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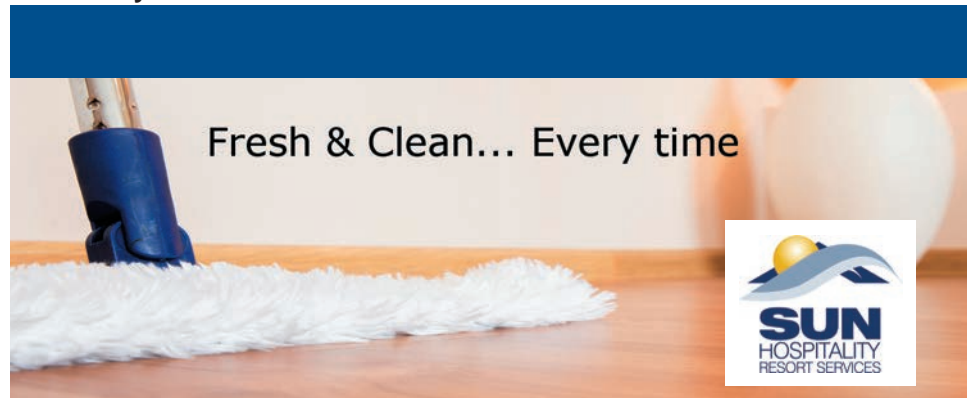


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Faces & Places

Working on Your New Year's Resolutions?

In our January 2018 issue, *Resort Trades* asked several industry leaders to share their hopes, expectations, plans and resolutions for the coming year. In general, we found there to be a spirit of optimism. Of course, timeshare professionals are optimistic by nature. But we found several comments that inspired us to take another look at our own plans for 2018. For example, Welk Resorts President and CEO Jon Fredricks mentioned his team had "hammered out seven key growth areas to focus on in the coming year." Any company, large or small, has a great deal to gain by having regularly scheduled brainstorming sessions.

Other notables including Mark Waltrip, COO of Westgate Resorts; Lisa Siegert-Free, managing director and GM of The Christie Lodge Owners Association Inc.; Randy Steinbeck, president, staySky Vacation Clubs; Robert A. Spottswood, president, Spottswood Companies Inc.; Dave Pontius, COO, Bluegreen Vacations Corp. and Tom Lyons, president and CEO, Global Connections Inc. share their plans in the article, "Ringing in 2018." Take a look at this article online at <http://resorttrades.com/ringing-in-2018> in case you missed this interesting piece.

Indeed, the January issue was packed with great articles. Here are URLs to a few:

<http://resorttrades.com/online-marketing-a-review> -- a discussion of online lead generation to promote rentals and sales

<http://resorttrades.com/gary-a-terry-the-timeshare-industrys-original-uplifting-current> -- Gary Terry, the founder of ARDA's predecessor, the American Land Development Association (ALDA)

These articles and much more are available by visiting <http://resorttrades.com/category/articles>.

Also available online are digital editions of *Resort Trades* from 2012 through November 2017 at <http://resorttrades.com/past-issues>. (Because all our news is archived online, *Resort Trades* no longer produces a separate online edition.)

While you're there, go to <http://resorttrades.com/resortnation> to make sure you are subscribed to the *Resort Trades* Weekly eNewsletter.

Seapointe Resort. Both Brock and Grand Pacific Resorts were sent sizeable, trophies as emblems of his achievement. Jeff will be profiled in the March edition of *Resort Trades*.

He was selected from a group of exceptional finalists who were nominated for the CustomerCount Customer Engagement Professional *Resort Trades*

Award. Close runners up were Alberto Berriel, Raintree Vacation Club — Club Regina, Puerto Vallarta and Joanni Linton, Breckenridge Grand Vacations — Grand Lodge on Peak 7.



Robert Kobek

According to Robert Kobek RRP, president of CustomerCount, the nomination process included completing an online nomination survey to compile the nominee's qualifications and qualities. "Our online feedback system measures and reports customer feedback through branded, customized online surveys, and this system can be utilized in numerous ways—including an efficient method in determining the winner for this award for its second year."

Sharon Wilson, RRP, publisher of *Resort Trades*, said, "We are proud to co-sponsor this important recognition. Too often the people who deal with our guests directly do not receive the proper accolades they deserve. This award focuses on Resort Managers and Assistant Managers, as well as other hospitality professionals who work onsite and ensure that members, owners and guests enjoy memorable and carefree vacations."



Sharon Wilson

"Customer Engagement Professionals deserve special recognition, as do the companies which promote this unique corporate culture awareness. Both CustomerCount and our partner in this endeavor, *Resort Trades*, are proud to have Grand Pacific Resorts and Jeff Brock as our second annual honorees," said Bob Kobek.

Timeshare development/vacation ownership



Jeff Brock



specialty lender Colebrook Financial Company announced they recently provided additional funding for their long-time client, Vacation Ownership Sales, Inc. (VOS), which performs management, sales, and marketing services for Vacation Internationale. Headquartered in Bellevue, Washington, Vacation Internationale is the oldest points-based multi-site vacation club in North America.

"We've been doing business with Mike Vasey and Stu Allen for a dozen years," says Colebrook Principal Bill Ryczek.

"They have a fairly complex business, and in the past we've been able to help them out with some fairly creative financing on their Mexican projects," says Ryczek. "I've worked with the Vacation Internationale organization since 1988, and it's the oldest and one of the best run clubs in the vacation ownership industry."



Bill Ryczek

Vacation Ownership Sales Co-president Mike Vasey says, "Since we began working with Colebrook in 2005, they have proven themselves to be loyal and supportive partners and have been a big contributing factor to our economic sustainability and growth."

Interval International, a prominent worldwide provider of vacation services and an operating business of ILG (Nasdaq: ILG), launched an exciting hotel discount benefit specially tailored for members through its relationship with Price-line Partner Network (PPN). Exceptional deals at properties around the globe are now being offered as an enhancement to Interval's membership programs worldwide. Only available at www.intervalworld.com, members receive discounts of up to 60 percent. Upgraded members

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CUSTOMER ENGAGEMENT PROFESSIONAL
Award



CustomerCount™ and *Resort Trades* have announced the recipient of the 2017 CustomerCount Customer Engagement Professional (CEP) *Resort Trades* Award. The award, which recognizes outstanding leaders who exemplify customer engagement within the resort/hospitality industry, was awarded to Jeff Brock, General Manager of Grand Pacific Resorts' Carlsbad

Effective Leadership for the Legacy Timeshare Industry

by Kelley Ellert



When I first arrived at Defender Resorts more than six years ago I had done a lot of marketing for a lot of different types of companies, everything from consumer products such as Australian spray tans to healthcare apps and business-to-business services, but nothing has been quite like the legacy timeshare industry.

Through the years I've worked with industry leaders Defender Resorts and SPM Resorts, both which now co-exist as National Hospitality Group and while observing management companies work hand-in-hand with boards I've picked up some of the ways in which effective leadership in the legacy timeshare industry is unique. Overall I've noticed that effective leadership relies on communication.

Leadership professor and author John Adair said that "communication is the sister of leadership." He was completely correct in this notion. The best ideas and most effective plans mean nothing if they cannot be clearly communicated to the team that has to carry them out.

For management companies this is exceptionally important because all your resorts are so different. Everything from individual resort rental policies to board personalities and collection ratios are highly-varied. Poor communication can leave board members feeling unheard, renters confused about the policies and owners defeated and unwilling to pay their maintenance fees.

For solo resorts this is important too because your board and guests are scattered around the world. Failure to communicate well can

leave a slew of issues that are harder to repair than to just avoid in the first place.

So, obviously communication is important, but HOW do we communicate effectively in this industry?

Prioritize Communication

It's one thing to say "let's get better at communicating," but like a loose New Year's Resolution without putting specific, defined efforts behind that statement it's practically worthless. Set specific ways that you will prioritize communication such as each quarter we will send out a newsletter, each month we will send this update, etc.

We often take communication for granted as something that naturally happens and doesn't need to be added to a task list in the same way that doing payroll, accounting and maintenance are, but in order to do it consistently and effectively it must be prioritized and carried out with purpose.

Be Honest

Communicating what you believe people want to hear might feel productive in the moment, but it only takes one time of not communicating honestly to negate any future communications you make. It's better to wait until you can communicate honestly than to just put communications out there without fully knowing what's going on. At National Hospitality Group when Hurricane Irma affected multiple resorts people wanted answers about insurance and

damage right away, but we needed to wait to hear specifically what insurance adjusters and engineers had to say.

That doesn't mean go quiet – tell people what you know – no more, no less. Trust is a combination of transparency, integrity and fairness. Remember that and your communications will earn you trust as a leader.

Understand Your Audience

At the root of everything is people. When I say understand your audience that means to understand them deeper than "resort employees" and "board members." Inside each of those categories is people. Your group of employees is made up of different personalities. Your board is a melting pot of different personalities.

Develop communications and strategies to address all the different personality types. There's a variety of personality books and tests out there from Meyers-Briggs to a new one called the Four Tendencies and many others, at the root of all these is the notion that every single person communicates uniquely.

We have to understand how to communicate with these different personalities to truly understand our audience.

Delivery Matters

There are various studies which predict that 65 to 95 percentage of a message is received non-verbally. So, anything from eye contact and arm placement in face-to-face communications to punctuation and subject lines in written communication holds a lot of weight in how the conversation will go.

It's a Two Way Street

Always keep in mind that communication is a two-way street. You have to be open to listening to the ideas of your team, your owners, your various board members and your guests. We collect data like comment cards all the time, but step back and think if you really, truly look at all that feedback and discuss it. There can be valuable pieces of golden information found when you sit back and truly listen.



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.



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Resort Trades – the timeshare industry’s only true news journal – provides relevant, timely news to assist resort developers, operators and management staff stay current and make better business decisions. The super tabloid print version is distributed twelve times annually to every resort in the U.S. and is supported by an interactive online news resource, ResortTrades.com. A digital version, plus a newsletter “Resort Nation”, is emailed monthly to a subscriber-base of approximately 25,000 viewers including senior-level executives at development, management and timeshare-related travel companies. ResortTrades.com is typically rated in the top third of the first page by the major search engines when searching on timeshare industry related topics. Copyright© 2018 by Wilson Publications, LLC. All rights reserved. No part of this periodical may be reproduced without the written consent of Resort Trades. Resort Trades does not accept unsolicited freelance manuscripts, nor does it assume responsibility for their return. Resort Trades is published monthly, twelve times a year by Wilson Publications LLC, PO Box 1364, Crossville, TN 38557. PRINTED IN USA

Top Team Members

Meet the People Who Make the Resort Industry Great!

Keeyon Upkins
Manager Financial
Services Group
Holiday Inn Club Vacations

by Marge Lennon



Keeyon Upkins is a Manager in the Financial Services Group of Holiday Inn Club Vacations (HICV). In his current position since June 2017, he supervises a team of three, with plans for additional members. He previously served as Senior Accountant within the group.

Because Holiday Inn Club Vacations has grown significantly over the past few years – doubling its size through strategic acquisitions – Keeyon's team has quickly learned how to deal with dynamic and fluid situations as they consider how to capitalize on the opportunities and conquer the challenges that seem to arise on a daily basis. This growth has also caused them to laser focus on the efficiency of their procedures and practices.

As the Senior Accountant at the time responsible for timeshare inventory, he worked with Legal, Tax and Silverleaf's (the acquired company) accounting team to understand the newly acquired inventory and develop meticulous tracking of over 3,100 timeshare units converted from Silverleaf's legacy system. Each interest had to be tracked to facilitate accurate tax reporting. The acquisition involved intricate tax considerations and increased reporting requirements with company lenders. Tax considerations required inventory movement between entities to be strictly monitored and documented.

One of his main responsibilities is to oversee the accounting of capital projects. This includes all fixed assets and inventory projects. From a financial statement standpoint, this represents a significant percentage of all company assets. He has also been charged with developing a team that uses data and analytics to support the decisions of the company's CFO and other members of executive leadership team. In addition to working with various teams with the Financial Services

Group, his role requires him to interact with several other groups within the company.

According to one supervisor, one of his greatest contributions to his company's success has been in the area of innovation and growth. Keeyon created a model by resort and price points, taking into consideration available inventory, sales and cancellation trends and future development opportunities. The model enables HICV to visualize inventory levels, assess potential shortages and plan for future development to fuel sales growth. Keeyon is respected for his contagious positive attitude and seems to turn every obstacle into an achievement.

In describing his job, Keeyon adds, "From our CEO down, working with the people at Holiday Inn Club Vacations is one of the most enjoyable parts of my job. We have great amounts of energy, personality, and drive. I also love our devotion to the surrounding community. We support Give Kids the World which provides weeklong, cost-free vacations to children with life-threatening illnesses and their families and participate with their various charitable activities. We also assist through volunteering and supplying food and donations to other nonprofits in the Central Florida area."

From an accounting/finance perspective, Keeyon says that the timeshare industry is unique because it touches multiple operations. "As we build resorts, we participate in the construction industry. As we sell timeshares, we participate in the financing industry. As owners and guest stay on property and visit our stores, we participate in the hospitality and retail industry. It's exciting to know that our work crosses over into all these other business arenas."

Originally from Jackson, Mississippi, Keeyon worked with one of the Big 4 global accounting firms in Orlando prior to joining HICV where his main clients were in the timeshare industry. He holds an MBA and a Bachelor of Science in Business from Florida A&M University, is a Certified Public Accountant and was named ARDA's top Finance/Accounting Team Member in 2017. He has been recognized internally with scores of awards as a star performer. Married with three children and another due in April, Keeyon serves as an associate pastor at Proclamation Church in Orlando.

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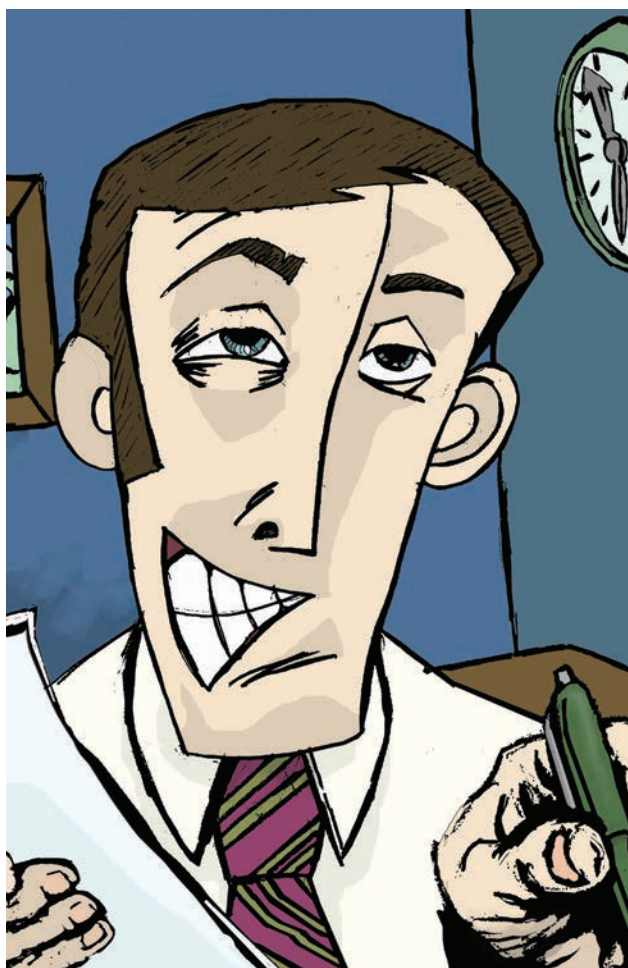
A Man from Mars Looks at Sales and Marketing

by Bill Ryczek

Trade journals are filled with articles by professionals who dispense wisdom and advice based upon their decades of experience and extensive knowledge of the subject. What you don't often find are articles by people who don't have years of experience in a field, but have seen enough to know the right questions to ask, and who bring the value of an outsiders' perspective.

Many years ago, Robert Townsend wrote a book about management called *Up the Organization*. One of the tenets he espoused was the "Man from Mars" approach. What would someone who just dropped in from Mars and knew nothing about your organization think about the way you do things? His theory was to look at a process as if you'd never done it before.

Of course, a skeptic might say that years of experience are better than being a Man from Mars. There aren't a lot of Martian CEOs in the Fortune 500. Hall of Fame pitcher Jim Palmer once said to his manager, Earl Weaver, "The only thing you know about pitching is that you couldn't hit it." One could similarly say that, as a finance person, the only thing I know about sales and marketing is that I couldn't do it. But I've seen many sales and



marketing operations in action, and I've seen the results of those operations in the form of profits, good or bad receivables, and sometimes insolvency. I've seen a lot over the last forty years, and one of the most puzzling and contradictory things I've learned is that while most owners love their timeshare interval, most also dislike the way in which it was sold to them.

For decades, timeshare sales presentations have been the subject of comedians' routines and situation comedy skits, mostly based upon the pressure placed on prospects to buy the day they come to the sales center. I've seen many people come from other disciplines and attempt to sell timeshare with a laid-back, come-back-if-you're-interested approach, and I've never seen it work. People go to a realtor because they need a place to live. Most people attend a timeshare presentation to get a free gift without buying anything. Too frequently, that results in a dialogue in which the sales person is applying pressure and the prospects are trying to fend it off. Companies that find ways to create a sense of urgency without creating a sense of anxiety are the ones that will be successful. A developer once said to me, "People say they buy from us because there was

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no pressure. They don't understand. Of course there was pressure. The key is that the pressure has to be subtle."

One way of making the pressure subtler might be to eliminate things like the "price drop." We all know how that works. The opening price is \$35,000, but after 90 seconds of tepid negotiation, it's \$25,000, and if you buy today and become a platinum, gold, and silver charter member, it's \$18,000. At that point, a handful of prospects think they're great negotiators, and the rest become suspicious.

Over the past few years, the process of buying a car has changed. Thanks to the internet, people literally have information about you and your product at their fingertips and in the palm of their hand. With a minimal amount of research, they can learn that the average price of the car they want to buy is \$24,437, and they tell the dealer that's what they'll pay. And they know the average value of their trade-in is \$5,679. There's still a little haggling, but the drama of the salesperson running to the manager and claiming they'll be fired if they give you the car for a certain price has pretty much disappeared. Car dealers now take pride in advertising the fact that their prices are their prices and you don't have to come in for a knock-down, drag-out fight to get a fair deal.

Most timeshare developers will tell you that the price they sell for is usually pretty close to the ultimate drop price, so why not post the prices and eliminate the drama and suspicion? If car dealers can change, so can timeshare developers.

One thing that many organizations are now doing is something that everyone should do—reinforcing the buyer's decision during the rescission period and being proactive in making the new owner confident in their purchase. For years, the accepted practice was to hunker down in the fox-hole and hope the rescission notice didn't arrive.

Tom Lyons, President of Global Connections, likes to tell a story about visiting the sales office of one of his distributors and seeing a couple walk in. They were carrying the company's collateral materials, and had obviously just bought the product. "There were two salesmen there," Lyons said, "and as soon as they saw these people come in, they ran and hid in their offices."

Lyons talked to the couple, and found out that they were looking to refer some friends. He then went back, dragged the salesmen out from under their desks, and explained that the company sold a product they could stand behind, and that the next time recent purchasers returned with questions, it would be a good idea to welcome them and answer the questions.

The most difficult thing about change is that it has to be done without exception—in the collateral materials, the people you hire, the presentation, the close, and everything else about the sales process. It's easy to slip in one aspect when other priorities emerge. I once worked for a community bank that prided itself on warm customer service. Then, after a workplace shooting, it was decided that we needed a secured entry system to protect us from potentially violent customers.

I wouldn't allow it in my department. An institution that wants to establish close, supportive relationships with customers can't treat them like potential murderers. Security is important, but we don't greet friends at our homes by wanding them down. If we bankers could put our lives on the line to present a consistent message, you can certainly take that misleading little item out of the product description, even if it might lose you a sale or two.

The biggest win for developers would be if a change on the sales floor enables a change in the marketing process. It's becoming harder and harder to find ways to get people to sales presentations, but if it were a more pleasant experience, arms might not have to be twisted so hard.

These are big issues. Reading this article won't give you the immediate satisfaction you would get from a piece showing you how to get two extra uses out of each washcloth, but if these issues can be addressed, and the needle can be moved just a little, the benefits could be tremendous. Take it from a Man from Mars.



Bill Ryczek is a principal of Colebrook Financial Company, a lending institution specializing in timeshare finance. The above article appeared in a recent edition of that company's newsletter, The Colebrook Chronicle. To subscribe, visit www.colebrookfinancial.com.

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I'm a Sexual Harassment Lawyer. Here's My Advice to Men in the Workplace.

by Tom Spiggle



The tidal wave of men in Hollywood, Congress and the media losing their jobs after allegations of sexual harassment has spurred many men in much less lofty positions to worry about their own pasts. Across the country, mid-level managers are racking their brains, rereading their old emails and checking their text message histories to see if they crossed a line.

As an attorney who has handled a number of sexual harassment cases on behalf of the victims, I'd like to say to these men: You can relax, probably.

The allegations made against such figures as Hollywood producer Harvey Weinstein, "Today Show" Anchor Matt Lauer and Congressman John Conyers were not your kind of garden-variety misfired joke or inapt comment. They included, at best, serious abuses of power ranging up to allegations of criminal assault or rape. You are not going to end up in court because you were too enthusiastic when praising the dress the intern wore to the office holiday party.

That's not to say those remarks are appropriate or that you shouldn't think hard about how you treat the women in your office. It's just that the growing fear among some men that sexual harassment laws are being enforced too stringently is misplaced. (One recent AP story featured a man who worried that he "can't even feel safe saying 'Good morning' anymore." As a lawyer, I'm here to tell you, you can still say that.)

In fact, violations of the law on sexual harassment remain as difficult to prove legally as ever. A hostile work environment claim must involve behavior that is either severe — making your intern watch porn with you, for instance, or pervasive — giving your office intern an overly enthusiastic assessment of her wardrobe multiple times a day, every day.

Second, you are not someone in the public eye (I'm guessing). The allegations against these men were not only clearly illegal, they were very public. In that sense, the legal claims against these men was less a factor in their firings than the public storm created by the allegations forcing companies to act quickly. Companies don't face the same

pressures when considering allegations involving your average middle manager. So, most men need not stay up at night worrying about their job security simply because they work alongside women. However, it is true that companies — as they should be — will be on high alert for sexual harassment claims for at least as long as the fickle media spotlight stays on them. This means that complaints that previously might have been ignored by HR departments will be moved to the top of the pile. And a woman need not have a winning claim against you to justify your boss from giving you the axe. Still, women are not gleeful about filing harassment claims, even if they have reason to believe they will be listened to now. The process is painful for all involved. So don't expect your aggrieved intern to run to HR because you commented on her new shoes.

The bottom line: Don't be a jerk, and you'll be fine. If you've been sort of a jerk, you'll probably still be fine, but you might want to start making amends and update your resume, just in case.

And if you know your behavior crossed a line — if you constantly commented on women's appearances, watched porn in the office, asked your female coworkers about their sex lives and told them about yours, kissed women who did not want to be kissed, groped them, rubbed up against them, exposed yourself to them, propositioned them, gave them sex toys as gifts, punished them for resisting your advances or sexually assaulted them — well, you might want to look into getting a lawyer.

And I'll see you in court, where I'll be representing the other side.

Tom Spiggle is author of the book "You're Pregnant? You're Fired: Protecting Mothers, Fathers, and Other Caregivers in the Workplace." He is founder of the Spiggle Law Firm, which has offices in Arlington, Va., Washington, D.C., and Nashville, Tenn., where he focuses on workplace law helping protect the rights of clients facing pregnancy and caregiver discrimination, sexual harassment and wrongful termination in the workplace. To learn more, visit: <https://www.spigglelaw.com>.





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Nuestra Dependencia en Tecnología, Hoy en Día

by Jim Wehrle

Did you know you can use the "Language" Widget on our website to read articles in any language?



El rápido y constante crecimiento en el uso de la internet en la vida personal, comercial y de negocios es el más importante factor en la tecnología para nuestra industria

Hace veinte años se podía abrir una oficina para servicios a clientes con un teléfono, una maquina de fax y con algún material impreso. Esto no es posible ahora. Actualmente en la industria de hospitalidad en general y particularmente en la industria de vacaciones de tiempo compartido y club de vacaciones se usa un suministro interminable de tecnología tales como la internet, redes sociales, conversaciones en línea, programas de software, telefonía, y hasta inteligencia artificial y realidad virtual. En nuestra industria siempre se está tratando nuevas tecnologías para mejorar la comunicación con nuevos clientes, potenciales clientes, clientes en el pasado y el público en general.

TECNOLOGIA EN DIVERSAS AREAS CON ACTIVIDADES

*La Reputación de la Gerencia

Tripadvisor y sitios similares (Expedia, Yelp, Google, etc.) se han vuelto importantes mecanismos tecnológicos en los negocios de hoteles y hasta más importante en la industria de inversión en vacaciones. La mayoría de la gente, incluso antes de viajar, investigan que opciones tienen en hoteles y en los servicios que ofrecen, y que facilidades y actividades pueden encontrar en esos lugares. Muchas veces, ellos saben más que nosotros acerca de nosotros y de nuestros hoteles y a veces no escogen nuestros hoteles por lo que han leído en la internet. Nosotros **NO TENEMOS IDEA** de cuantos negocios hemos perdido debido a negativos comentarios, revisiones y publicaciones (*posts*) en las redes sociales. Es necesario vigilar este tipo de sitios en la web (*websites*) y la internet en general, para ver que se dice acerca de nosotros.

Hay programas de software tales como *Intuition* y *Revinat* para revisar comentarios en la internet sobre los hoteles, nuestros negocios y clubs de vacaciones. Estos programas ayudan a:

1. Conocer nuestras áreas de oportunidades.
2. Saber que dicen nuestros clientes sobre nosotros.



3. Responder en línea a los comentarios, así que la persona haciendo los comentarios como los otros quienes los estén leyendo, sabrán que nosotros tomamos en serio lo que los clientes dicen.
4. Estar en contacto con potenciales clientes incluso antes que ellos lleguen a nuestro hotel. Tripadvisor, por ejemplo, ahora tiene una sección de Preguntas y Respuestas donde cualquiera puede preguntar y contestar preguntas sobre el hotel y servicios.

Sin embargo es importante notar que estos programas pueden asistir y ayudar en la mejoría del producto pero los programas no hacen el trabajo de una persona que pueda seguir, producir o mejorar los servicios.

***Servicio al Cliente**

Los clientes demandan comunicarse con nosotros in una variedad de formas

1. Social Media
2. whatsapp
3. Conversaciones en Línea (*Chats*)
4. Teléfono
5. Correo Electrónico (*Email*)
6. Algunos todavía prefieren correo postal

Todos estos medios de comunicación están desarrollándose rápidamente y es una competencia mantenerse en el tope.

*Social Media

Cada día, cada uno de nuestros clientes y posibles clientes, están en la internet, principalmente en “social media” tales como Facebook o Twitter ¿Qué andan ellos buscando? Producto, promociones y servicios con inmediatas respuestas. Casi todos los productos del mercado incluyen “social media” con respuestas inmediatas, una website con algún tipo instantáneas de respuestas y por supuesto, un número de teléfono y un email. Nuestra experiencia es que cada día más y mas clientes y potenciales clientes

se ponen en contacto con nosotros en Facebook y esperan o al menos piensan tener una inmediata respuesta. Ellos desean:

1. Una cotización de alojamiento
 2. Reconfirmar una reservación
 3. Protestar sobre un servicio
 4. Saber si tenemos alojamiento
 5. Preguntar a qué horas está el restaurante abierto
 6. Saber algo sobre actividades
 7. Reservar excursiones antes de que ellos lleguen
- Nosotros recibimos mensajes en Facebook como estos:

(A las 8 p.m.) “Yo llego mañana por la mañana. ¿Puedo reservar transportación ahora?”

(A las 5:45 a.m.) “El piso en mi habitación está mojado.” *Por favor repórtelo a la Recepción*—“Yo ya lo hice y me dijeron que prendiera el aire acondicionado. Ahora el piso está mojado y tengo frío.”

(en Agosto 6) “¿Habrá un huracán en Septiembre 25?”

(La noche antes de la llegada desde UK) “Nosotros tenemos 18 años y acabamos de notar que la confirmación dice que tenemos que tener 21 años para poder chequear en el hotel. ¿Qué podemos hacer?”

Estas preguntas demandan inmediatas respuestas casi siempre 24/7

*Big Data (Datos de Información)

A pesar del auge de la “Social Media” todavía no hay nada más efectivo que una explosión de correo electrónico (*email blasts*) para generar prospectos y venta de paquetes y tener una base de correos electrónicos (*database*). Nosotros tenemos muchos años de servicio en el mercado de ventas y servicios en general y hemos capturado mucha información sobre nuestros clientes y sus familias y nosotros debemos usar esta información para personalizar nuestras promociones de ventas y para el mercado en general.



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-Kay Maye, Resort Board Member

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*Centro de Llamadas

En reservaciones, los centros de llamadas de entrada, la tecnología es básica. Por supuesto, ahora hay programas para conversaciones en línea, whapsap, VOIP etc. Actualmente nuevos programas están apareciendo que usan inteligencia artificial y/o robóticos que pueden:

- 1.- Tomar la información de las tarjetas de crédito en el teléfono con un 100% de seguridad y hacer los cargos sin que el agente este envuelto en la información y la información ni siquiera se guarda en la computadora.
- 2.- Enviar personalizados correos electrónicos a una *database*. Recibir respuestas y procesar las respuestas de los clientes sin ninguna humana interferencia en el proceso. Ejemplo: se enviará un correo electrónico "Estimada Mary: Usted ha pedido información sobre un paquete de vacaciones. Si usted desea hablar con un agente, por favor confirme una hora conveniente y su número de teléfono para que mi compañero John se ponga en contacto con usted." El cliente contesta con la información y el robot pasa la información a un agente quien se pondrá en contacto con el cliente.
- 3.- Hay programas para centros de llamadas, que

tienen empleados con un fuerte acento, que pueden mitigar o eliminar el acento que pudiera tener efecto en las ventas y/o servicios usando un acento neutral con mensajes que hayan sido grabados anteriormente con preguntas y respuestas sin que el cliente en el otro lado de la línea sepa que ha estado hablando con una grabación pre-hecha.

Ampliar los Servicios Usando Aplicaciones Móviles

Muchas y muchas personas están usando equipos de comunicaciones móviles para planear vacaciones y la mayoría de la gente prefiere reservar vuelos y hoteles usando estos medios. Nosotros tenemos que estar al día con esa tecnología y los "apps" (aplicaciones tecnológicas) que al menos permitan a los usuarios verificar las tarifas y ver las posibilidades de reservaciones y eventualmente hacer las reservaciones usando el teléfono celular.

Negocios en Facebook

Añadiendo un mecanismo de reservas a una página en Facebook es una tecnología que muestra una

tendencia en crecimiento, pero hay otras como:

- 1.- Loterías/rifas "apps" y tecnología que produce emails y otras informaciones para crear una base de datos que se podrá usar luego en mercadería usando correo electrónico.
- 2.- Otro ejemplo es que Expedia ha integrado a "Chat Robot" (Chatbot) en su página de Facebook. El programa le pregunta si usted está interesado en más información y entonces cuando usted da su información le pregunta si usted está interesado en conectarse a la página donde puede hacer la reservación en línea.

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Hoy en día WIFI es el servicio básico que el cliente y el probable cliente demanda como también un eficiente servicio de la internet para el uso de Netflix y hasta para ver los ¡Pokemons!

SaaS (Software como un Servicio)

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- Gloria, Vacation Management

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desarrollos de la tecnología que usted puede ar-
render más económicamente que lo que cuesta
desarrollar tales programas. Este tipo de programa
"Software as a Service (SaaS)" incluye programas
para concursos en Facebook, para enviar "eblasts,"
comparaciones en "social media," para uso de con-
versaciones electrónicas (chats) y también ofrecen
sistemas completos que incluyen PMS y CRMs etc

**"The Internet of Things" (La Internet en Todas las
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La "Internet of Things" es acerca de control basado
en la Internet, controlar el aire acondicionado, luces,
música, entrada y salida de habitaciones usando
cerraduras electrónicas, servicio de cuartos usando
programas de alta tecnología, etc.

Automatización de servicios básicos se está desarrol-
lando más rápido que lo que esperábamos. Servi-
cios tales como registración y salida con kioscos,

haciendo reservaciones en los restaurantes del hotel,
tomando ordenes de servicios a cuartos y algunos
hoteles hasta tienen robots a cargo de entregas de
las ordenes a los servicios de cuartos.

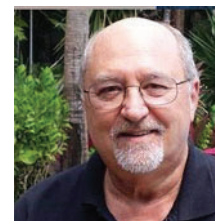
Prefiere usted hablar con un conserje real, si lo
podiera encontrar para hacer una reservación, o para
comprar una excursión—mientras están tratando
que usted atienda a una presentación de ventas— o
¿preferiría usted comunicarse con un servicio au-
tomático? Los clientes están prefiriendo lo último.

La tecnología lo puede ayudar en las áreas de
Marcas, Ventas, Mercado, SEO, SEM, Social Media,
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tarjetas de crédito, chat, email, Reputación de Ge-
rencia, supervisión de la internet y más a través de
progresos en nueva tecnología, inteligencia artificial,
software, y hasta los robots.

Finalmente, la tecnología está siempre delante de

nosotros y nuestros clientes y potenciales clientes
nos presionan para ponernos al día. Cuando todo
está dicho y hecho, la tecnología es inmensam-
ente practica. Puede ayudarnos a ofrecer un mejor
servicio, vender más paquetes y estar al frente de la
competencia. Nosotros debemos siempre investigar
nuevos productos y probar y reprobar nuevos pa-
quetes de software para poder lograr y poder man-
tener un excelente mercado de servicios y de venta a
los clientes.

Jim Wehrle tiene ciudadanía doble de Los Estados Unidos y de
México. Ha trabajado por más de 24 años
para Sunset World, que es un grupo de
hoteles de propiedad familiar en el área de
Cancún. Su experiencia incluye trabajando
en la línea, VLO, gerente del club, gerente
de reservaciones, como también director
de Sunset Interclub, -que es una compañía
interna de intercambios-, VIP del Travel
Club y Convertidos Turístico de Cancún
(una compañía digital del mercado y parte del grupo de hoteles de
Sunset World con servicios de turismo y experiencias de vacacio-
nes). Jim también ha servido por más de 15 años como VP de la
junta directiva de CARE (Asociación Cooperativa de Intercambios
de Resorts)



Top Team Members

Meet the People Who Make the Resort Industry Great!

Continued from page 15

Greg Jordan, Internal Auditor Breckenridge Grand Vacations



Greg Jordan has served as the Internal Auditor for Breckenridge Grand Vacations for 11 years. As his company has grown, he has maintained a firm grasp on the daily operations of four timeshare resorts with a meticulous attention to detail. To ensure that every account balances to the penny on a daily basis, Greg and his staff review financial transactions associated with operations at these resorts. The process includes verification that every refund is associated with an actual charge and that the refund is appropriate and justified.

Greg always gets to the bottom of mysterious charges or credits, and then takes remedial action to prevent similar situations in the future. Working closely with the company's night auditors, he must also remain vigilant with regard to changes in product offerings and procedures in order to complete auditing the accounts on a timely basis. This is a huge responsibility for one person since every account must be reconciled on a daily, monthly and annual basis.

It is most fortuitous for BGV that Greg is a master of digital organization. Whether payments are made by cash or via credit cards, he must ensure that every transaction has been properly coded in the company's accounting system. Last year ARDA named Greg the winner in the category Owner/Customer Relations Administrative Support Professional.

The Texas native holds a B.S. degree in Hotel & Restaurant Management from the University of Houston. He says one of the best parts of his job is being able to work with many different company departments, which brings constantly changing challenges.

Greg reviews all of the daily activities associated with the Guest Services Departments at all four resorts. The Owner Relations Department is also subject to audits by this nominee, which are designed to ensure that all

monies associated with rental folios (amounting to more than \$7 million a year) are tabulated and properly dispersed. He also audits the collection and disbursement of vacation exchange fees processed by BGV and audits their two sales lines to ensure all premiums gifted are associated with a bona fide sales prospect and a tour.

Staff turnover represented a serious challenge after BGV opened a fourth property, causing many staff members to be promoted to different positions, creating openings for new hires. This required Greg to ensure that everyone was up to speed on accounting procedures and techniques. The process included making staff members comfortable with the fact that their work would be subject to regular audits. Always on the lookout for coachable moments, he serves as an invaluable hub of useful information for the entire company.

At BGV, all employees are empowered to do exceptional things for any owner or guest who encounters a problem. Although beneficial for the company's efforts to achieve good customer service ratings, many times these special concessions require extra attention and documentation. Greg regularly receives electronic notification whenever a unique situation occurs so that it is not a surprise during the course of an audit.

A significant achievement, he successfully promoted paperless tour gifting. Rather than issuing thousands of paper gift certificates that took significant time to reconcile, BGV now issues Reward Dollars and VISA gift cards, which are easy to track electronically, integrates well with operational demands and ensures the integrity of the audit process.

According to his supervisors, Greg is a consummate team player. Whenever something needs to be done, he volunteers for the job ... from breaking down boxes for recycling, to delivering pizza for a meeting. He also coordinates the company's Lost and Found recovery systems, and donates unclaimed items of value to a local family resource center.

Although most of the tasks associated with auditing financial transactions happen behind the scenes, Greg displays a very professional level of finesse when searching for solutions to problems and always keeps the best interests of the company in mind. When not auditing, he enjoys skiing, volunteers for hiking trail maintenance projects, and lends a hand to the local Animal

Rescue Center, often helping others as a dog sitter.

Continued on page 19



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Leaders on Leaders

Two CEO's Explain What It Takes

by Judy Kenninger, RRP

With this issue's focus on leadership, *Resort Trades* sat down with two of our industry's leaders to learn what prepared them for their roles, as well as how they're preparing the industry's next generation of leaders.

Thomas R. Nelson President and CEO Holiday Inn Club Vacations of Kissimmee, Florida



On Aug. 1, Thomas R. Nelson took the helm as President and CEO of Orange Lake Resorts, home to the Holiday Inn Club Vacations brand. A former partner with Arthur Andersen, Nelson

joined Orange Lake Resorts in 2003 as Chief Financial Officer. In 2013, he was promoted to President and COO and was a key driver on the executive team. Nelson had partnered with former CEO Don Harrill to lead the formation of the Intercontinental Hotels Group alliance, which created the Holiday Inn Club Vacations brand and the company's strategic growth plan; expanding the organization's resort footprint across the United States. Most recently, Nelson led the company's initiative to acquire and integrate Silverleaf Resorts.

RT: What best prepared you to take on a leadership role at your company?

TN: I was blessed at a young age to have great leaders who took me under their wing and coached me through my career. They were

servant leaders who cared deeply about living the life they preached and they demonstrated leadership by their actions and integrity, not just through words. I studied their actions and behaviors and sought their counsel over the years.

RT: What is a corporate leader's most important responsibility?

TN: I believe that a leader's role is to think big, to challenge the team to be their best and then give them the resources to accomplish their goals.

RT: Were there any books about leadership that inspired you?

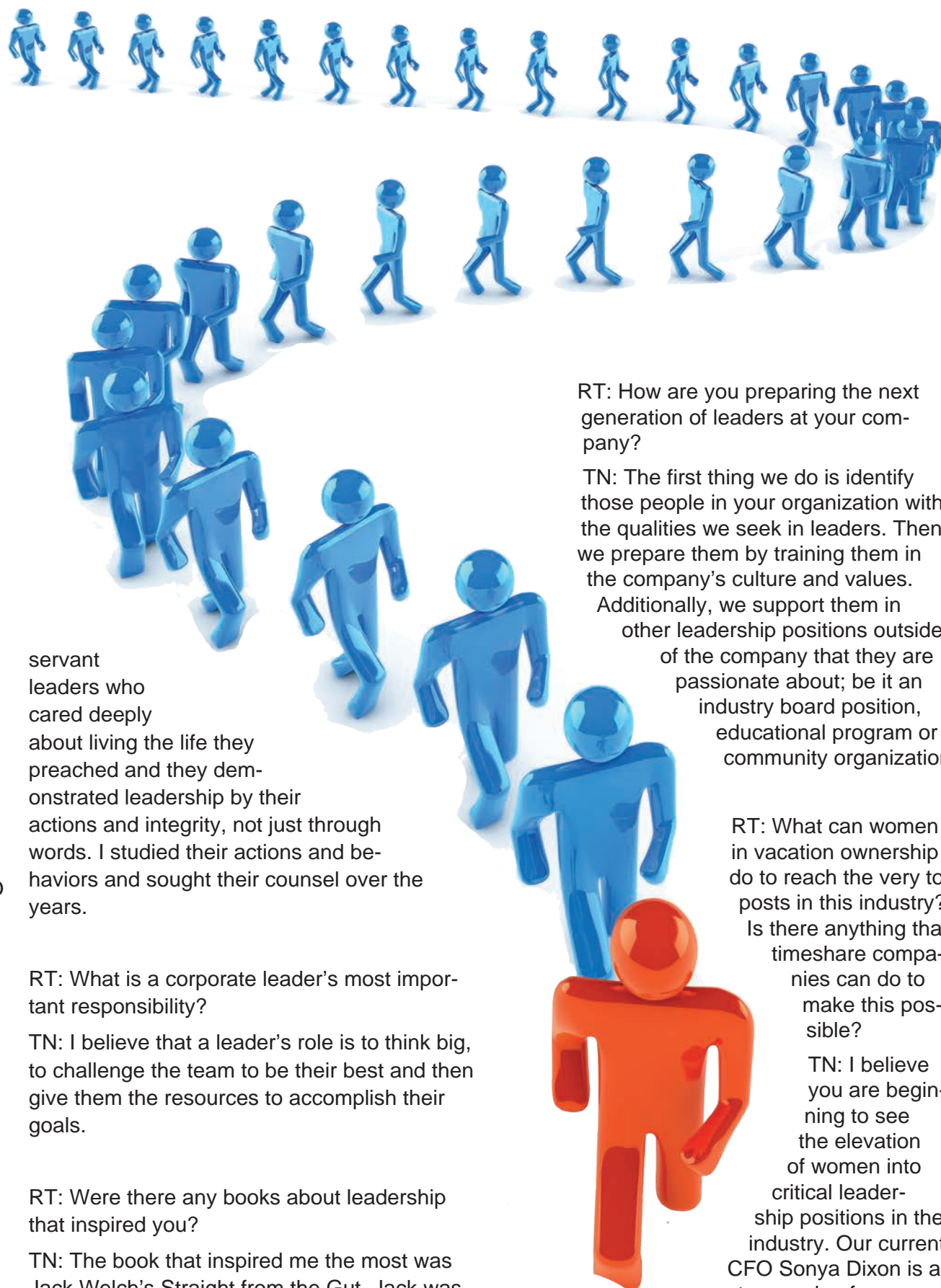
TN: The book that inspired me the most was Jack Welch's *Straight from the Gut*. Jack was not the most probable leader for GE, having grown up in a blue collar home and starting as an engineer. Yet, he used his natural skills and intuition to lead one of the greatest companies of its time. His curiosity about what could be done through innovation, his strong belief in the power of his people and the way he communicated his vision over and over again has influenced my own style and direction.

RT: How are you preparing the next generation of leaders at your company?

TN: The first thing we do is identify those people in your organization with the qualities we seek in leaders. Then we prepare them by training them in the company's culture and values. Additionally, we support them in other leadership positions outside of the company that they are passionate about; be it an industry board position, educational program or community organization.

RT: What can women in vacation ownership do to reach the very top posts in this industry? Is there anything that timeshare companies can do to make this possible?

TN: I believe you are beginning to see the elevation of women into critical leadership positions in the industry. Our current CFO Sonya Dixon is a great example of someone that we identified as having the type of leadership qualities we are looking for. We hired her because of her great knowledge of our company and industry. However, she has excelled in



Ship

providing critical leadership skills and positive ideas across the company's many departments as part of our executive leadership team.

Andrew Gennuso
President and CEO
Great Destinations Inc. of Lake Forest California



In 2012, Andrew Gennuso founded the Great Destinations system for timeshare resales, which has become perhaps the industry's most successful resale solution for legacy resorts. Resorts that have

partnered with Great Destinations have been able to return from the brink of disaster, re-establish healthy balance sheets and add happy, participating new owners. Before that, Gennuso also served as President of Pacific Monarch Resorts and COO of Sunterra Resorts.

RT: What best prepared you to take on leadership roles in your career?

AG: Over the years, I have had the opportunity to work with some incredible leaders who I learned a great deal from. It is important to always be learning and growing no matter your role in any company. Be prepared for the next opportunity. Listen, watch and learn. My success has been driven by my ability to relate to everyone at all levels. Being in the business as long as I have has afforded me the opportunity to wear many hats, which gives me the unique quality of understanding most functions.

RT: What is a corporate leader's most important responsibility?

AG: To provide a culture of opportunity. To be successful for the long term, you need employee engagement. They must believe in your character, motive and vision. We believe very strongly that an employee worth keeping is worth growing. Without the prospect of growth you will eventually lose your best staff.



RT: Did you have any leaders as role models?

AG: I was lucky early on in my career to have a boss who saw in me what I didn't see in myself at that point. He spent a great deal of time working with me both on and off the field to mold me and my thoughts into what I eventually became. He has since passed but I did have the opportunity a few years ago to share with him how much his nurturing meant to me.

RT: Were there any books about leadership that inspired you?

AG: There are two books I'd like to mention. Gallup's First, Break All the Rules: What the World's Greatest Managers Do Differently really did help me understand what successful managers do differently. Now, Discover Your Strengths by Marcus Buckingham gave me insight into myself and what my strengths are. It's important to know your strengths and play to them, then hire others who are stronger in areas you're not.

RT: What do you think the most important qualities are in a leader?

AG: To identify what your employees are good at, what their passions are, and position them to be successful. Nothing is more frustrating as putting someone in a position that they are not

suited for and expecting them to succeed. It's demoralizing and expensive. Character, honesty and ethics are also critical for a leader to lead.

RT: How are you preparing the next generation of leaders at your company?

AG: By allowing them to make mistakes. Learning from mistakes fosters strong future leaders. The old adage; what doesn't kill you makes you stronger, works. We look for new team members to do their job without the fear of making a mistake. Too many mistakes will cost them their job, of course, but in order to build your business, you need to build your people.



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

Faces & Places

(Who's Doing What and Where!)

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Sharon Freed

According to Sharon Freed, Interval's senior vice president of consumer marketing, this new partnership enhances the hotel benefit with even greater savings. "Members enjoy access to significant discounts on thousands of hotels across the globe. It also complements our current suite of benefits, which is designed to provide a range of travel and lifestyle experiences at a great value."

In addition to hotel discounts, Interval members can choose from a variety of benefits that they can enjoy whether at home or on vacation. Upgraded members can access even more privileges, including discounts on weeklong Getaway resort vacations; Interval Options®, the ability to exchange their resort week or points toward a hotel, cruise, tour, golf, or spa vacation; Interval Experiences; ShortStay Exchange®; Hertz Gold Plus Rewards®, in which members can earn bonus points for up to two free weekend rental days, and a host of dining, restaurant, and shopping discounts. At the prestigious Interval Platinum® level, members enjoy even more advantages, including free Guest Certificates, airport lounge access, and Platinum Escapes.

Members of Leisure Time Passport®, which features a portfolio of year-round travel, lifestyle, and leisure perks through Interval's partnership marketing channels, also receive the hotel benefit.

"We are excited to offer these significant hotel discounts in time for holiday travel," added Freed. "We invite members to utilize Interval's exclusive offerings and savings, and to enjoy the many vacation and lifestyle opportunities available to them." For more information on Interval membership and benefits, please visit www.intervalworld.com.

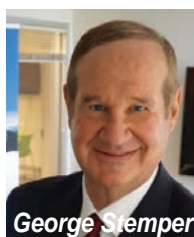
Timeshare Software developer, SPI Software, today announced interface capability to allow its resort clients to connect to SiteMinder's 'The Channel Manager' software for online hotel distribution. Through this interface, resorts can easily maintain a real-time connection of room inventory and rate management between SPI's Orange CRS/PMS platform and SiteMinder's 250+ OTA web channels to provide unprecedented reach to global and regional markets for web-based bookings.

The two-way interface allows owners and guests to easily book new reservations as well



as modify or cancel existing reservations made previously through OTA channels. Resorts can manage rate and inventory information at a single point while automated processes ensure that rate and inventory data is always in sync in real-time across all OTA channels as well as on SPI's CRS/PMS platform. This single point, central pool of inventory provides resorts with the unmatched ability to effectively market their inventory on any OTA channel, wherever there is demand, to the last available unit.

Using SiteMinder's Channel Management solution will allow resorts to deliver the most revenue by expanding their available room distribution while reducing their costs and time spent updating rates and inventory to a single channel management system. The result of this new interface is that resorts will be able to increase rental income and sales performance, grow their revenue and create a stronger brand.



George Stemper

"SPI Software's resort clients will immediately benefit via expanded distribution through the global OTA marketplace," says SPI CEO George Stemper. "SPI and SiteMinder both provide excellence in customer support. Together as technology partners we also provide resorts with the best available tools for managing distribution."

Outdoor Water Solutions is introducing a new line of Direct Drive™ high efficiency solar powered fountains for 2018. Models include three different sizes designed to work in ponds from as small as a ¼ acre up to 5+acres in size. This line of floating pond fountains does not need nor require electricity and instead relies 100% on solar energy to operate.

Finding access to electricity to power fountains can be a real challenge in many cases due to distance and location. Many resorts and private ponds just don't want the hassle or expense of

running power lines down to the edge of a pond. If power has already been run to the site, it may only be 110 volts, which is insufficient to operate larger, more impressive fountain displays, many of which require a minimum of 220 volts power.

The other challenge is cost and cost allocation. Many associations and private entities don't want to pay a monthly electric bill or don't want to divide up the cost between multiple parties. The benefit of a solar fountain is that there is no ongoing electric cost and no need to divide that cost up for everyone to share.

Sizes include 3/4hp, 1 1/2hp and a 3hp fountain. All of these utilize high quality pumps and motors carrying a full 5 year warranty, which is the longest warranty in the industry. Other features include cable quick disconnects for ease of maintenance and winterizing, stainless steel frames and intake screens and an industry leading control panel with solar controllers designed for optimal run time. Each fountain also includes your choice of up to six different nozzle patterns.

For 2018, these fountains will be sold through our network of Elite dealers. Pricing will be comparable to other high quality fountains on the market with the added benefit of not having to pay a monthly electric bill that can amount to as much as \$300 or more each month.

For more information on this product or to find an Elite dealer, contact Outdoor Water Solutions, Inc. at 1-866-4171-1614 or via email to sales@outdoorwatersolutions.com.

Top Team Members

Meet the People Who Make the Resort Industry Great!

Willie Walls Bell Captain, Club La Pension, New Orleans Bluegreen Vacations



It is not unusual for owners and guests to use these words to describe Willie Walls in Medallia check-out surveys: Awesome, outstanding, amazing, caring, exceptional, polite, made me feel special, friendly, helpful, sociable, true asset, real gem, willing to help with anything, anticipated my needs. This very special Associate was mentioned by name for his amazing service in Medallia surveys 127 times by the end of 2017. Wow! Welcome to Willie's world.

As the Bell Captain at the Bluegreen Club La Pension Resort in New Orleans, Willie Walls is an extraordinary associate who creates legendary experiences. According to his resort General Manager, Donna Brown, "Willie is filled with inspiration and dedication for guests, owners and fellow associates. He is usually the first face and touchpoint owners have during their vacation experience here. Willie is customer centric and the face of our resort. He has a special way of connecting and building trust to uncover what really matters to each guest for their vacation experience. He then shares their guest expectations with the team to help craft and create memorable experiences."

Willie's primary responsibility is to greet guests, owners, and potential owners upon their arrival at this urban property. He assists with luggage, escorts guests to their rooms, and maintains the cleanliness of the lobby. He also helps with check in/out and supports maintenance, housekeeping, guest services and sales and marketing and is responsible for the bellman schedule.

Adds Donna Brown, "As focused as Willie is with the external customer, he is equally obsessed with caring for his team and may also be found vacuuming, polishing chandeliers, checking in a guest, cleaning rooms and answering phones with a whatever-it-takes attitude."

Willie started his career with Bluegreen in the heart of the house as a houseman in 2010. After a year, he transferred to the front desk, serving as an outstanding bellman for five years, and was promoted to bell captain in 2017, where he supervises another team member.

He shares, "I love working for Bluegreen because every day is a new adventure and there are genuine advancement opportunities from within. Learning check-in procedures on the computer was an initial challenge, but that's in the past." For sure.

During his time at this resort in the heart of New Orleans, he miraculously delivered left-behind luggage with sensitive medication to the airport in time for the flight of a distraught guest. He also aided a guest in a true medical emergency, signaling the desk to contact 911 and sprinting several blocks in frigid temperatures to the nearest fire station to get help for the unconscious owner, later accompanying the spouse to the hospital for support. The owners are forever grateful for the genuine comfort and care afforded to them in such a sensitive time of uncertainty.

It's not surprising that Willie is a 2013 ARDA Resort Team Member Award winner and Bluegreen's 2015 Employee of Year as well as the company's 2015 Gung Ho Winner.

Originally from New Orleans' Iberville Housing project, before joining Bluegreen this father of three worked as a line cook before Hurricane Katrina and in the same role at Newman High School. He also served offshore for Shell Oil and did contract painting and roofing while raising his now 21-year old daughter Whitney as a single dad from the age of 2. Son Brandon (age 31) lives in Atlanta and Willie (age 15) lives in Texas. Willie says that he, Brandon and Whitney enjoy writing songs together and he also enjoys fishing and painting. He is also involved with local non-profits and participated as the proud captain of a Type 1 Diabetes Team.

His goal is to have owners and guests sharing and telling stories about their vacation experience at Club La Pension.



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.

AHLEI Makes Training a Breeze

Resorts around the world turn to the American Hotel & Lodging Educational Institute (AHLEI) for training and professional development resources. Topics range from guest service, skills development, and responsible alcohol service to human trafficking awareness and service to guests with disabilities; as well as more than 20 professional certifications for every employee level and department.

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- Chateau on the Lake Resort, Spa & Convention Center, Missouri—Controlling Alcohol Risks Effectively compliance training
- Xanterra Parks & Resorts—Online management courses
- PGA National Resort & Spa, Florida—Certified Guest Service Property
- The Broadmoor, Colorado—Online management courses

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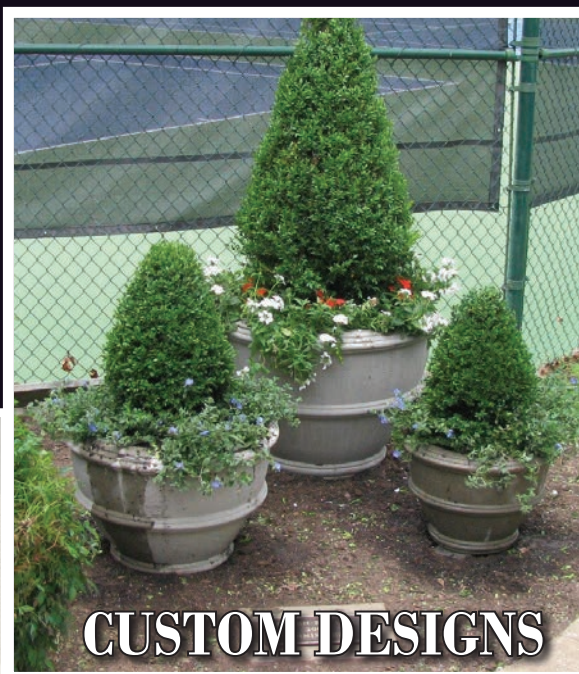
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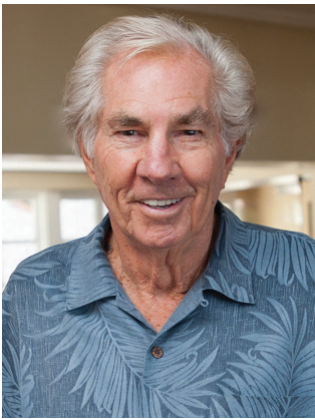
The Pioneer Series

by Georgi Bohrod, RRP

A Resort Trades Salute

Jim Watkins -

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.



Jim was my employer, my mentor and my friend for decades. Many of us who worked for him are still involved in the industry. It speaks volumes when an icon, a pioneer, has left a legacy of people and projects as testament to his strength and leadership. And today in his 9th decade he continues to vibrantly champion his vision on his home community of Del Mar. But I digress.

In addition to timeshare properties, this revered timeshare pioneer developed over 1,000 homes, 50 apartment complexes, numerous hotels, and other commercial properties. From managing his dad’s lumberyard in Hanford, California to becoming one of timesharing’s most respected people, Jim’s rich history is as colorful as the man himself.

I first encountered Jim when he had hired me as a marketing generalist to position The Carlsbad Inn and (shortly after that) the Southern California Beach Club in the marketplace. Initially the heaviest sales were going to be keyed to existing members of Winners Circle and Southern California, so we did enormous amounts of local press to kick the project off the ground. When Jim and I climbed a ladder to the top of Carlsbad Inn which was under construction we looked out at the ocean on one side and the village of Carlsbad on the other. Jim waved an expansive arm, a gesture as grand as the grin on his face. Then he told me of his dream. In retrospect it clearly came true.

The tales he told of his journey is something of the American Dream. His first major success came at the age of 19. He seized the opportunity to double his money, utilizing lumber from the Visalia, CA yard and labor during the slow season he built a small house on the property for \$3, 000 and sold it for \$6,000. An enormous profit!

The Midas Touch evaded Jim from time to time. But his positive attitude paid off. After a journey learning at the knee of his entrepreneurial father Jim tried his hand at a number of businesses ranging from swimming pools to building supplies to the Del Webb Hotel

Chain. In 1960, in his 20s, he struck out on his own.

He looked at Tahoe, Montecito and other Southern California cities before arriving in Del Mar with \$1,000, a well-worn car filled with a wife and family. Now credited with the rebirth of Del Mar...a north San Diego beach town on the brink of major opportunities. Jim went for it and put together partnerships that fit his vision: Del Mar Inn, Stratford Square and Canterbury Corner.

“Enthusiasm is my greatest asset,” smiles Jim, who some refer to as the “Andy of Mayberry of Timesharing.”

Jim Watkins can be credited with a litany of “firsts” in and out of timeshare arena.

- Created California's First Timeshare Resort: Winners Circle Resort and Tennis Club, Del Mar. Winners Circle was the first of nine resorts Jim went on to develop;
- Developed the first mixed-use resort in the industry: Carlsbad Inn and Beach Resort;
- First to introduce the concept of Timeshare 101 to benefit owners;
- First to introduce split week use
- First VRI Management Contract for Roy Frasier
- Founding Director of U.S. Community Savings Bank

In 2012, the County of San Diego honored Jim by proclaiming Jim Watkins Day. His accomplishments, accolades and honors are without bounds. To list them all would be contrary to “word count” limitations, but here are just a few:

- Recipient of Bronze Star for service in Korea
- Boys and Girls Club America Gold Boy Award
- Boys and Girls Club Medallion Award
- President, Del Mar Chamber of Commerce
- ARDA Professional of the Year (1987)

Jim’s timeshare saga begins with Winners Circle Resort. Once an apartment hotel across from the Del Mar Race Track was only fully occupied during the Del Mar Fair, and the famed Del Mar Thoroughbred Club racing season. It was Jon de Haan (who founded RCI with his wife Crystal) who introduced the concept of timesharing to this pioneer. Jim was smitten with idea of giving average families the opportunity to stay in a wonderful area without going broke. Winners Circle was christened and converted to timesharing in 1980. The idea worked and the next year Winners Circle became the fastest selling time share in the country. Budgeted for \$6-\$8 million, the 100-unit resort hit \$20 million in sales in year one.

Winners Circle Resorts, a lifestyle company specializing in the development, sales, marketing and management of quality vacation ownership resorts grew to become one of the most successful and honored vacation ownership companies on the West Coast. In addition to Winners Circle Beach and Tennis Resort, the company built The Carlsbad Inn. RCI, named Carlsbad Inn as its milestone 1000th resort. More than a quarter of a century later, Carlsbad Inn is still a top destination for vacationers the world over. Al-

most simultaneously Southern California Beach Club followed. Then came in quick succession, Gaslamp Plaza Suites, San Clemente Cove Resort, Coronado Beach Resort, Dolphin’s Cove Resort (near Disneyland) and the award-winning L’Auberge Del Mar, recently ranked among the “Best Luxury Resorts” in the country by Conde Nast. Timeshares adjacent to the AAA Four Diamond Property have use of all the resort’s amenities.

I first encountered Jim’s political savvy during his efforts to get L’Auberge built. But his civic pride in Del Mar had started decades earlier when he led the Citizens of Del Mar in an effort to ban condominium projects on the beautiful bluff overlooking San Diego County’s beautiful Del Mar beach. Buoyed by his first and late wife Carol’s articles in the local paper, the environmentalist organization was able to preserve the North Bluff for generations to come. “I still count that as my proudest moment, he said.

Jim is a visionary who has a history of being in on the ground floor. He was one of the first developers to see the potential in the beautiful community of Carlsbad and the urban timeshare, Gaslamp Plaza Suites was one of the first to tap into the excitement of San Diego’s Gaslamp Quarter. Eventually most of Winners Circle Resorts became part of Grand Pacific Resorts. Grand Pacific’s co-presidents David Brown and Tim Stripe once worked for Jim before forming their own company.

Not one to sit by idle, Jim has taken an active role in developing and revitalizing Del Mar. Again incurring seemingly insurmountable odds, Jim tapped into his strength. “I don’t take no for answer. ”

His latest stand battling the Del Mar City Council was victorious. He refused to settle for a simple solution of a new city hall and instead came up with a long-term vision for the city. A true civic center including the historic Alvarado House, an amphitheater and an anchor at the south end of the village. With L’Auberge and Del Mar Plaza at the North End, the foot traffic between the two points of the compass will allow small businesses to flourish in between.

This reminiscent history of the modest man could come off a bit nostalgic. He probably wouldn’t tolerate all the high praise of his past. One of his favorite sayings is “Rip off that rear view mirror...all that matters is the road ahead.” And Jim, a principled man who the rear-view mirror is chock full of accomplishments, never wavered from his original Winners Circle objective to “be the best---a caring organization that produces quality products, places the needs of clients first and gives back value to the community.”

Georgi Bohrod is the founder of GBG & Associates a firm specializing in the seamless integration of multiple marketing and public relations toward the effective fulfillment of client business goals. The company has created and implemented a wealth of strategic marketing, advertising and public relations programs for hotels, timeshare resorts, resort developers, small businesses, service providers and travel industry corporations. Under the leadership of Georgi Bohrod, the company has won countless awards for collateral material design, interactive media design and public relations.



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I'm gonna spend every minute appreciating life!

On November 2016, I went in for an early baseline mammogram at 36. I have a history of breast cancer in the family and wanted to be proactive. Never in my life did I expect the call "you have cancer"! From there everything got worse and the stress on my marriage and family took its toll. I decided to wait till January to get the double mastectomy to try to have a "normal" Christmas with the kids (one 5 and the other 6). I cried everyday knowing I was going to lose my breast. To make things worse, my husband did not want to talk about the elephant in the room. January came and I had a double mastectomy. Then the news came that I need chemo and Herceptin for a total of one year. At this point my body looks like a boy (no breast and no hair). My husband tries so hard to comfort me, but I no longer feel like a woman. Now it's summer, 12 rounds of Taxol completed, and 13 rounds of Herceptin to go (plus 10 years of tamoxifen and a hysterectomy still needed). I am starting to look at this journey in a new light and a way to spread the news about early detection. But most importantly I am trying to bring my family closer together. My kids have felt the stress of me being sick. My husband has been the biggest support anyone could ask for. I feel hopeful that this empowerment vacation would help me heal emotionally and become the strong woman I was before being diagnosed with cancer. We have wanted to take a vacation, but having to pay the \$8500 insurance deductible from last year, again this year, and next year we just can't afford to go anywhere as a family at this time.



Thanks,
Anne

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Asociaciones de Turismo en México

by J. Michael Martínez

De nuevo nos encontramos en este tiempo después de las Navidades y Año Nuevo. De nuevo estamos listos para trabajar y ejecutar los planes de este Año Nuevo. Este mes, The Trades ha entrevistado a algunos de los líderes del sector de viajes y turismo en México. Nosotros estábamos curiosos en saber sobre las iniciativas que están emprendiendo dentro del sector de propiedades de vacaciones. En nuestra edición de enero nos enfocamos en algunos de los nuevos exitosos proyectos que están en camino en México en 2018. Nosotros también nos hemos enterado de varias de sus asociaciones de turismo y de sus objetivos.

En México hay varias asociaciones de turismo. Ellas han sido establecidas para promover el crecimiento del turismo, creando oportunidades educacionales y de redes de contacto que trabajando junto con las autoridades federales, estatales y locales sirven como canales entre los sectores públicos y privados,. En adición, cada asociación tiene sus propios específicos objetivos y metas.

AMDETUR-Ciudad de México (CDMX) Gerente: Jorge Herrera, Presidente: Carlos Trujillo

AMDETUR (Asociación Mexicana de Desarrolla-



dores Turísticos) reúne 90 por ciento de las asociaciones locales de las principales propiedades de vacaciones de desarrollos de resorts en las más importantes destinos turísticos en México. En lugares tales como en Mazatlán, Los Cabos, Puerto Vallarta, Riviera Nayarit, Nayarit, Acapulco, Cancún, Riviera Maya y otras destinos a través de todo el país.

Entre sus principales objetivos están promover las inversiones nacionales e internacionales para ayudar al crecimiento de la industria del turismo en México, servir como medios de consulta para las autoridades federales, estatales y locales; trabajar en colaboración con los sectores públicos y

privados en la promoción de programas de entrenamiento, y ser un canal de comunicación para unificar y promover concordancia en los criterios de participación del sector privado.

Al nivel nacional, AMDETUR es miembro del Consejo Asesor de Turismo, el cual es presidido por el Presidente de México. La organización es también miembro del Consejo Nacional de Negocios de Turismo (CNET), que es la organización que cubre la industria de viajes y turismo, y es también un miembro directivo del Consejo de Turismo de México (CPTM). Ha firmado acuerdos de colaboración con la Oficina de Consumo del Abogado Federal (PRO-FECO), con el principal objetivo de conferenciar

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legalmente y con certitud en las relaciones entre los proveedores y consumidores dentro de este sector; y con la Cámara Mexicana de la Industria de la Construcción (CMIC), para promover el desarrollo de los proyectos de turismo y con las mejores practicas de construcción.

The Trades: ¿Qué iniciativas planea la asociación para el 2018?

Sr. Trujillo: En AMDETUR nosotros continuaremos promoviendo el desarrollo y crecimiento de la industria de propiedades de tiempo compartido y de vacaciones. México planea invertir aproximadamente ocho billones de dólares en los próximos años en la fabricación de facilidades turísticas particularmente en infraestructura, en proyectos tales como marinas, parques temáticos, campos de golf y hoteles.

The Trades: ¿Podría usted decirme algo sobre el Consejo Ejecutivo de AMDETUR y del papel que tiene en la mejoría de la asociación?

Sr. Trujillo: Desde que Jorge Herrera es presidente de la Junta Directiva, AMDETUR ha invitado a cada uno de sus miembros a unirse a las actividades que nosotros llevamos a cabo dentro de la asociación en la industria del turismo, tanto nacional como internacional. Nosotros tenemos una mentalidad inclusiva, una visión de largo plazo y deseamos estimular un crecimiento sostenible y un desarrollo que beneficie a todos nuestros miembros. Nuestro consejo participa activamente en varios comités, convenciones y proyectos educativos.

The Trades: ¿Qué podemos esperar para la industria de propiedad de vacaciones en el 2018?

Sr. Trujillo: En el 2018, se puede esperar ver a través de todo México una gran sinergia y trabajo en grupos con asociaciones locales. También, nosotros continuaremos el programa de premios y reconocimiento "Golden Palms". Nosotros esperamos que este programa se vuelva un punto de referencia en la industria en los próximos años. En adición, esperamos tener una fuerte representación basada en más del veinte porciento de crecimiento en nuestra base de membresía en el pasado año.

ADEPROTUR-Puerto Vallarta, Jalisco, Presidenta:
Ms. María de Lourdes Ayala

ADEPROTUR asociación es una asociación regional que promueva ética y profesionalismo en la industria de tiempo compartido mediante transparencia en el proceso y mecanismos que se extiendan a las futuras ventas. Ellos trabajan para definir un código voluntario para impulsar el desarrollo y un crecimiento sostenible de los clubs de

vacaciones en Puerto Vallarta y Riviera Nayarit. Su primer objetivo es promover una cultura innovadora y ética que beneficie a ambos, a los compradores de club de vacaciones y a los más importante desarrollos en la región para contribuir al desarrollo económico del lugar. The Trades habló con Ms. María de Lourdes Ayala, presidenta de la asociación.

The Trades: ¿Qué iniciativas tiene la asociación para el 2018?

Ms. Ayala: A ADEPROTUR le gustaría dar mayor relevancia a nuestros miembros a través de más entrenamiento en conferencias. Nosotros también planeamos trabajar estrechamente con nuestros asociados en la industria para proveer mejores productos a nuestros visitantes a Puerto Vallarta y a la Riviera Nayarit. In adición, planeamos conducir más estudios de nuestra industria para identificar áreas fuertes y débiles y a su vez implementar acciones a corto y mediano plazo que contribuyan al fortalecimiento de la región de Bahía de Banderas.





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The Trades: ¿Qué está haciendo ADEPROTUR para crear valor para sus miembros y sus clientes?

Ms. Ayala: Nosotros estamos combinando nuestros esfuerzos con una nueva filosofía creativa y convencional dirigida al crecimiento de nuestra industria donde nosotros reforzaremos las acciones dirigidas al profesionalismo, ética y a un mejor nivel de servicio a nuestros clientes y socios.

The Trades: ¿Qué podemos esperar de la industria de club de vacaciones en el 2018?

Ms. Ayala: Nosotros esperamos un crecimiento sostenible en la industria de propiedad compartida en la región de Puerto Vallarta y de la Riviera Nayarit mediante rigurosas aplicaciones al código de ética y altos estándares de comercialización.

El objetivo en corto plazo de ADEPROTUR es soportar la multitud de clubs de vacaciones en la región mediante su afiliación a nuestra asociación,

instituyendo una dinámica en la transparencia y calidad mediante altos estándares de servicio y certificación a todos nuestros internos colaboradores

ACLUVAQ-Cancún, Quintana Roo, Presidenta: Patricia de la Pena

La Asociación de Clubs Vacacionales de Quintana Roo (ACLUVAQ) es una asociación regional la cual comenzó sus actividades debido a la necesidad de proteger los intereses de la industria de tiempo compartido y la industria del turismo en Cancún, pero sobre todo en establecer sus propias regulaciones, por cierto es uno de los mayores logros de ACLUVAQ.

En 2001, las propiedades de vacaciones en Cancún ya habían obtenido un razonable nivel de respeto y de credibilidad, sin embargo, en otras municipios había una total anarquía debido a la falta de regulaciones y de una entidad que organizara y promoviera lo mismo, pero sobretodo que una vez establecida cumpliera completamente con lo que

se había establecido, esa falta condujo a una serie de anomalías y dañaba la imagen que había sido creada en Benito Juárez, así la decisión fue hecha de cambiar el nivel, de municipalidades al estado, así naciendo la Asociación de clubs de Vacaciones de Quintana Roo, AC(ACLUVAQ)

La asociación está organizada mediante un consejo de directores y de una asamblea de miembros. The Trades entrevistó a su presidenta, Patricia de la Pena.

1. Cuáles son las iniciativas de ACLUVAQ para el año 2018?

Para el 2018 ACLUVAQ prevé consolidar tres de sus pilares : el Foro de mercadotecnia y ventas, La certificación de sus socios y de la campaña de propiedad legalmente certificada.

2. Qué es lo que ACLUVAQ está actualmente haciendo para proteger e incrementar la equidad entre sus miembros y clientes?

Trabajo en Equipo para ver las áreas de Oportunidad que tenemos y así generar estrategias

3. Nos podría hablar un poco acerca de cuál es el rol del consejo directivo de ACLUVAQ para la implementación de mejoras en la Asociación?

El consejo directivo de nuestra asociación es el encargado de revisar de primera mano los pormenores que afectan o podrían afectar a nuestra industria, de elegir la estrategia que se deben seguir y de vigilar el cumplimiento de las mismas. De igual manera es el ente encargado de visualizar las



2018 Conference Information

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 Austin, Texas
April 7-10, 2018

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necesidades presentes y futuras de nuestro sector y en base a su amplia experiencia de elaborar proyectos y/o planes de trabajo que vayan acorde a estas necesidades. En ese sentido sin duda nuestro Consejo Directivo no solo juega un papel importante en la implementación de las mejoras sino también en la búsqueda e implementación de estas

4. Quiénes son algunos de los Asociados Clave y su contribución en la mejora de la Asociación?

La Asociación de Clubes Vacacionales de Quintana Roo, se ha caracterizado por ser un organismo inclusivo en donde todos sus miembros son escuchados y sobre todo tomados en cuenta. En ese sentido prácticamente todos sus miembros han ocupado puestos claves dentro de las diversas encomiendas que tiene la asociación, aportando trabajo e ideas, que en su momento se han cristalizado en los proyectos y planes de trabajo de esta asociación, lo que nos ha posicionado como una agrupación unida y sólida, ya que refleja en su

trayectoria las necesidades de nuestro sector y de sus socios. Por esto hablar de un socio en particular no haría justicia a lo que se ha logrado como equipo ya que todos han aportado desde su espacio y tiempo una parte importante de lo que hoy somos como asociación.

5. Qué Podemos esperar de la Industria del Tiempo Compartido en México para el año 2018?

La industria del tiempo compartido ha mantenido un crecimiento sostenido en los últimos años, tanto en ventas como de la oferta hotelera del país, llegando a representar arriba del 43% de la oferta hotelera de calidad de México. En ese sentido consideramos que tendremos un incremento arriba del 6% en ventas para el 2018, manteniéndolos como los lideremos indiscutible de todo Latinoamérica, representando mas del 50% de todas las ventas que se realizan en esta zona.

ASUDESTICO es la Asociación de Desarrolladores de Tiempo Compartido del Sur de Baja California. La asociación fue fundada en 1996. Actualmente

tiene dieciocho miembros y otros miembros asociados de la industria. El objetivo de la asociación es centrarse en servir a la tarea conjunta entre las autoridades públicas y el sector privado mediante acuerdos de criterio y regulaciones para promover la industria de tiempo compartido. Algunos de sus desarrolladores son miembros de Royal Holiday, Pueblo Bonito, Vida Vacations y Villa del Palmar y muchos otros.

Nosotros descubrimos que hay muchas asociaciones de dueños de vacaciones en todo Meexico. En fin sería justo decir que todas las asociaciones comparten un objetivo común— promover el interés en viajes y turismo en México junto con la promoción del crecimiento de la industria de tiempo compartido a través del país.



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).

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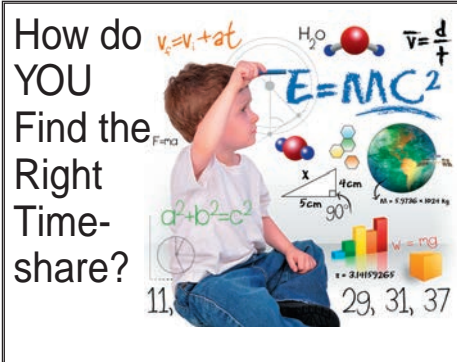


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Website: www.lodgingkit.com
Contact: Eric M. Martin
Specialty: Lodging Kit is an international supplier of housewares, linens, and furnishings to the resort and hospitality industries. From it's three US distribution centers in New York, Florida and Nevada, the company can supply open stock items as well as unit packed kits for new installations and refurbish projects.



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931-484-8819

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.
3400 Harbor Ave SW Ste 242
Seattle, WA 98126
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.

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..

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Your Classified Ad in Resort Trades can run monthly in our print publication and everyday online at www.ResortTrades.com. Contact Marla at Marla@TheTrades.com or call 931-484-8819.

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.

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

“ I don’t know of a resort manager who isn’t familiar with the publication,” says Cunningham Management Vice President Kevin Mattoni. “In fact, whenever I visit a manager, Resort Trades is almost always somewhere handy in their office. The fact that a manager keeps it close by shows they’re reading it. Managers have too much clutter to hold onto anything they’re not reading.”

**Cunningham Management
Vice President Kevin Mattoni**

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

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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.

TITLE COMPANIES



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@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.

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.

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