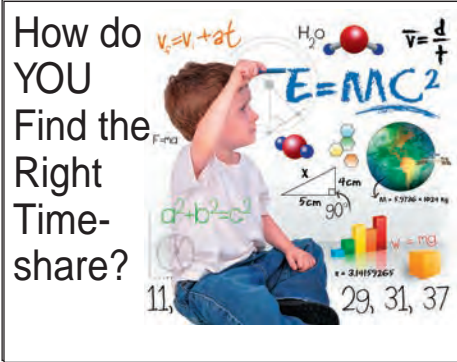


LogiCall Marketing
1232 E Broadway Rd #220
Tempe, AZ 85282 USA
Phone 1: 602-483-5555 xt. 300
Email: tpranger@logicall.net
Contact: Thomas Pranger
Specialty: Day Drives and Mini-Vacs for Timeshare and Vacation Clubs. Direct Mail, Internet Marketing and Inbound Telemarketing With our multi-faceted campaigns, it’s never been easier to generate prospective buyers. With 40 years of industry knowledge, we know how to keep our clients ahead of the competition. Call today to discuss which marketing platform is best suited to achieve your goals and learn why we are the future of tour generation.

CLEANING SERVICES



Jani-King International Inc.
16885 Dallas Parkway
Addison, TX 75001 USA
Phone 1: 800-552-5264
Phone 2: 972-991-0900
Email: dtucker@janiking.com
Website: www.janiking.com
Contact: David Tucker, Hospitality Division Director, ext 136
Specialty: Jani-King, the leader in contracted housekeeping services provides comprehensive cleaning services to the hotel/timeshare industry. Jani-King takes care of your housekeeping needs so you can take care of what’s really important; your guests.



CLIENT GENERATION



LogiCall Marketing
1232 E Broadway Rd #220
Tempe, AZ 85282 USA
Phone 1: 602-483-5555 xt. 300
Email: tpranger@logicall.net
Website: www.logicall.net
Specialty: Day Drives and Mini-Vacs for Timeshare and Vacation Clubs. Direct Mail, Internet Marketing and Inbound Telemarketing With our multi-faceted campaigns, it’s never been easier to generate prospective buyers. With 40 years of industry knowledge, we know how to keep our clients ahead of the competition. Call today to discuss which marketing platform is best suited to achieve your goals and learn why we are the future of tour generation.

COLLECTION SERVICES



Blackwell Recovery
4150 North Drinkwater Boulevard, Ste. 200
Scottsdale, AZ 85251 USA
Phone 1: (800) 685-8736
Phone 2: 480-214-4075
FAX: (480) 281-3135
Email: bcoates@PowerOfConcord.com
Website: www.PowerOfConcord.com
Contact: Bobby Coates, Director of Business Development
Specialty: Blackwell Recovery offers results oriented and a fresh approach to getting your delinquent consumers back on track, combining innovative technology solutions with diverse efficient collection strategies. Customized strategies designed for severely delinquent accounts maximum recovery. Owner-centric approaches resulting in higher debt repayment with award-winning technology solutions.
FDCPA & State Regulations Compliance, Skip Tracing, PCI Compliant. Responsive service, extensive real-time reporting capabilities. Data protection from external data center. Dedicated compliance officer, and multilingual, multicultural staff.



International Recovery Solutions
LA Law Center
205 S Broadway
Los Angeles, Ca 90012
Phone: (855)477-0010
Fax: (213)346-9700
Email: getpaid@irscollector.com
Website: www.irscollector.com
Contact: Javier Jimenez
Specialty: International Recovery Solutions (IRS) is a nationwide network of attorney and debt collection professionals. IRScollector seasoned team of third party collection specialists use sophisticated, next generation tools to maximise unyielding results. IRScollector’s understands that not all member’s situation are equal, so we dissect each case with aggressive and ethical collection tactics to preserve longterm member/client relationship.



Meridian Financial Services Inc.
1636 Hendersonville Rd Ste 135
Asheville, NC 28803 USA
Phone 1: (866)294-7120 ext. 6705
FAX: (828)575-9570
Email: gsheperd@merid.com
Website: www.merid.com
Contact: Gregory Sheperd
Specialty: Meridian Financial Services, Inc. is a sophisticated third-party collection agency able to provide service to whole and partial portfolios. Meridian understands the impact of bad debt, as well as the importance of keeping your owners’ accounts current, and preserving their confidence in the purchase decision. Services include third-party collections for domestic and international clients, no-cost-to-client recovery program, customized industry collection strategies, credit reporting, skip tracing, online services, and credit and collection consulting

COMMERCIAL HOTTUBS



HydroTher Commercial Hot Tubs
135 Matheson Blvd
East Mississauga, ON L4Z1R2
Phone: (800)891-5811 Ext 753
Fax: (416)759-3150
Email: ross@hydrother.com
Website: www.hydrother.com
Contact: Ross Middleton
Specialty: HydroTher factory-plumbed acrylic commercial hot tubs are installed in hundreds of facilities throughout North America. Some of the reasons for this success, are that HydroTher commercial hot tubs are more economical, contoured for increased body comfort and are considerably lighter (can be installed on upper level floors). In addition, our hot tubs arrive at your site pre-plumbed, therefore minimizing installation time.

COMPUTERS AND SOFTWARE



TrackResults Software
5442 South 900 East Suite 203
Salt Lake City, UT 84107 USA
Phone 1: 888-819-4807
Email: sales@trackresults.net
Website: www.trackresults.net
Contact: Ryan Williams
Specialty: TrackResults tracks and reports sales and marketing activity for people with no time to waste. Used in over 100 travel club and 50 timeshare sales centers because it is easy to use, fool-proof, and intuitive. Plus, it includes both custom dashboard and blazing fast analytical reporting to uncover the gaps and inefficiencies that slow you down.
• Real-time digital tour manifesting
• Web-based. No installation, equipment or IT department required.
• Data level security to protect your business.



TSS International
P.O. Box 262
Bountiful, UT 84011
Phone: 239-465-4630
Email: info@timesharesoft.com
Website: www.TimeShareSoft.com
Contact: Jack Voutov
Specialty: TSSI provides superior service to resorts and travel clubs in US, Canada and Mexico since 1998. Enterprise-level, Web-based, Fast, Powered by Oracle. Highly customizable, infinitely scalable and configurable. “All-inclusive” affordable monthly fee for a full-feature Hosted System that includes: Maintenance Fees, CC payments, Rentals, Deposits, Reservations, Sales, Marketing, Bulk Billing, Front Desk, Owner Portal, Extensive Reporting, Custom Reports, Accounting, Integration with Expedia, Booking.com, RCI and others. Various integrations with other software. Month-to-month. Cancel any time!



RNS Timeshare Management Software
410 43rd St W
Bradenton, FL 34209
Phone 1: (941)746-7228 x107
FAX: (941)748-1860
Email: boba@rental-network.com
Website: www.TimeshareManagementSoftware.com
Contact: Bob Ackerman
Specialty: Designed for legacy fixed and floating time resorts, our software solution streamlines the reservation and accounting functions for TS resorts. Plus our responsive On-Line Booking module allows you to show the weeks available to rent (owner or association weeks) on your web site for booking by the traveler. Includes A/R module to invoice and collect owner fees. One simple package to automate your existing TS resort

COMPUTERS AND SOFTWARE



TimeShareWare
855 W 300 N
Kaysville, UT 84037
Phone 1: (801)444-3113
FAX: (801)444-3143
Email: sales@timeshareware.com
Website: www.timeshareware.com
Specialty: TimeShareWare provides resort management software for all sizes and types of shared-ownership resorts, including vacation clubs, fractional properties, condo-hotels, vacation rentals, timeshare, and mixed-use hotels. Whether you are looking for a simple cloud-based, out-of-the box solution or a customized end-to-end enterprise application, TimeShareWare has what you need.

DEVELOPER TRADE GROUPS



Resort Developers Association
PO Box 99
Valentine, VA 23887
Phone 1: (800)899-9961
FAX: (888)320-3843
Email: missy@resortsofdistinction.com
Website: www.resortdevelopersassociation.com
Contact: Melissa House
Specialty: RDA is committed to promoting the industry for the benefit of its members and the public, providing a forum for the exchange of ideas important to the industry, setting ethical and operational standards, and otherwise providing for the growth, stability, and betterment of the industry. RDA operates Resorts of Distinction - the only reciprocal program founded, owned and managed by resort owners, for the benefit of participating Resort Owners

DIRECT MAIL AND MARKETING



LogiCall Marketing
1232 E Broadway Rd #220
Tempe, AZ 85282 USA
Phone 1: 602-483-5555 xt. 300
Email: tpranger@logicall.net
Website: www.logicall.net
Specialty: Day Drives and Mini-Vacs for Timeshare and Vacation Clubs. Direct Mail, Internet Marketing and Inbound Telemarketing
With our multi-faceted campaigns, it's never been easier to generate prospective buyers. With 40 years of industry knowledge, we know how to keep our clients ahead of the competition. Call today to discuss which marketing platform is best suited to achieve your goals and learn why we are the future of tour generation.

ESTOPPEL PROCESSING



RequestmyEstoppel.com
3659 Maguire Blvd #100
Orlando, FL 32803
Phone: (833)877-7638
FAX: (321)281-6009
Email: Dave@requestmyestoppel.com
Website: www.RequestmyEstoppel.com
Specialty: Online software for Estoppel Processing. You handle owner communications; we automate paperwork! Saves your staff time, is customized for your operation and can be accessed through a desktop or mobile device. Automates the entire process digitally including producing the estoppel package, handling correspondence and recording each detail. If the resort charges a fee for producing the estoppel, RequestMyEstoppel.com will collect it up front, sending the resort/management company a detailed report and a check.

EXCHANGE COMPANIES



Dial An Exchange LLC
7720 N 16TH ST STE 400
Phoenix, AZ 85020 USA
Phone 1: 800-468-1799
Phone 2: 602-516-7682
FAX: 602-674-2645
Email: michelle.caron@daelive.com
Website: www.daelive.com
Contact: Michelle Caron
Specialty: Simple, no fuss exchange service with a priority on personal service for the consumer. We offer members and business partners:
• A free membership option
• A Gold Advantage membership option
• 24 hour access to live worldwide inventory
• Prepaid exchange voucher programs
• Prepaid bonus week voucher programs
• Revenue share programs
• A Brandable exchange platform that can be used as a compliment to any internal exchange program



RCI
9998 N Michigan Rd
Carmel, IN 46032 USA
Phone 1: (866)913-2370 TOLL FREE
Email: RCI.Affiliates@rci.com
Website: www.RCIAffiliates.com
Specialty: RCI is the worldwide leader in vacation exchange with approximately 4,500 affiliated resorts in more than 100 countries. RCI pioneered the concept of vacation exchange in 1974, offering members increased flexibility and versatility with their vacation ownership experience. Today, through the RCI Weeks® program, the week-for-week exchange system, and the RCI Points® program, the industry's first global points-based exchange system, RCI provides flexible vacation options to its over 3.8 million RCI subscribing members each year.



A Better Way to Exchange
Resort Travel & Xchange
521 College St
Asheville, NC 28801 USA
Phone 1: 828-350-2105 Ext. 4448
Email: cviolette@rtx.travel
Website: www.rtx.travel
Contact: Corina J. Violette, Director of Resort Partnerships
Specialty: Resort Travel & Xchange (RTX) is a timeshare and vacation ownership exchange company based in Asheville, N.C. RTX works with a number of resorts and developers to provide the best exchange options possible to its members. In addition to exchange services, RTX offers a number of travel benefits and discounts to members. Additionally, RTX provides low-cost benefits to partners including opportunities for rental income through assistance with resort inventory. RTX has approximately 70,000 members.



Trading Places International
25510 Commercentre Dr Ste 100,
Lake Forest, CA 92630
Phone: (800)365-1048
Fax: (949)448-5141
Email: jesse.harmon@tradingplaces.com
Website: www.tradingplaces.com
Contact: Jesse Harmon
Specialty: At Trading Places (TPI), customer service isn't just a friendly voice; its offering what our members really want. TPI recognizes the outstanding performance of the vacation ownership industry, and has developed, for over 40 years, a collection of vacation products and services which vacation owners, developers, and resort associations consider truly valuable – including our FREE Classic exchange membership allowing members to trade through TPI with no annual fee.

FINANCIAL SERVICES



ResortCom International L.L.C.
6850 Bermuda Road
Las Vegas, NV 89119 USA
Phone 1: (619)683-2470 ext. 1501
FAX: (619)683-2077
Email: odiliag@resortcom.com
Website: www.resortcom.com
Contact: Odilia Guiant
Specialty: 3 decades of experience. ResortCom, the industry leader in portfolio management and collections consistently provides top performing portfolios and the lowest cancellation rates. Working with 250,000 members/owners we process over \$500 million in credit card transactions annually. Our Las Vegas-based contact center is staffed with a team of multi-lingual professionals who use an award-winning CRM system to deliver service excellence. We offer a range of cutting-edge services and a flexible, customizable platform to maximize your success.



WithumSmith+Brown, PC
1417 E Concord St
Orlando, FL 32803
Phone: (407)849-1569
Fax: (407)849-1119
Email: lcombs@withum.com
Website: www.withum.com
Contact: Lena Combs
Specialty: Founded in 1974, WithumSmith+Brown, PC ranks in the top 30 largest public accounting and consulting firms in the country with offices in New Jersey (including its Princeton headquarters); New York City, NY; Orlando and West Palm Beach, FL; Philadelphia, PA; Boston, MA; Aspen, CO; and Cayman Island. For more information, please contact Withum's Timeshare Services Team Leaders Lena Combs (lcombs@withum.com) or Tom Durkee (tdurkee@withum.com) at (407) 849-1569 or visit http://www.withum.com.

FLOOR SAFETY PRODUCTS



Musson Rubber
PO Box 7038
Akron, OH 44306 USA
Phone 1: (800)321-2381
FAX: (330)773-3254
Email: rsegers@mussonrubber.com
Website: www.mussonrubber.com
Contact: Bob Segers
Specialty: Musson is a manufacturer and distributor of rubber, vinyl and aluminum stair treads, nosings, entrance matting, carpet walk off mats, custom logo mats, weight room matting, anti-fatigue matting and a variety of other specialty flooring products for a variety of applications throughout commercial facilities. If you have a flooring need, we have a solution!

GROUNDS MAINTENANCE



Mean Green Mowers
4404 Hamilton Cleves Rd Unit 2
Hamilton, OH 45013
Phone 1: (513)738-4736
FAX: (513)738-0516
Email: chrisc@meangreenproducts.com
Website: www.meangreenproducts.com
Contact: Chris Conrad
Specialty: Powerful, quiet, lithium-electric commercial all day mowers, hand held equipment and cordless electric backpack blowers. Made in the USA. Zero emissions, low noise, no routine maintenance and zero fuel. Mean Green provides a complete line: CXR 52/60" ZTR, 48" Stalker stand on, 33" WBX-33HD walk behind, MGP-20 push mower, BLAST! Backpack blower, and operator-cooled battery backpack line trimmer with attachments. Perfect for hotel and resort communities by providing a low noise alternative to lawn care!

HOSPITALITY INTERIOR DESIGN



Hospitality Resources & Design, Inc.
919 Outer Road Suite A
Orlando, FL 32814
Phone: 407-855-0350
Fax: 407-855-0352
Email: rich@hrdorlando.com
Website: www.hrdorlando.com
Contact: Rich Budnik
Specialty: Hospitality Resources & Design is a licensed interior design firm. Services include interior design, LEED AP, kitchen & bath, purchasing, project management and installation. We strive to create long-term partnerships with clients by listening to and understanding their unique goals. The team uses their expertise to provide clients with innovative design while completing projects on time and in budget. Regardless of scope or location, we are happy to travel to you to begin a successful collaboration.

HOUSEKEEPING SERVICES



Jani-King International Inc.
16885 Dallas Parkway
Addison, TX 75001 USA
Phone 1: 800-552-5264
Phone 2: 972-991-0900
Email: dtucker@janiking.com
Website: www.janiking.com
Contact: David Tucker, Hospitality Division Director
Specialty: Jani-King provides housekeeping and cleaning services to timeshares/resorts worldwide. Jani-King is trusted by industry leaders for our commitment to owners and guests' satisfaction. Our superior quality control system ensures accountability on our side so that your resort receives unmatched service.



Sun Hospitality Resort Services
4724 Hwy. 17 Bypass South
Myrtle Beach, SC 29588 USA
Phone 1: (843)979-4786
FAX: (843)979-4789
Email: dfries@sunhospitality.com
Website: www.sunhospitality.com
Contact: David Fries
Specialty: We are a turn-key housekeeping provider for the timeshare industry with over 40 years of combined hospitality operations and resort services experience. Sun delivers unparalleled accountability with tailor-made services to meet your unique operational needs. Sun maintains high standards for quality through our fully trained staff. From our Inspectors to our Regional Directors, our supervisors are accredited with Sun Certified Inspector (SCI) designation. "Fresh and Clean... Every time."

HOUSEWARES



Lodging Kit Company
13492 State Route 12
Boonville, NY 13309
Phone 1: (800)328-8439
FAX: (315)942-5622
Email: emartin@lodgingkit.com
Website: www.lodgingkit.com
Contact: Eric M. Martin
Specialty: Lodging Kit is an international supplier of housewares, linens, and furnishings to the resort and hospitality industries. From it's three US distribution centers in New York, Florida and Nevada, the company can supply open stock items as well as unit packed kits for new installations and refurbish projects.

SUPPLIER DIRECTORY

LANDSCAPE AMENITIES



The Brookfield, Co.
4033 Burning Bush Rd
Ringold, GA 30736 USA
Phone 1: (706)375-8530
FAX: (706)375-8531
Email: hgjones@nexband.com
Website: www.thebrookfieldco.com
Contact: Hilda Jones
Specialty: The Brookfield Co. designs and manufactures fine concrete landscape furnishings. Offering 70+ styles/sizes of planters plus fountains, benches, finials and stepping stones, this company provides the best in customer service. All products are hand cast and finished in fiber-reinforced, weather durable concrete. Many beautiful finishes are offered. Custom work is available.
Still run by the two founders and designers, the 30 yr. old Brookfield Co. sells direct to landscape professionals, developers and retailers. Site delivery nationwide. All products ship from Ringgold, GA

LEAD GENERATION



LogiCall Marketing
1232 E Broadway Rd #220
Tempe, AZ 85282 USA
Phone 1: 602-483-5555 xt. 300
Email: tpranger@logical.net
Website: www.logicall.net
Specialty: Day Drives and Mini-Vacs for Timeshare and Vacation Clubs. Direct Mail, Internet Marketing and Inbound Telemarketing
With our multi-faceted campaigns, it’s never been easier to generate prospective buyers. With 40 years of industry knowledge, we know how to keep our clients ahead of the competition. Call today to discuss which marketing platform is best suited to achieve your goals and learn why we are the future of tour generation.

LEGACY TIMESHARE SOLUTIONS



Legacy Solutions International
286 Aurielle Dr Ste 1
Colchester, VT 05446
Phone: (802)862-0637
Email: ron@legacysolutionsinternational.com
Website: www.legacysolutionsinternational.com
Contact: Ronald J Roberts
Specialty: LEGACY SOLUTIONS INTERNATIONAL, LLC, founded by Ron Roberts, a 40-year timeshare industry veteran, delivers custom solutions that generate revenues for resort HOA’s and managers facing threatening “legacy” issues. Most programs are ZERO out of pocket cost! Bring a smile back to your bottom line with effective and proven strategies for maintenance fee delinquencies, asset recapture, standing inventory sales, points programs, webinars, property management, legal & trust services, and even energy efficiency rebates! Contact: 802-862-0637 Ron@legacysolutionsinternational.com.

LENDING INSTITUTIONS



CapitalSource
5404 Wisconsin Avenue
Chevy Chase, MD 20815 USA
Phone 1: 301-841-2717
Phone 2: 800-699-7085
FAX: 301-841-2370
Email: jgalle@capitalsource.com
Website: www.capitalsource.com
Contact: Jeff Galle
Specialty: CapitalSource, a division of Pacific Western Bank is a commercial bank headquartered in Los Angeles, California. We lend to Resort Developers and Operators throughout the United States and Canada. With a resort portfolio of more than \$1 Billion, we are the leading lender in the resort industry. We provide \$5-\$30 MM inventory loans and \$10-\$60 MM hypothecation loans. Knowledge of the industry and demonstrated financial strength differentiate us from our competition

LENDING INSTITUTIONS



Colebrook Financial Company, LLC
100 Riverview Center Ste 203
Middletown, CT 06457 USA
Phone 1: (860)344-9396
FAX: (860)344-9638
Email: bryczek@colebrookfinancial.com
Website: www.colebrookfinancial.com
Contact: Bill Ryzcek
Specialty: Colebrook Financial Company, focusing on timeshare lending, provides hypothecation and other financing products for small and mid-sized developers and can offer loans in amounts ranging from \$100,000 to \$30 million or more. We have an innovative approach to financing with rapid turnaround, personal service and no committees. You’ll always talk to a principal: Bill Ryzcek, Jim Bishop, Fred Dauch, Mark Raunika and Tom Petrisko, each of whom has extensive timeshare lending experience.



Wellington Financial
1706 Emmet St N Ste 2
Charlottesville, VA 22901 USA
Phone 1: 434-295-2033 ext. 117
Email: sbrydge@wellington-financial.com
Website: www.wellington-financial.com
Specialty: Wellington Financial has financed the timeshare industry without interruption since 1981. Specializing in receivables hypothecation, inventory and development loans of \$10,000,000 and up, we’ve funded over \$5 Billion with our group of lenders. Focused solely on lending to resort developers, we are the exclusive Resort Finance correspondent for Liberty Bank. With over 35 years of expertise in the vacation ownership industry, we lend to credit-worthy borrowers at attractive banks rates.



Whitebriar Financial Corporation
575 Mystic Drive PO Box 764
Marstons Mills, MA 02648
Phone: (508)428-3458
Fax: (508)428-0607
Email: hvswwhitebriar@aol.com
Website: www.whitebriar.com
Contact: Harry Van Sciver
Specialty: Timeshare and Vacation Receivables Financing. We will Lend money on your Receivables, or we will Buy them if you prefer. Either way, you retain access to your customers. Fast fundings up to \$3 million, including low “FICO” scores. We also finance HOA’s, and assist in workouts & restructures.

MINIATURE GOLF



Cost of Wisconsin, Inc.
4201 Highway P,
Jackson WI 53037
Phone: (800)221-7625
Fax: (206)223-0566
Email: cfoster@costofwisconsin.com
Website: www.costofwisconsin.com
Contact: Chris Foster
Specialty: Since 1957, COST has been an industry leader in theme construction services. Our highly specialized team works collaboratively with resort owners and developers to deliver customized miniature golf courses that will turn unused, or underutilized, resort space into a profit center. Whether interests include prefabricated miniature golf kits, such as our Micro-Golf® system, or our on-site constructed Adventure Golf, our courses can be developed to fit nearly any space and any realistic budget. Please contact us for more information

NON-JUDICIAL FORECLOSURES



Cunningham Asset Recovery Services
1030 Seaside Drive
Sarasota, FL 34242 USA
Phone 1: 844-342-1196
Email: kmattoni@msn.com
Website: www.timesharenonjudicialforeclosure.com
Contact: Kevin Mattoni
Specialty: Since 1987, Cunningham Property Management has specialized in vacation ownership. Our newest service, C.A.R.S., offers lowest cost, fastest, non-judicial foreclosure to associations, lenders, developers in several states. Resolve delinquency, probate, divorce, no name or address, in 5-6 months. Title insurance available. Large and Small accounts welcome. Large accounts \$265, less than 100 accounts \$345. 100% client repeat and referral. Let us solve your delinquent account problems

OPERATIONS SUPPLIES & EQUIPMENT



AMTEX
736 Inland Center Drive
San Bernadino, CA 92408
Phone: (800)650-3360 Ext 304
Email: JAY WADHER jay.wadher@myamtex.com
Website: www.myamtex.com
Contact: Sujay Wadher
Specialty: AMTEX is a leading national distributor of hotel lodging and maintenance supplies. Specializing in bedding, textiles, housekeeping supplies, room amenities/accessories.

OUTDOOR AMENITIES



Kay Park Recreation Corp.
Janesville, IA 50647 | USA
P O Box 477
Phone: 800-553-2476
FAX: 319-987-2900
Email: marilee@kaypark.com
Website: www.kaypark.com
Contact: Marilee Gray
Specialty: Manufacturing “America’s Finest” park equipment to make people-places people-friendly, since 1954! Product line includes a large variety of outdoor tables, benches, grills, bleachers, litter receptacles, drinking fountains, planters, pedal boats, and more!

PEST CONTROL



Applied Science Labs
PO Box 2416
Mckinney, TX 75070
Phone 1: (619)825-2121
FAX: (732)892-0085
Email: appliedsciencelabs@att.net
Website: www.vaxinatewith88.com
Contact: Rodger Williams
Specialty: BED BUG Elimination and Prevention. When each day of each week is precious prevention is very important. Use GlowGuardTM. If infested, getting back in service the same day is also important. Use VA88TM. 100% nontoxic. No added liability. No Odor. No staining. Hypoallergenic. Independently Certified by the American Academy of Entomological Sciences.
When each day and each week is precious why take a chance?

PEST CONTROL/DISINFECTANT



SteriFab
PO Box 41
Yonkers, NY 10710
Phone: (800)359-4913
Fax: (914)664-9383
Email: Sterifab@sterifab.com
Website: www.sterifab.com
Contact: Mark House
Specialty: Approaching its 50th year on the market. STERIFAB continues to set new standards as it continues to be the only EPA registered product that both disinfects and kills bed bugs and other insects. This ready to use product is available in all 50 States and is ready to use. Available in pints, gallons and 5- gallon containers. STERIFAB.COM 1-800-359-4913

PET SANITATION



DOGIPOT
2100 Principal Row, Suite 405
Orlando, FL 32837 USA
Phone 1: 800-364-7681
Website: www.dogipot.com
Contact: David Canning
Specialty: DOGIPOT® has numerous product designs made from various materials to help fit all of the possible needs of our customers in helping solve their dog pollution issues. We have the most aesthetically pleasing, commercially durable products on the market that are very economical. No one can match our experience, customer service, selection of products or reputation in the market. DOGIPOT® products offer dependability that saves you money!

POOL & WATER FEATURES EQUIP. & MAINT



ChlorKing, Inc.
6767 Peachtree Industrial Blvd
Norcross, GA 30092
Phone 1: 770-452-0952
Phone 1: 800-536-8180 Toll-Free (US)
FAX: 770-685-6576
Email: steve@chlorking.com
Website: www.chlorking.com
Contact: Steve Pearce
Specialty: ChlorKing® Saline-Based Pool Sanitization Systems ChlorKing® salt systems give commercial swimming pools, spas and water parks the most cost-effective, safest water sanitization system available. Patented, heavy-duty ChlorSM® salt chlorination and NEX-GENpH® onsite batch chlorine generation systems keep water clean and lower annual operating costs substantially while eliminating the need handle toxic chlorine, which can cause fires or create dangerous gases when mishandled. Combine with Sentry UV systems to enhance control of pathogens. Finance systems over 36 or 60 months.



Hammerhead Patented Performance
1250 Wallace Dr STE D
Delray Beach, FL 33444
Phone: (561)451-1112
Fax: (561)362-5865
Email: info@hammerheadvac.com
Website: www.hammerheadvac.com
Contact: Customer Service
Specialty: For 20 years, Hammer-Head has led the way in low-cost, safe, easy-to-use manual pool vacuum systems. Our portable, rechargeable, battery powered vacuums are designed for speed and simplicity. Remove debris without using the filtration system and cut your pool vacuum time in half, without shutting down the pool. Hammer-Head cleaning units are made in America and are the #1 choice of military, cruise line, resort, fitness club, and city managers from Key West to Okinawa.

**POOL & WATER FEATURES
EQUIP. & MAINT**



LaMotte Company
802 Washington Ave
Chestertown, MD 21620
Phone: (800)344-3100
Fax: (410)778-6394
Email: rdemoss@lamotte.com
Website: www.lamotte.com/pool
Contact: Rich DeMoss

Specialty: The Mobile WaterLink® SpinTouch™ lab is designed to be used onsite. The precise photometer can measure 10 different tests in just 60 seconds to obtain perfect water chemistry. All the tests results can be viewed on the touchscreen or can be transferred into our DataMate water analysis program. Achieve precision without time consuming test and clean-up procedures. Visit www.waterlinkspintouch.com for more information.

POOL RENOVATIONS



RenoSys Corporation
2825 E 55th Place
Indianapolis, IN 46220
Phone: 800.783.7005
Fax: 317.251.0360
Website: www.renosys.com
Contact: Kym Webster

Specialty: For three decades RenoSys has been Fixing North Americas Pools, Gutters and Decks. Our cost-effective pool renovation solutions have been used by over 5,000 facilities to make old pools like new again. We also manufacture new stainless steel spas and pools, slip-resistant pool decking, pool gutters and grating, and safety padding. We also offer chlorine removal solutions for indoor pools. Call today for a free quote.

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SOLUTIONS**



CRM
14361 Ocean Hiway Ste 2A
Pawleys Island, SC 29585
Phone: (888)502-5203
Email: tonia@brandipity.com
Website: www.crmsservices.us
Contact: Keith Errico
Specialty: CRM provides comprehensive property repair, maintenance and construction solutions for Property Managers, Property Owner Associations and Home Owner Associations throughout the U.S. We approach every project, large or small, in an efficient and professional manner to ensure the lasting value of your property. Our full range of commercial and residential services offers turn-key solutions for everything from new construction and renovation to everyday maintenance. Our services include: Property Maintenance, Construction, Landscaping, Plumbing, HVAC, Electrical, FF&E, Pools, Pressure Washing, Painting, Carpet Cleaning and Water Restoration.

PUBLIC RELATIONS



GBG & Associates
500 West Harbor Drive #822
San Diego, CA 92101 USA
Phone 1: 619-255-1661
Email: georgi@gbgandassociates.com
Website: www.gbgandassociates.com
Contact: Georgi Bohrod
Specialty: Public Relations: Positioning Strategy, Placement and Reputation Management
Let GBG create a positive platform for new business development and increase awareness. We provide resources and spearhead tailor-made B2B or B2C strategic plans incorporating both paid and earned media, as well as social media campaigns and marketing collateral materials. We manage many moving parts for an effective, comprehensive communications and reputation management program. Three decades of vacation industry success..

PUBLIC RELATIONS & MARKETING



SharonINK PR & Marketing
P.O. Box 261
Crossville, TN 38557 USA
Phone 1: 310-923-1269
Email: Sharon@SharonINK.com
Website: www.SharonINK.com
Contact: Sharon Scott, RRP
Specialty: Writing and strategic direction for vendors who promote goods and services to the resort industry

RECEIVABLE FINANCING



Whitebriar Financial Corporation
575 Mystic Drive PO Box 764
Marstons Mills, MA 02648
Phone: (508)428-3458
Fax: (508)428-0607
Email: hvswhitebriar@aol.com
Website: www.whitebriar.com
Contact: Harry Van Sciver
Specialty: Timeshare and Vacation Receivables Financing. We will Lend money on your Receivables, or we will Buy them if you prefer. Either way, you retain access to your customers. Fast fundings up to \$3 million, including low "FICO" scores. We also finance HOA's, and assist in workouts & restructures.

**RECEIVABLES AND MAINTENANCE
FEE SERVICING**



Concord
4150 North Drinkwater Boulevard, Ste. 200
Scottsdale, AZ 85251 USA
Phone 1: 480-214-4075
FAX: 480-281-3135
Email: bcoates@PowerOfConcord.com
Website: www.PowerOfConcord.com
Contact: Bobby Coates, Director of Business Development
Specialty: Since 1988, Concord has been the industry leader for loan receivables & maintenance fee servicing.

RECREATIONAL GAMES



The Chess House
PO Box 705
Lynden, WA 98264 USA
Phone 1: (360)354-6815
FAX: (360)354-6765
Email: raphael@chesshouse.com
Website: www.chesshouse.com
Contact: Raphael Neff
Specialty: Unplug the gadgets and refresh with a great game for sheer fun. Improve IQ, focus, and face to face time with your loved ones. Chess House has helped countless parks and resorts obtain a low cost, high visibility Giant Outdoor Chess that's easy to maintain and fun for everyone from toddlers to veterans.

RENTALS AND RESALE



SellMyTimeshareNow, LLC
100 Domain Drive, Suite 105
Exeter, NH 29585
Phone: 877-815-4227
Email: info@sellmytimesharenow.com
Website: www.sellmytimesharenow.com
Contact:
Specialty: SellMyTimeshareNow.com is the largest and most active online timeshare resale marketplace worldwide. We provide a proven advertising and marketing platform to timeshare owners, while offering the largest selection of resales and rentals to buyers and travelers. With over 5.1. million visits to our family of websites and more than \$270 million in purchase and rental offers delivered to advertisers annually, we have been serving the needs of owners and non-owners alike since 2003

RENTALS AND RESALE



Timeshares Only LLC
4700 Millenia Blvd.
Ste. 250 Orlando FL 32839
Phone 1: 800-496-1400
Fax: 407-477-7988
Email: paul.rotter@timesharesonly.com
Website: www.timesharesonly.com
Contact: Paul Rotter
Specialty: Timeshares Only is a cooperative advertising company that has served the timeshare resale market for over 20 years. We connect timeshare buyers, sellers, and renters on our online resale platform. Timeshares Only also enhances the timeshare product value by providing owners with maintenance fee relief, numerous monetization options, and exclusive access to the largest selection of travel benefits at remarkable prices. It's a whole new timeshare resale experience



Vacation Management Services
3200 Ironbound Road
Williamsburg, VA 23188
Phone 1: (855) 201-8991
Email: info@vacationmanagementservices.com
Website: www.VacationManagementServices.com
Specialty: Vacation Management Services offers free management services for timeshare point owners. Looking for a free, reliable closing tool? Or to preserve confidence in an owner's purchase decision? Our program ensures point owners have a reputable resource for generating revenue to help cover maintenance fees. Relieve your potential buyers of the worry of paying for unused vacation time. Our program promises to make their ownership experience great, allowing enjoyment of their investment on their own terms.

RESALES



Bay Tree Solutions
400 Northridge Rd., Ste. 540
Atlanta, GA 30350
Phone: 800-647-4130
Email: DMilbrath@BayTreeSolutions.com
Website: www.BayTreeSolutions.com
Contact: Doug Milbrath
Specialty: Bay Tree Solutions is an advertising and marketing company that specializes in assisting owners to resell their vacation ownership interests at a fair price. By avoiding desperate sellers and distressed properties and by using our consultative method, for eleven years we have repeatedly guided clients who sell for prices 30-to-50 percent higher than our closest competitors. Bay Tree provides resort operators, as well as servicing and collection agencies, with a trusted ally.

RESERVE STUDIES



Advanced World Concepts Inc.
2237 Del Mar Scenic Parkway
Del Mar, CA 92014
Phone 1: 858-755-8877
FAX: 858-755-2754
Email: sales@prasystem.com
Website: www.prasystem.com
Contact: Bill Chaffee
Specialty: Since 1989 PRA Consultants, certified reserve professionals licensed and trained in implementing the PRA System, have prepared the most accurate timeshare Reserve Studies. They utilize property plat maps and model floor plans for planning and scoping how reserve items will be grouped, budgeted and tracked based on the property's common areas, buildings, and unit model configurations. This provides for a reserve management plan that is easily understood providing optimized contributions projecting that sufficient reserve funds will be available when needed.

SALES AND MARKETING



Resort Management Services
10745 Myers Way S
Seattle, WA 98168
Phone: (888)577-9962
Fax: (206)439-1049
Email: doug@resortmanagementservices.net
Website: www.resortmanagementservices.com
Contact: Douglas Murray
Specialty: Resort Management Services provides resort developers and HOAs with customized sales programs that generate revenue and enhance benefits for current owners. We reinvigorate membership usage and specializes in meeting with owners and members in their communities. Targeting users and non-users, RMS develops innovative new benefits tailored to improve specific member needs.

SHADE PRODUCTS



FiberBuilt Umbrellas & Cushions
PO BOX 9060
Fort Lauderdale, FL 33310
Phone: (866)667-8668
Fax: (954)484-4654
Email: jordan@fiberbuiltumbrellas.com
Website: www.fiberbuiltumbrellas.com
Contact: Jordan Beckner
Specialty: FiberBuilt is the leading manufacturer of contract grade fiberglass ribbed umbrellas for the hospitality industry. Our innovative rib construction ensures strength, resilience and durability across our full line of shade products. Our wide selection of custom cushions and pillows make a fashion statement at competitive prices. Every pool area, outdoor lounge and al fresco dining space is enhanced and made more comfortable with FiberBuilt's umbrellas and cushions which complement your design aesthetic and fit your budget.

SHARED OWNERSHIP SERVICES



Dial An Exchange LLC
7720 N 16TH ST STE 400
Phoenix, AZ 85020 USA
Phone 1: 800-468-1799
Phone 2: 602-516-7682
FAX: 602-674-2645
Email: michelle.caron@daelive.com
Website: www.daelive.com
Contact: Michelle Caron
Specialty: Simple, no fuss exchange service with a priority on personal service for the consumer. We offer members and business partners:
• A free membership option
• A Gold Advantage membership option
• 24 hour access to live worldwide inventory
• Prepaid exchange voucher programs
• Prepaid bonus week voucher programs
• Revenue share programs
• A Brandable exchange platform that can be used as a compliment to any internal exchange program.

**SHARED OWNERSHIP TECHNOLOGY
SOLUTIONS**



SPI Software
2600 SW 3rd Avenue, 5th Floor
Miami, FL 33129
Phone: (305)858-9505
Fax: (305)858-2882
Email: info@spiinc.com
Website: www.spiinc.com
Contact: George Stemper
Specialty: SPI is the preferred software for selling and managing timeshare properties, vacation ownership clubs and resorts. SPI's Orange timeshare software is a comprehensive suite of services that includes sales and marketing, property management, billing maintenance and more. SPI is a global company with our software installed on five continents providing a breakthrough product based on over 30 years of industry experience. This includes an advanced user interface, all major integrations and cloud-based extendible applications.

SUPPLIER DIRECTORY

SOFTWARE



Timeshare Pro Plus
3659 Maguire Blvd #100
Orlando, FL 32803
Phone: (833)877-7638
FAX: (321)281-6009
Email: Dave@TimeshareProPlus.com
Website: www.TimeshareProPlus.com
Contact: Dave Heine
Specialty: Cloud-based software handles title transfer activities, estoppel orders, account verifications and owner deeding requests: You handle owner communications; we automate the paperwork! Cloud-based software including RequestMyEstoppel.com, HoldMyEscrow.com and JiffyDocs.com – use individual modules or as a whole. Online software automates forms, collects payments and fees and produces documents. Title transfer activities, estoppel orders, account verifications, owner deeding requests: What once took weeks, now takes only hours! Call for a dem

TELEMARKETING



LogiCall Marketing
1232 E Broadway Rd #220
Tempe, AZ 85282 USA
Phone 1: 602-483-5555 xt. 300
Email: tpranger@logical.net
Website: www.logicall.net
Specialty: Day Drives and Mini-Vacs for Timeshare and Vacation Clubs. Direct Mail, Internet Marketing and Inbound Telemarketing
With our multi-faceted campaigns, it’s never been easier to generate prospective buyers. With 40 years of industry knowledge, we know how to keep our clients ahead of the competition. Call today to discuss which marketing platform is best suited to achieve your goals and learn why we are the future of tour generation.

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Timeshare Title, Inc.
87 Stambaugh Ave., Suite 7
Sharon, PA 16146
Phone: (724)347-1061
FAX: (724)347-4310
Email: shari@timesharetitle.com
Website: www.timesharetitle.com
Contact: Shari Allen
Specialty: Prompt and accurate timeshare closings with escrow service. Staffed with highly trained, experienced closing agents to serve our clients with the most efficient, friendly and personalized service.
We take care of all details, including document / deed preparation and recording, collection /disbursement of funds, document distribution and final transfers to the resort.
Our unique, user-friendly website is available to all clients 24/7 to follow the status of their closings.
Visit our website or call for more information!

TOUR GENERATION



LogiCall Marketing
1232 E Broadway Rd #220
Tempe, AZ 85282 USA
Phone 1: 602-483-5555 xt. 300
Email: tpranger@logical.net
Website: www.logicall.net
Specialty: Day Drives and Mini-Vacs for Timeshare and Vacation Clubs. Direct Mail, Internet Marketing and Inbound Telemarketing
With our multi-faceted campaigns, it’s never been easier to generate prospective buyers. With 40 years of industry knowledge, we know how to keep our clients ahead of the competition. Call today to discuss which marketing platform is best suited to achieve your goals and learn why we are the future of tour generation.

TOWEL SERVICES



Towel Tracker
2100 Nelson Ave SE
Grand Rapids, MI 49507 USA
Phone 1: (616) 325-2060
Website: www.toweltracker.com
Specialty: With Towel Tracker you control and simplify your towel service. Guests simply swipe their room key and gain access to towels. Towel Tracker technology assigns each towel’s ID to the guest’s room. Guests are responsible for each towel and can be charged for unreturned towels. When a guest returns a towel, the system recognizes its return. The system helps staff track inventory. Reduce overhead costs for towel distribution and pick up, towel inventory and laundry.

TRADE ASSOCIATIONS



C.A.R.E. Cooperative Association of Resort Exchangers
P.O. Box 2803
Harrisonburg, VA 22801
Phone: 800-636-5646 (U.S. & Canada) 540-828-4280 (Outside U.S. & Canada)
FAX: 703-814-8527
Email: info@care-online.org
Website: www.care-online.org
Contact: Linda Mayhugh, President
Specialty: Established in 1985, C.A.R.E. is one of the industry’s leading associations in ethical standards and value propositions. Its internationally diverse member base includes Resort Developers, Management and Exchange Companies, HOA’s, Travel Clubs and Wholesalers as well as industry suppliers bringing value-added revenue enhancement opportunities. Members that possess or seek rentable inventory for fulfillment set the foundation of C.A.R.E. with a multitude of scenarios for securing client vacations, increased inventory utilization and heightened yield management.

TRAINING & PROFESSIONAL DEVELOPMENT



American Hotel & Lodging Educational Institute (AHLEI)
6751 Forum Dr., Suite 220,
Orlando, FL 92103
Phone: 800.349.0299
Email: sales@ahlei.org
Website: www.ahlei.org
Specialty: AHLEI provides hospitality training and professional development solutions for hospitality companies and individuals working in the industry. Leading hotel brands, management companies, independent properties, and associations worldwide turn to AHLEI for hospitality education and training resources and professional certification for every level of employee in every department. Products include hospitality-focused online learning, DVDs, skills development, compliance, and leadership/management development..

TRANSPORTATION VEHICLES



Club Car
PO Box 204658
Augusta, GA 30917
Phone 1: (888)227-7925
FAX: (706)863-5808
Email: m.sicard@clubcar.com
Website: www.clubcar.com/us/en/commercial.html
Contact: Mary Sicard
Specialty: Comprehensive Transportation Solutions
As the U.S. commercial UTV market leader and the world’s largest manufacturer of small four-wheel electric vehicles, Club Car® offers comprehensive transportation planning and the largest lineup of commercial vehicles in the hospitality industry. This includes Carryall® utility vehicles, Carryall street-legal low speed work vehicles (LSVs), Transporter™ passenger vehicles, Villager™ passenger vehicles, Street-legal Villager™ low speed passenger vehicles (LSVs) and Café Express™ merchandising vehicles. Learn more.

TRAVEL CLUB



Global Connections, Inc.
5360 College Blvd, Suite 200
Overland Park, KS 66211 USA
Phone 1: 913-498-0960
Email: mgring@gcittravel.net
Website: http://www.explorepci.com
Specialty: Global Connections, Inc. (GCI) - A highly respected resort developer and leader in the travel club and vacation industry, offering travel club fulfillment and servicing, travel search engine development, component-based products, private labeled leisure benefits, exit and affinity programs, premium incentives, resort condominium and cruise fulfillment, wholesale and exchange opportunities. GCI is the owner and developer of resorts in California, Colorado, Florida and Tennessee and further owns and leases multiple resort condominiums throughout the U.S., Canada, Mexico and the Caribbean.

TRAVEL CLUBS AND EXIT PROGRAMS



Assured Travel
5958 Priestly Drive, 2nd Floor
Carlsbad, CA 92008
Phone: (800) 939-5936
Email: randyf@AssuredTravel.com
Website: www.AssuredTravel.com
Contact: Randy Fish, ARP
Specialty: Assured Travel is an Accredited A+ BBB Rated business boasting a 4.5 star YELP rating. Assured Travel specializes in tour premiums, exit program and First Day Incentive’s. Our newest product is our CLIX Collection which provides Resort and Luxury Resort Accommodations. Our Holiday Passports Collection is an excellent choice for tour generation as well as an exit package. Our licensed and bonded travel agency can customize virtually any type of travel incentive you desire.



Travel To Go
7964-B Arjons Drive
San Diego, CA 92126 USA
Phone 1: 800-477-6331 ext. 108
Email: info@TravelToGo.com
Website: www.traveltogo.com
Contact: Jeanette Bunn
Specialty: Travel To go has been specializing for over 27 years in offering travel club and exit programs, specializing in 8 days, 7 nights luxury resort accommodations, cruises, hotels, and more at discounted rates with 5-Star service.
Please contact us to demo our state of the art membership programs. We offer bookings by phone with 5-Star customer service or online options 24/7.
We are “A+” rated with the BBB, licensed and bonded and offer merchant processing.
Please contact: info@traveltogo.com
800-477-6331, ext 108

I definitely look at every page of Resort Trades each month to see what is happening in the industry. I find it very informative and know that others on my team are reading it, too.”

Jon Fredricks, CEO Welk Resorts LLC

TRAVEL INCENTIVES



Assured Travel
5958 Priestly Drive, 2nd Floor
Carlsbad, CA 92008
Phone: (800) 939-5936
Email: randyf@AssuredTravel.com
Website: www.AssuredTravel.com
Contact: Randy Fish, ARP
Specialty: Assured Travel is an Accredited A+ BBB Rated business boasting a 4.5 star YELP rating. Assured Travel specializes in tour premiums, exit program and First Day Incentive’s. Our newest product is our CLIX Collection which provides Resort and Luxury Resort Accommodations. Our Holiday Passports Collection is an excellent choice for tour generation as well as an exit package. Our licensed and bonded travel agency can customize virtually any type of travel incentive you desire.

TRAVEL INCENTIVES



Executive Tour and Travel Services, Inc.
301 Indigo Drive
Daytona Beach, FL 32114 USA
Phone 1: 866-224-9650
Email: Frank@ettsi.com
Website: www.ETTSI.com
Contact: Frank Bertalli
Specialty: ETTSI Incentive Premiums helps meet your goals with Industry leading incentive programs in travel and merchandise certificates. ETTSI specializes in offering sales premiums in support of Timeshare and Travel Club presentations. Receiving the greatest value; your customers will be serviced with utmost attention. You are buying direct from the fulfillment company. ETTSI listens, understands the needs of their clients, excel at converting that knowledge strategically and tactically designed sales incentive solutions that work!
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Timeshare Makeover
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Ste 200 Spring TX 77079
Phone 1: 832-484-1105
FAX: 281-895-6222
Email: joe@hotelmakeover.com
Website: www.timesharemakeover.com
Contact: Joe Aiello
Specialty: Timeshare Renovations – Conversions – Turn-Arounds
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For many years, my clients have advertised in the Resort Trades with tremendous success. The publications are widely read and widely respected within the timeshare industry. The Resort Trades has also been of great assistance to my clients by helping print our press releases and photographs. They are an integral part of any public relations and advertising plan I suggest to clients.”

**Marge Lennon
President Lennon Communications Group**

The Resort Magazine

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Reach. The Trades is mailed to every single resort in the United States, plus distributed to attendees at industry events.

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EARN RESPECT

Your ad in The Trades demonstrates an understanding of the resort professional and dedication to the highest of standard of integrity. Our mission is to be of service to industry professionals. Put simply, our Vision Statement is:

“Provide readers with unbiased and supportive information that will benefit them as they seek to provide their owners and guests with perfect vacations.”



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NEW FEATURES

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Rob@echoiceproperties.com

OTHER

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