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FROM THE PUBLISHER



Sharon Scott, RRP
Publisher Resort Trades

SCAM ALERT...Time-Share [sic] Bandits ...and other topics

As you are no doubt aware, AARP’s The Magazine ran the damaging headline shown above in their June/July 2017 edition. “She’d had enough,” the story begins. The article continues to say, “Just two years after Nancy Adams and her sister, Edith, bought their time-share [sic] condo, Nancy wanted to get rid of it.” The article is a lengthy exposé broadly discussing fraudulent resale companies; the story climaxes by describing the arrest of eight ringleaders in the spring of 2015.

After a very lengthy discussion, at last it mentions that ARDA led the effort to pass resale legislation in 2013 and admits that, “in the wake of those big boiler room raids [in 2015], Orlando’s phone-fraud activity is now more dispersed with smaller operations using untraceable, no-contract, burner mobile phones and working from homes and apartments.... Some of the scammers have ditched their time-share [sic] scripts and are now pitching different advance-fee schemes, such as fake credit repair and debt consolidation services.” It’s only toward the end of this article we detect a slightly more positive note. But by then, the damage is done. In the opinion of Resort Trades, this article discredits our industry unfairly by failing to include any mention of the thousands of families whose lives have been enriched by having prepaid vacations.

Shelter From the Storm

As we go to press, the threats of Hurricane Irma and José remind us of the fragility of our industry, which depends on our ability to host vacationers. Although not entirely related to these events, the words of Bob Dylan’s song, “Shelter From the Storm,” come to mind. Here are the first few stanzas:

’Twas in another lifetime, one of toil and blood
When blackness was a virtue and the road was full of mud
I came in from the wilderness, a creature void of form
“Come in,” she said, “I’ll give you shelter from the storm”

And if I pass this way again, you can rest assured
I’ll always do my best for her, on that I give my word
In a world of steel-eyed death, and men who are fighting to be warm
“Come in,” she said, “I’ll give you shelter from the storm”

The gist of the song is that out of no self-interest or hope of gain, she offers sanctuary. It’s a worthwhile lesson and a great way of hearing it repeated. Having at one time worked for the American Red Cross, I can attest that this is a worthy cause to consider, if you’re looking for ways to offer ‘shelter’ to any who might be affected by a storm: If you donate blood or go online to www.redcross.org to make a financial contribution, you’ll feel better and so will someone else.

Our Friends in Mexico

In this October 2017 issue of Resort Trades, you will find two articles written in Spanish – “Tesoros Ocultos de México,” by J. Michael Martinez, and “AMDETUR Celebra su 30 Aniversario en el Marco de la XXXI Convención & 27ª EXPO,” by Carlos Trujillo. English language versions of these articles are available on our website at www.ResortTrades.com. After attending the AMDETUR convention in Puerto Vallarta earlier this year, our team was impressed by the vibrancy of the timeshare industry among our friends south of the border. It is our intention to find ways to expand our readership into Mexico, as well as online to those in the Dominican Republic, Spain and other Spanish-speaking countries. While we explore how we might best serve this market, we welcome your thoughts which may be sent to Sharon@TheTrades.com.





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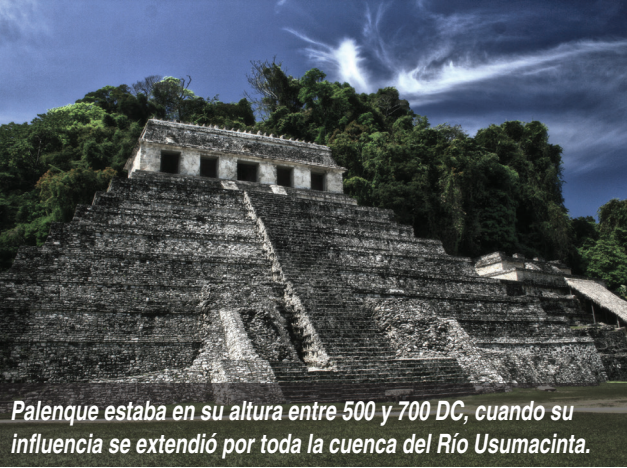
Tesoros Ocultos de México

Por J. Michael Martinez

Cuando sus dueños piensan en viajar a México para vacacionar, escuchan muchas veces de amigos, familiares y compañeros de trabajo, “Debes ir a Cancún, Puerto Vallarta, Los Cabos, o alguna otra localidad bien conocida con hermosas playas de arena blanca.” Este mes, Resort Trades decidió resaltar algunos otros lugares turísticos menos conocidos en México que son tan hermosos y tienen una tremenda cantidad que ofrecer. Estos lugares ofrecen mucho para familias, solteros, parejas jóvenes y personas de todos los ámbitos de la vida. Decidimos destacar dos lugares en México: el estado de Chiapas, en el sur de México, que colinda con Guatemala, y el estado de Guanajuato, ubicado en el centro de México. Por lo tanto, la próxima vez que se le pida un consejo sobre destinos no descubiertos en México, aquí hay algunas ideas.

Para aficionados a la historia y amantes de la naturaleza

Chiapas es un hermoso estado con tierras altas montañosas y densa selva tropical. La Selva Lacandona está situada en Chiapas y el ecosistema cubre aproximadamente 4.6 millones de acres. Contiene alrededor del 25 por ciento de la diversidad total de especies de México. Además, Chiapas está lleno de sitios



Palenque estaba en su altura entre 500 y 700 DC, cuando su influencia se extendió por toda la cuenca del Río Usumacinta.

arqueológicos Mayas y pueblos coloniales españoles. Chiapas es conocido por tener una increíble cultura antigua que todavía existe hoy en día con una de las mayores poblaciones indígenas en México, que consiste de 12 diferentes etnias reconocidas federalmente. Chiapas es también el hogar de los sitios arqueológicos Mayas de Palenque, Bonampak, Yaxchilan, y otros. Las atracciones más populares de Chiapas incluyen la ciudad de San Cristóbal de las Casas, el Cañón del Sumidero, la Cascada Azul, la Cascada de Misol-Ha y la ciudad de Palenque, que es también el hogar de las Ruinas de Palenque.

La ciudad de San Cristóbal de las Casas en Chiapas fue fundada por los españoles en 1528



Cañón del Sumidero es un cañón estrecho y profundo rodeado por un parque nacional ubicado justo al norte de la ciudad de Chiapa de Corzo en el estado mexicano de Chiapas.

y es considerada el centro cultural de Chiapas por su historia, cultura y gente indígena. La ciudad todavía mantiene un diseño y arquitectura colonial española bien conservada. Fue la capital de Chiapas hasta 1892 antes de trasladar la capital a Tuxtla Gutiérrez.

El Cañón del Sumidero es un cañón estrecho y profundo en el estado de Chiapas. El cañón está rodeado por el Parque Nacional Cañón del Sumidero y cubre aproximadamente 54,000 acres. Es la segunda atracción turística más importante de Chiapas. El cañón tiene 30 cascadas, dos manantiales de agua fresca, tres playas y una ataguía de aproximadamente 9 pies de ancho. El cañón está rodeado de selva tropical y es rico en diversidad biológica, ecológica y cultural.

La ciudad de Palenque, Chiapas es el hogar de las Ruinas Mayas de Palenque, que datan desde 226 AC a 799 DC. Contiene algunas de las mejores arquitecturas, tallado de bajorrelieve y esculturas que los Mayas produjeron. No muy lejos de Palenque están las hermosas cascadas, Agua Azul y Misol-Ha.

Hay varias ofertas de resorts de tiempo compartido en Chiapas con comodidades modernas y servicios:

Royal Holiday- Marriot Tuxtla Gutiérrez, Chiapas
<https://royal-holiday.com/es/mx/hotel/marriott-tuxtla-gutierrez-hotel>

Fiesta Inn Posadas Club- San Cristóbal de las

Casas, Chiapas <http://www.fiestainn.com/web/fiesta-inn-san-cristobal-de-las-casas>

En adición, hay muchos pequeños hoteles boutique y spa en las zonas turísticas de todo Chiapas.

Guanajuato, Casa de la Reserva de la Biosfera

A continuación, sus propietarios / miembros pueden desear descubrir el estado de Guanajuato ubicado en el centro de México. Guanajuato fue inicialmente colonizado por los españoles en la década de 1820. Era importante para los españoles por su volumen de depósitos minerales. Hoy en día Guanajuato es el hogar de 21 áreas ambientales protegidas y la Reserva de la Biosfera federal que se extiende sobre aproximadamente 585,000 acres. Es el hogar de más de 180 especies de aves, 42 especies de mamíferos y 84 especies de plantas. Es un lugar ideal para entusiastas de aves y aventureros al aire libre.

San Miguel de Allende, una ciudad de la era colonial ubicada en el este de Guanajuato, es conocida por su arquitectura española, sus festivales culturales y su singular escena artística. Hay una gran concentración de residentes extranjeros estadounidenses aquí, que forman una de las mayores comunidades americanas en México. La ciudad es amada por su clima templado y muchas oportunidades culturales que atraen a muchos turistas de México y otros países extranjeros. El estado de Guanajuato alberga aproximadamente 70 hoteles de cuatro

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San Miguel de Allende es una ciudad y municipio ubicado en el extremo oriental del estado de Guanajuato, en el centro de México. Forma parte de la macro región del Bajío.

y cinco estrellas y las principales atracciones turísticas son la capital de Guanajuato, Dolores Hidalgo y San Miguel de Allende. Dos de las tres principales ciudades de atracción turística han sido designadas como Patrimonio de la Humanidad. Estos sitios tienen una tremenda cantidad de significado histórico y cultural mexicano. La Guerra de Independencia de México comenzó en Guanajuato y es conocida por “El Grito” el famoso grito que inició la Guerra de Independencia.

En todo el estado de Guanajuato, el gobierno ha establecido rutas turísticas como la Ruta de la Independencia, la Ruta Arqueológica, la Ruta de Artesanías y otras. También es el hogar de muchos parques acuáticos y aguas termales convertidos en parques acuáticos. Por último, Guanajuato es conocido por sus muchos festivales anuales que se celebran durante todo el año. Los distintos festivales consisten en muchos eventos artísticos y culturales con artistas invitados de México y otras partes del mundo.

Hay varias ofertas de resorts en Guanajuato con comodidades modernas y servicios:

Diamond Resorts International- The Villas at Zihuatanejo, Zihuatanejo, Guanajuato
<https://www.diamondresorts.com/destinations/property/The-Villas-at-Zihuatanejo>

Hotel & Club Villa de la Plata- Guanajuato, Guanajuato
<http://www.hotelvillaplata.com/>

Grand Las Nubes by Inmense- San Miguel de Allende, Guanajuato
<http://grandlasnubeshotel.com/en/about-the-hotel/>

Al final, Trades descubrió que hay otros hermosos destinos en México, aparte del típico señuelo de las playas de arena blanca de México. México es un país lleno de cultura diversa, arquitectura, historia, gastronomía y mucho más. ¡Destacamos dos, Chiapas y Guanajuato, y estamos seguros que hay muchos más que sus propietarios descubran!



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).

12 Rules of Timeshare Renovation

by Joe Aiello



Timeshare owners buy dreams – not real estate - and successful resort operators, whether they are developers, management companies or owner councils, must facilitate those dreams. Here’s what you can do to create more successful renovations at your resort.

Timeshare renovations are big investments, with many moving parts. They require a plan, and that plan must start with a clear understanding of what renovation means to your resort.

With clear goals, a thorough process and a good plan, renovation will improve your property, energize and excite owners, and encourage greater on time payments and resales. Without a plan, renovations often spiral into anxiety, disruption and disappointment.

A major cause of renovation problems is the term, “renovation,” itself. In the real estate industry, where the timeshare concept originated, “renovations” are construction events that repair and return buildings to a former state. Timeshares, however, are businesses more than they are buildings, and we sell experiences as our products. Those experiences may involve activities, such as skiing, beach time or access to parks and amusements, or simple family time in an inviting living room. In any other businesses, a better term for what we do would be product improvement – and it always ongoing. For example, if you were responsible to make a better bar of soap or develop a new restaurant menu, you wouldn’t say you renovate it! You would improve it. The important distinction is that, in the time share business, you must improve continually.

Steady Wins the Race

Resorts get into trouble when they spend tons of money on one-time improvements because, regardless of how much you spend, all improvements degrade starting immediately, and styles and owner preferences continuously change. The critical concept, therefore, is that timeshare “renovations” must be ongoing processes.

Timeshare accommodations and amenities facilitate our owners’ goals and aspirations. Those vary, of course, with every owner and resort but, fortunately, timeshare renovation goals are relative simple and straight forward. In fact, you have only two goals to remember:

1. Make your owners happy they bought their timeshares.
2. Make them feel good when they visit.

A ancillary goal is that is really part of “Make them happy” is:

3. Keep the place affordable.

Renovation as A Process

When renovations are approached as events and problems that must be overcome, they become too expensive; too time consuming; too disruptive; too late; too hard; too threatening. In fact, none of that is necessary. They are simply continuous mechanisms that make your property better. You have no time limits and every step you take improves your resort. In fact, if you consider renovation to be process you will do forever, and you develop a plan to progressively renovate, it will all become easy and fail-proof. Any budget will work.

The Rules of Renovation

Here are twelve renovation rules to live by:

Rule #1: Renovate progressively within your budget and never stop. Do not think you must do it all at one time.

Rule #2: Give your owners and guests surroundings that meet or beat their home environs. Remember they all live somewhere else, and they compare their units and surroundings with their homes every time they come. They don’t want downgrades from their home lifestyles and will never be happy with odors, dirty furniture, walls, floors or dishes, discomfort or outdated decors.

Rule #3: Share owners think they own the place, and they do. They do not care about your problems or budgets.

Rule #4: Start with the basics. Infrastructure is important. Fix odors and leaks, and provide adequate hot water and water pressure.

Rule #5: Never skimp on mattresses or sleeper sofas.

Rule #6: Share owners love visual change. Everything is important, but living rooms and bedrooms are most important. Renovate them at least every 5 – 7 years.

Rule #7: Renovate by unit, and not by item. If you change out lamps one year, and the sofas another, owners will never get a wow feeling.

Rule #8: Never skimp on quality. If you must adjust, do fewer units and extend your cycles.

Rule #9: Never buy retail quality. It will not hold up and is more expensive. Always buy hospitality quality.

Rule #10: Renovations are not construction events. After you correct any infrastructure problems, construction should rarely exceed 1/3 of your budget.

Rule #11: Don’t buy anything or contract for anything without providing a clear specification. Don’t let salesmen decide what quality to put in your resort.

Rule #12: Plan your renovations in long, defined cycles. You should always know what your annual cost will be for the next 20 years.

Follow these rules and you will always and forever have a successful resort. Fail to achieve them and you have collection problems, poor resale values and spiraling management problems.

Here’s an example of a typical cycle:

Item	Cycle
Exterior Furniture	5 Years
Living Rooms, Bedrooms and Interior Color Schemes	6 Years
Mattresses	8 Years
Exterior Refresh	10 Years
Bathroom Refresh	12 Years
Kitchen Refresh, including appliances and cabinets	15 Years
AC Units	20 years

Here is typical costing based on 50 two bedrooms units, divided into 50 weekly shares:

Is that affordable for your resort? It doesn’t matter. Simply adjust the cycles to your budgets, and your resort will always look great.

Item	Cycle	Cost	Annual Cost per Share
Exterior Furniture	5 Years	\$5,000	\$.40
Living Rooms, Bedrooms and Interior Color Schemes	6 Years	\$5,000	\$20.00
Mattresses	8 Years	\$1,500	\$3.75
Exterior Refresh	10 Years	\$30,000	\$.58
Bathroom Refresh	12 Years	\$3, 000	\$5.00
Kitchen Refresh, including appliances and cabinets	15 Years	\$4,000	\$5.33
AC Units	20 years	\$7,000	<u>\$7.00</u>
Total Cost per Share Per Year			\$42.06
Total Renovation Budget Per Year			\$109,356



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Timeshare Veteran's New Company Assembles Expert Team of Collaborators
Custom Revenue Strategies Rejuvenate Older Resorts



Ron Roberts, 40-year timeshare veteran, announces the launch of his new company, **LEGACY SOLUTIONS INTERNATIONAL, LLC**, providing HOA's, Owners, and Resort Managers with custom revenue generating strategies. Older resorts confront-

ing financial losses stand to gain dramatically by working with the unique team of industry experts he has assembled. By implementing LSI's "zero out of pocket" approach, resorts can quickly and easily bring green back to their bottom line.

Ron shared with us: **"Timeshare has gone full cycle. I've directly witnessed the growth, maturity, and now financial decline facing older timeshare properties. It has become crystal clear to me that many properties are struggling, trying to cope with threatening 'legacy' effects due to an ageing owner-base. Resort Managers and HOA Boards know all too well about the unwanted buildup of inventory, missing maintenance fees, and rising delinquencies."**

For some, the go-to solution has been to levy "Special Assessments" to cover rising operational costs and diminishing revenues. **"I am continually taken back by resorts that believe their only financial solution is a special assessment!"** Ron declared, **"Special Assessments are a band aid approach. Universally unpopular, they ultimately cause frustration and alienate the owner base."**

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"It is amazing to me, but true, that many HOA's and resort general managers are completely unaware that effective 'revenue generation programs' are available!" Ron marvels.

"Working with us, positive steps can be readily taken. Legacy Solutions International can bring rapid relief and generate revenue with strategies that have eluded many older HOA's." **"LSI's revenue/cost solutions require NO up-front payments or 'out of pocket' costs. Most programs generate revenue for the resort (or cost savings) almost immediately!"**



Legacy Solutions International's Strategies & Services that Generate Revenue

"My new organization, Legacy Solutions International is unique because drawing on the expert knowledge of our partners, we can collaborate to mobilize a myriad of restorative, revenue generating solutions." Ron declares. **"We truly have the perfect team to solve legacy issues. Our combined professional experience in the industry spans over 200 years!"** **"Frankly, we are delighted to craft integrated, custom strategies to bring this desperately needed financial relief to our clients."**

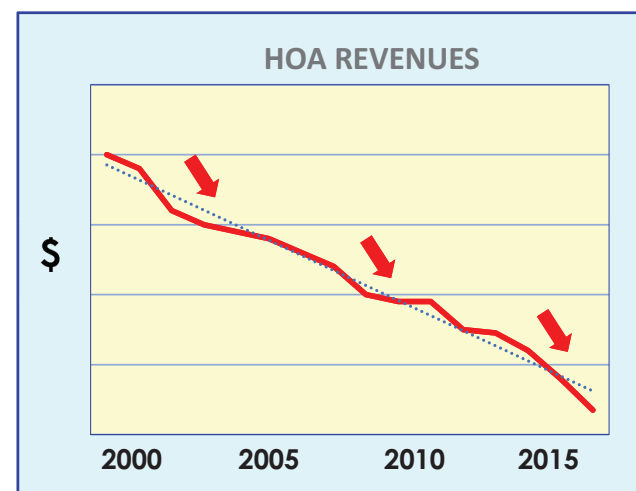


Ron relaxing in the pool at Coconut Mallory Resort in Key West.

We asked, **"What is necessary for the HOA or resort managers to begin the process of generating revenues or cost saving for their resort?"** Ron's straightforward reply: **"The resort has to recognize that maintenance fees revenues are diminishing, (and will continue diminishing), and that they are on an unsustainable path."** **"If the resort or HOA is willing, flexible, cooperative, and has an open mind regarding the process, then our programs work extremely well."**

Ron concludes, "Legacy Solutions International stands ready to make positive and dynamic contributions to your property that will ensure it continues to function in financial strength and fulfills its original charter of providing enjoyable locations for families to vacation, recreate, and build lasting, happy memories."

Ron's career spans more than 40 years in the fractional, land, timeshare, condominium, second home, RV, and leisure real estate industry. He has operated in 41 states, 29 countries, 4 continents, and is responsible for sales or consultation to over 200 projects worldwide. It is accurate to say Ron really has "Been there and solved that!" Let LSI solve your resort problems



HOA Revenues Steady Decline Over Last 15 Years Due to "Legacy" Issues

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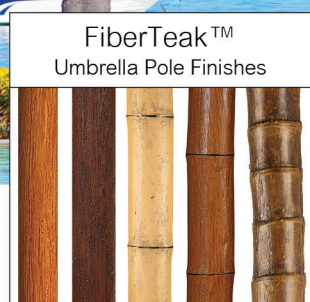
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Your Most Perishable Asset

Don't Let Inventory Go Dark

by Judy Kenninger, RRP

How many things do you remember your college professors saying? If you're like me, you probably don't have any quotes at the ready. But Tom Saver, vice president of revenue for National Hospitality Group of Myrtle Beach, South Carolina, keeps one piece of a professor's advice in mind all the time: "Your most perishable product is a room night not sold."



Tom Saver

"You always want to move the inventory," he says. "If an owner, exchange guest or renter isn't using it, you're losing out on revenue that can be used to sustain the resort or finance resort improvements."

Still, Saver and fellow resort management professional Kelly Brady-Snyder, RRP, senior director – owner loyalty at Grand Pacific Resorts of Carlsbad, California, both know



Kelly Brady-Snyder, RRP

that all renters aren't created equal—and it all goes back to serving the resort owners. "The way that we look at inventory is that it's all driven by the owner," Brady-Snyder says. "Our resorts, our call center, our owner reservations systems, they're all most successful when you have the inventory dialed in."

How do they make that happen? Here, Saver and Brady-Snyder share their insights on marketing and selling rental inventory, plus some of the tools they use to make their jobs easier.

Why is there "excess" inventory?

In a perfect world, a timeshare resort would be 100 percent sold out to owners who either use their week or exchange it every year, and every one of those owners would remain current

on paying their maintenance fee. However, we all know that perfection is solely an ideal. Saver and Brady-Snyder have several types of inventory available for their rental programs.

- **HOA- or Developer-Owned Weeks –** These weeks may have been deeded back by owners, purchased on the resale market to protect price integrity or, in the case of newer properties, haven't yet been sold. The advantage of this type of inventory is that the rental manager can forecast its availability far in advance.
- **Intervals with Unpaid Maintenance Fees –** When owners haven't paid their maintenance fees but haven't yet been foreclosed on, resort management can rent the inventory to recoup the annual fees.
- **Owner Rentals –** Owners who don't plan to use their weeks can have the resort management rent their week on their behalf, with the rental manager receiving a commission on the rental. At Grand Pacific, if the week is not rented by two weeks before the start date, the owner can still choose to deposit



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it with Grand Pacific for its original internal exchange value.

- **Forecasted Breakage** – While resort managers strive for owners to use all their weeks, a certain percentage goes unused. Grand Pacific uses sophisticated modeling tools to determine when inventory won't be used and includes that inventory in its rental program. "Even if you have owner utilization in the mid-90-percentile range, that still means 4 to 6 percent of inventory isn't reserved by owners," Brady-Snyder says. "We try to make educated decisions on what to do with the inventory so



we can get it out earlier than distressed inventory, and that benefits the association and the owners."

How do you balance serving owners and getting the most from rentals?

A popular benefit of timeshare ownership is the ability to book "bonus time" above and beyond the ownership interest at the home resort or other properties in its network. Letting owners use unreserved time at a preferred rate drives owner loyalty, but is it the highest and best use of the asset? "You always want to take care of owners first as we know they are the lifeblood of the association," Saver says. "They are the ones who are ensuring that the resort remains sustainable." At NHG, owners may be able to rent low-season weeks for the cost of the cleaning fee plus a small charge. However, that deal isn't available for high-demand weeks.

At Grand Pacific, the lowest nightly rate paid by owners at their home resort is one-seventh of the maintenance fee. For other resorts in their network, it's a bit more but still a good value. Those weeks, however, don't become available until about three weeks before the dates. "Our owners are very aware that bonus time is about 21 days in advance; they work within the bonus time windows," Brady-Snyder says. "Before that time, owners and the general public have equal access to the inventory but owners will always pay, via our ResorTime Network, less."




How do you market the inventory?

Having resort guests book directly through the resort's website or call center is the most profitable way to market resort inventory as no commission is paid. That's not going to do the job on its own, however. "In today's marketplace, you can't prosper without the OTAs, specifically booking.com and Expedia," Saver says. "They make up 80 percent of all online bookings. You want to drive more direct bookings, but you're going to have a lot of inventory go dark if you're not using the OTAs."


Brady-Snyder also reports success listing inventory with HomeAway and Airbnb.

Still, email campaigns targeting owners and past guests are still effective if the offer is right, both experts say. This can be supplemented with social media campaigns on Facebook, Instagram, and even Pinterest, which Saver says has proven effective.



Cunningham


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Continued from page 15

Your Most Perishable Asset



How do you set prices and track the inventory?

“When it comes to pricing in general, my philosophy is to protect and promote all inventory,” Saver explains. “You protect it when you only have a few weeks left, for example 4th of July week. You promote when you have more inventory available as in the off

season. We’re always working with the general managers at each resort to come up with the best pricing decisions. Their input is extremely important, because they know what’s going on in their areas and can often tell us demand that we might not be seeing yet.”

When it comes to high-demand time, rates can soar. “We have events such as Coachella, crush season in Napa, or events on Coronado Island, and we price within the market to max profit for the Association.”


Sophisticated software has made the rental manager’s job a lot simpler in recent years. Both Saver and Brady-Snyder’s companies have SPI property management software, but they supplement that with channel management software to channel managers efficiently manage the different online distribution channels that their property sells through, including their proprietary sites and OTA sites such as Expedia and Booking.com. The software ensures that pricing is consistent and that inventory is removed from other sites once it has been reserved.

Saver relies on ChannelRUSH, while Brady-Snyder has recently started using SiteMinder. In addition, Saver uses the tools provided by the OTAs, such as Expedia Powered Technology and Priceline’s BookingSuite. “Expedia

and Booking.com own many other site and are having this Coke/Pepsi type of battle, so they’re providing all sorts of free tools to that allow you to look at your competitors’ pricing,” he says.

Extra Benefits?

In addition to supplementing a resort’s revenue stream, a robust rental program can also have an important side benefit: attracting new owners. “I would say that more than 90 percent of the buyers of our resale weeks have been past rental guests,” Saver says. “They come to our wine and cheese parties, where it’s a very social atmosphere. Often, they’re excited to talk to a representative and take a tour. After experiencing the resort, they want to see what we have to offer.”



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

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Joke of the Day

A man goes into the pharmacy and asks for some viagra. 'Have you got a prescription,' the pharmacist asks him. And the man says, 'No, but will a picture of my wife do?'
-Unknown Author

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ARDA AWARD WINNER





My friend Cathy Backus, founder of the 501.3(c) non-profit Send Me On Vacation (SMOV), asked me recently if, Resort Trades would be interested in writing an article about a very unique vacation her group recently sponsored. The vacation was for a group of mothers who were experiencing cancer during pregnancy. SMOV typically sponsors one breast cancer survivor at a time, but this group had 25 women, each of whom had relied on one another in a mutual support group. Somehow Cathy had mustered the funds to send them all on a vacation to Las Vegas!

Boy, would I ever! I lost my own mom to breast cancer when I was six months old. I surmise she must have had to make a tough decision to forego treatment in order to have a healthy baby. What a brave and noble mother!

So, in honor of October Breast Cancer Month, I'm tickled to be able to allow several of these kick-ass moms the opportunity to tell their own story.

Jessica Ramos' Story:

We are the Kick Ass Cancer Mamas! We are part of a grass-roots Facebook support group for mamas pregnant with cancer. In late April, we lost two integral members of our group days apart from each other – Lauren Smoke and Jessica Fortney-Martellaro. We were devastated. This is what motivated us to plan a meetup. I personally wanted to hug and see these women who supported me in a very rough time of my life. Even if it was just once! Everyone who went on the trip had breast cancer. We went to Las Vegas July 20-23. Kat started a GoFundMe page and I reached out to Cathy. Thanks to everyone's generosity we had some extra spending money to go towards our trip! This was a girl's only trip! I'm fortunate that I have a supportive husband who didn't mind being a single dad for the weekend. Jin found a house online that would fit all 25 of us under one roof! It also had an amazing pool and water slide!

We had a blast! Thursday we settled in, hung out by the pool, and went on a trip to Costco to buy our food for the weekend. Kat graciously made us scones for breakfast every day! Friday we went for a night on the town! We went to a club at the Cosmopolitan. Karina's father generously gave us some money and we used it towards a cabana and bottle service. Saturday we went to Qua spa at Caesar's palace. Then we went to dinner at Spago. Sunday was hard! Everyone was in tears because our trip came to a close and it was time to leave and go back home.

I was diagnosed stage 2 breast cancer when I was 14 weeks pregnant. My son and I underwent 6 rounds of chemo while he was still in the womb. He was induced at 36 weeks. I had a

lumpectomy 2 days after he was delivered. I had an additional 12 rounds of chemo and 36 rounds of daily radiation. I finished my last treatment in July 2016. I celebrated my 2 year cancer anniversary on June 26. I still remain no evidence of disease. My chemo baby, Blake, will be two on November 21! He is a thriving toddler! He loves puzzles, books, being outside, and singing "Wheels on the Bus." I couldn't have done this without my incredible medical staff, supportive family & friends... and my fellow kick ass cancer mamas!

I left my corporate job in May. I was there for 11 years! I left to work at the National Breast Cancer Foundation to be their Finance Manager. One project that I'm working on is "Breast Cancer in the Workplace." I'm sharing my story to help employers meet the needs of their employees who have been diagnosed with breast cancer.

Yes! We are planning another get together! This trip brought us so much closer! We don't know where we are going yet, but it will probably be next summer. We still talk to each other every day on FB or text messaging.

Caitlin Sticka Story:

RESORT TRADES: How did you get through the delivery of your baby; who supported you such as medical professionals, family and friends, not to mention your Kick Ass group?

CAITLIN: I found out within the same week that I had breast cancer and that I was pregnant with my 2nd daughter. We immediately were surrounded by a ton of support. Family, friends, church community, complete strangers! My medical team was amazing, especially my OB/GYN and breast surgeon. I found support through hope for two (organization for women pregnant with cancer) but found the most support through the Kick Ass Cancer Mamas Facebook group.

RESORT TRADES: What do you think you got out of the trip; what thoughts, memories, ah-hah moments would you say meant the most to you?

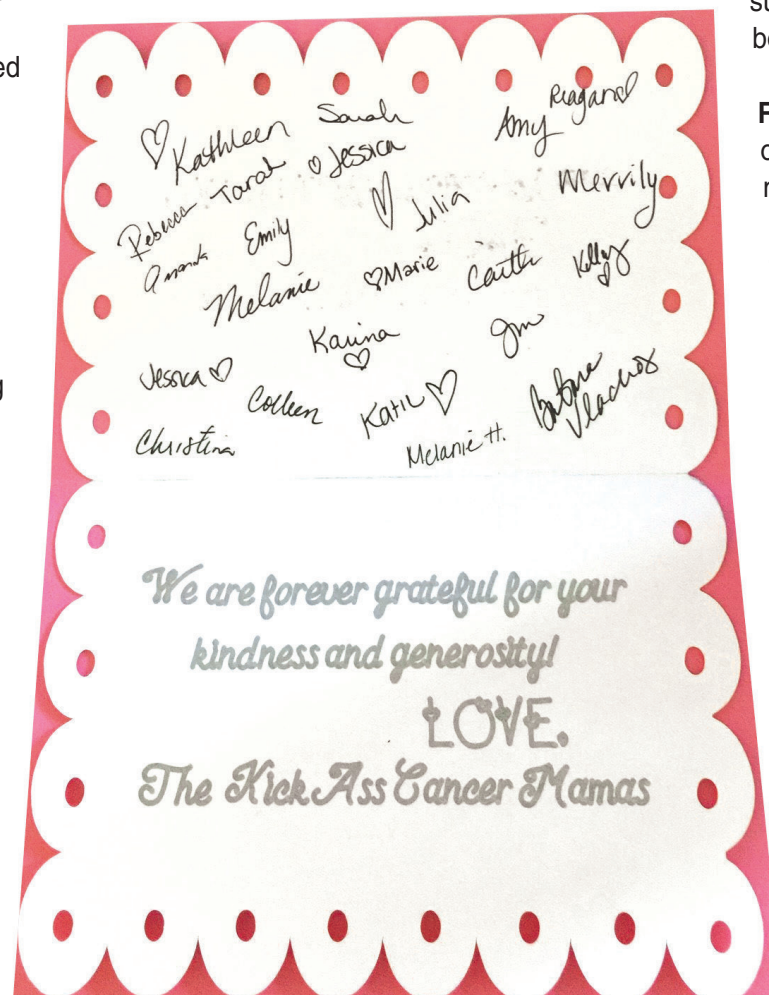
CAITLIN: We all can agree that this trip was amazing because it was a time when we felt the most ourselves. These women who have gone through what I went through, there is nothing better than someone who can relate to you on such a deep level. There were tears, mostly laughter and a sense of deep love for each other.

RESORT TRADES: If you formed any special connections because of this trip that are likely to continue and grow, can you talk about that?

CAITLIN: We have continued to keep in touch through a Facebook group dedicated to those who were on the trip. This is a place where at least one of us posts daily. We are already missing each other and cannot wait to plan another trip soon to meet up again!

Jessica Filloon Stor :

Hi Sharon! My name is Jessica Filloon and our KACM trip was absolutely life changing. Thank you for sharing our stories. You have no idea how beautiful it is to be heard.



The Kick Ass Cancer Mamas' thank you note to Cathy Backus



I was diagnosed later on in my pregnancy, at 32 weeks- although I had found my lump(s) a few weeks earlier.

So I was actually induced at 35 weeks so I could start chemo right after. We only had a few weeks to fully wrap our heads around what was to come before jumping right in. That being said, I am very lucky to have an amazingly strong and loving support group -- #TeamFilloon

As soon as the news traveled to my family and friends, I knew that I would never be alone through any of it. My husband has been my rock and my nurse, so understanding and supportive and definitely taking the "through the good times and bad" part of our vows super seriously. My 2 year old has also been the perfect distraction and radiating light during it all.

On the actual delivery day, things did not go as planned and I ended up in an emergency C-Section. But my medical team prepared me for everything since diagnosis, even though this was all completely new to them too. We were all gaining knowledge along the way and I never had any doubt that they were doing what was best for me. They were/are always in constant contact so to give me the greatest care.

My KACM [Kick Ass Cancer Mamas] squad is irreplaceable, I had been in the group for a couple of weeks (added by a mama whom I actually got to meet in Vegas), but didn't really formally introduce myself until the delivery of Wyatt Jackson Filloon on September 14, 2016. The outpouring of love I received that day made me absolutely confident that all would be alright, my baby would be perfect, and that I was not alone.

It's funny, spending an entire weekend with Internet strangers and talking lots of cancer talk, I've never felt less 'cancery'. For the first time in almost a year, I felt normal. Like, I had found my people. Things could have gone terribly awful and yet, it was one of the greatest trips of my life.

I feel like my heart grew ten sizes after that weekend. I was able to physically squeeze some of the ladies who liter-

ally saved me mentally – ladies who I now consider some of my closest friends, my soul sisters. Leaving them was so hard and we shed many tears. I feel like I left a piece of myself with each mama and now part of me is spread all over the US and I love that.

I had planned on a fun weekend getaway, a spa day, great food, pool time- but it was so much more. I have been blessed with lifelong friendships and support from some of the only people who actually get it. This amazing adventure was flawless- thanks to dedicated and crazy organized ladies, committed mamas, supportive spouses, super generous donors, trust and love. I'm not sure I'll ever be able to fully express how thankful I am for this opportunity.

Forever and always, these are my mamas.

We all still connect almost daily via text and the internet. Checking in on each other; sharing funny stories along with sad ones. Sharing GIF's has got to be one of my favorite parts of the Internet. They make so much more sense now that I know each person's individual personality and humor. I have no doubt in my mind that we will forever maintain these friendships and we are already trying to plan our next meet up.

Kick ass cancer mamas- We share love, maternity clothes, baby clothes, wigs, boobs, stories, jokes, tips and tricks, and so much more.



And lastly, a word from Jin:

My name is Jin. I was diagnosed with breast cancer when I was 36 weeks pregnant with my daughter. My daughter was induced soon after my diagnosis so that I could start cancer treatment. We had no idea at the time what stage I was and what my prognosis was. One month after my daughter was born, I had a mastectomy and two months after surgery, I underwent four rounds of chemotherapy. I had an incredible medical team! My OB/GYN was so compassionate and hands-on. My breast surgeon was equally amazing, coming by to check on me as I was being induced. My oncologist knew how fearful I was of chemotherapy and spent hours going over research with me and answering all of my questions. My family--my parents, two sisters, brother-in-law, and my husband--was my rock. My Kick Ass Cancer Mamas were an incredible source of support and inspiration.

It was an incredible experience being able to meet so many of my cancer mamas in person! To be surrounded by 22 other mamas who "get it" was so powerful and to be able to put faces, bodies, and voices to the people who had provided so much support virtually was incredibly special. Never have I been with that many women before without an iota of drama! It was magical! I loved every mama I met on that trip but there were definitely some with whom I developed very strong connections. We have remained in touch via Facebook and text/telephone and have already made plans to visit each other in the near future!

Postscript

We cannot end this article without a lump in the throat. We wish all the Kick Ass Cancer Mamas the very best and Resort Trades joins them all in thanking Cathy Backus and all the sponsors of SMOV.



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



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The Kelley Chronicles

Refurbishing Your Resort's Technology

by Kelley Ellert

When refurbishing a property, sometimes a resort's management and HOA need to look beyond a designing a pretty landscaping project or remodeling interiors. Last year I wrote about the positive impact of modern day refurbishments, based on what consumers expect. In the case of the Links Golf and Racquet Club in North Myrtle Beach, our team at Defender Resorts and the property's HOA recognized that modern day visitors were demanding the same high-speed internet access that a hotel characteristically offers.

In my article, published in the October 2016 issue of Resort Trades entitled, "Modern Day Refurbishment," I wrote, "We know that strong internet connectivity and Wi-Fi is more important than

ever because we are all connected with smart devices. A 2015 study by Pew Research Center found that 68% of adults have smartphones, 45% have tablets and 86% of those aged 18-29 have smartphones. Being able to use these devices, watch our videos, check out email, stay in touch on our social networks - all without draining our data plans is vital to a positive guest experience at a resort.

"According to a Gallup poll, customers put "internet connectivity, a comfortable bed and responsive employees" as the top things travelers seek; so much so that they would pay a higher premium rate to stay at a resort that guaranteed these."

In the article, I detailed the Links investing in the installation of fiber optic cable to run the wireless internet at the resort. It's been a year since and so far the effects have been positive. As wireless access is one of the most important things people look for in a resort, the Links has not received a single negative comment about their wireless service since the installation. In addition, the system

is set up in a way that allows them to collect data from guests and improve their marketing efforts.

Technology Wins It All

As with the Links Golf and Racquet Club, technological advancements with resorts are always a good place to start. The best way to determine what technological advancements are best for your property is to look at its weakest points.

In her article, "Bluebeard's Castle Goes Green," published in the October 2013 issue of Resort Trades, Hatton Gravely wrote, "It ain't easy being green."

"The President of the Hilltop Villas Association at Bluebeard's Castle Resort, Scott Williams, can verify Kermit the Frog's famous statement. He led the 'green' efforts at Bluebeard's Castle Resort to make the property more energy efficient and sustainable.



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guests to make local dinner reservations, view local happenings and much more.

Investing in lamps and other lighting fixtures that not only have plugins but USB charging ports can be an advantage as well. According to a research study by Pew the average consumer has 3.64 devices which means they have multiple chargers and a need for multiple charging ports in order to be happy.

There's a trend in new hotels for developing social gathering spaces where people can interact with other guests.

When reviewing refurbishment possibilities look to see if there are any wasted common areas that can be turned into comfortable seating, game rooms, fire pit or other added social amenities.

Don't Leave People Guessing

All your efforts for improving your resort don't go very far unless they are very clearly shared with the world. People can't get a sense of how comfortable your beds are or how fast your internet is by simply hiding this information in a list of resort amenities.

So, make sure your website clearly highlights what your refurbishments are and how they affect guest satisfaction. Don't just say you have fiber optic internet. Say that you have "fiber optic internet fast and strong enough that each guest room can stream video through up to four devices." That

second statement highlights exactly what guests are getting with this upgrade since "high speed wireless" is often an overused and overpromised term.

Overall, no matter what renovations your resort completes, they need to always keep the guest in mind. Before any decisions are made everyone should step back and ask "what are we currently lacking that would greatly improve guest satisfaction and enjoyment at this property?" Take a look at your comment cards and online reviews. These can be the best portal into determining exactly what guests feel your resort is missing.

"Energy is not a cheap commodity in the US Virgin Islands, and when the price of power reached 52 cents per kilowatt hour, the Board knew they needed to search for alternative energy sources. In the past 3 years, solar panels have reduced in price, which made this project a viable option."

At Bluebeard's Castle in St. Thomas, soaring electric bills were a becoming a larger issue each year, so in 2013 they completed the installation of 1,887 solar panels. Since their inception the resort has been able to produce a large amount of its energy and decrease energy bills and reliance on the islands energy providers.

Additional technology-related ideas can include televisions with ports and cords or Roku sticks for people to be able to stream through their Netflix and Hulu accounts. Some resorts have even gone as far as developing a localized app that allows



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.

SUPPLIER PROFILE

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Celebrating its 50th year since it was introduced, this unique disinfectant/insecticide was one of the first products available to kill bed bugs. Un-



like traditional insecticides, STERIFAB® is used without dilution, and can be applied to almost all surfaces, (waxed wood-leather not withstanding). Originally introduced as a treatment for used upholstery, bedding, and other items that have been used, and would be re-rented/sold, many applications were added over the years. Many States require it's usage prior to rental/sale. STERIFAB contains an inert identifying crystal which can be used to identify items that have been treated, (using a suitable UV lamp with magnification). No other product in the world offers this easy to use process for identifying an application, and as such eliminates the duplication of treatment. In addition to bed bugs, STERIFAB kills mites, roaches, fleas, ticks, lice, louse eggs, ants and silverfish. It is also a

Bactericide, Sanitizer, Fungicide, Mildewcide, Deodorant, Germicide and Viricide.

Through the decades the pest control/janitorial industries have moved decidedly from residual products to those that are biodegradable, and that will cease efficacy after the product dries. STERIFAB has always been a non-residual product, and has been ahead of the curve for decades.

To view STERIFAB with some perspective it is noteworthy that it wasn't that many years ago that many products continued to remain active after they dried, (residual). While offering activity for extended periods of time, this also created a catch 22. While these products remained active, and as such continued to work, they also exposed the end user, or recipient of the treated product to be exposed to many ingredients that were never intended to remain when people and animals were in contact with, or used the item.



In the hospitality industry there has always been an inherent problem with the potential for guests to bring "unwanted" visitors into the public areas and the rooms. Though housekeeping is designed to both clean, and identify problems, evidence of bedbugs, mold, mildew, and other problems are not always so easy to identify. STERIFAB is not a restricted used product, and accordingly can be applied by virtually anyone, (restrictions may apply in certain States).

Applying STERIFAB not only kills bed-bugs and other insects, but also kills viruses, bacteria, mold, mildew, germs and fungus, eliminating the need for multiple products, and reducing costs and time.

As we approach our 100 year anniversary, (2020), this milestone will be greeted by us as an entree into a new century, where we look to continue finding new, and interesting methods to combat the many issues that STERIFAB was designed to counter.

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Top Team Members

Meet the People Who Make the Resort Industry Great!

by Marge Lennon

Richard Heim Senior Manager, Customer Service/Owner Support Holiday Inn Club Vacations

In your wildest dreams, could you imagine what it would be like to receive 800,000 phone calls from your customers each year? For Richard Heim this is not a dream, it's reality. As Senior Manager of Customer Service and Owner Support for



Club Vacations (HICV) in Orlando, his team has experienced this amazing call volume and is actually on target to handle upwards of 900,000 calls in 2017.

While his company may have 340,000 timeshare owners, his primary responsibility is much like a company with 3,000 owners. It's imperative that his customer service professionals have the most accurate information to relay to their owners.

Promoted to his current position in August 2017, his team supports front line Club Counselors and 26 Resort Operations teams with members' accounts. They are the heartbeat of all communications with members/owners and serve as the liaisons for most departments, supporting HOAs and representing the Club at annual meetings.

"You could call our department 'the fixers' since we do whatever it takes to correct a situation and make things right for our owners and members while reinforcing their membership benefits," Richard said. "Our 32-person team includes supervisors, customer service representatives, correspondence specialists and one social media specialist who handles all online presence for the Club on several social media platforms."

When Orange Lake Resorts acquired Silverleaf Resorts in May 2015 – with 13 resorts and more than 3,000 employees – the acquisition doubled its size to 26 resorts, 340,000 owners, and more than \$700 million in revenues. This made Orange Lake Resorts and the HICV brand the second largest mortgage portfolio in the industry at \$1.3 billion. Servicing over 100,000 new owners and learning the ins and outs of 13 new resorts was a tall order for Owner Support. It involved all segments of rebranding, renovations, conversion of technology, accounting and communication

systems. The massive project required non-stop training to update team members.

His department's mission statement is to provide the best customer service while improving the lives of those in the community. In 2016, Richard and his team worked with the Orlando Family Assistance Center to accommodate family members of the Pulse terror attack victims. Hurricane Matthew occurred weeks later with the need for the evacuation of guests at resorts in the affected area. He led the Customer Service department in contacting affected owners and guests to cancel reservations and refund money or points. Later in the year, deadly fires rolled across the Smoky Mountains in Gatlinburg. Guided by his expertise, Richard's team jumped into action to notify guests of the pending danger, overseeing the outbound campaign in contacting affected owners and guests to cancel reservations and refund any points or money.

Richard began his Vacation Ownership career in 2006 at Ron Jon Cape Caribe Resort (now Holiday Inn Club Vacations Cape Canaveral Beach Resort) as the Manager of Reservations and Owner Services. Earlier, he was GM for a boutique Hampton Inn in West Palm Beach for several years. Prior to that he worked as a Club Manager at a private country club in Vero Beach, Florida. He joined HICV with the acquisition of Ron Jon Cape Resort in 2014. He earned a degree in Hospitality Management from Johnson & Wales, in Providence RI.

"When I came to Orange Lake Resorts right after the acquisition, it was clearly the right fit," recalls Richard. "I brought my two pugs (Max & Oliver), found a really quaint house in downtown Orlando and haven't looked back – I absolutely LOVE living in Orlando!"

"The best part of working here is the people, the members and the Senior Leadership team. They empower and trust individuals to make sound decisions. It's pretty exciting to think that Kemmons Wilson (founder of Holiday Inn), created Orange Lake Resort in the 80s. His legacy continues with the Wilson family continuing the tradition of creating memorable vacation experiences. When Mr. Spence Wilson Sr. walks through the building, he always stops to say hello and sincerely asks how everything is going. He then personally thanks that employee for what they do. Personally, it is extremely impressive that he has never wavered from what he learned from his father."

Continued on page 23

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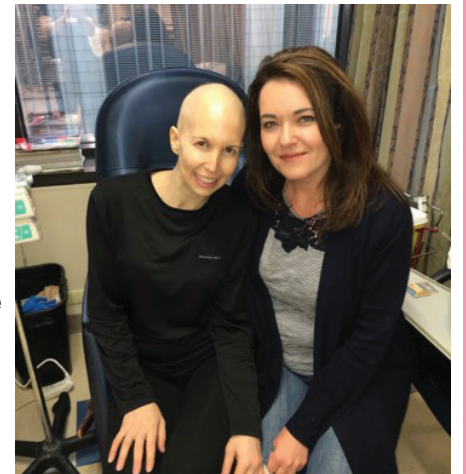


I'm gonna spend every minute appreciating life!

Having the chance to experience my bucket list vacation would be the greatest thing that has ever happened to me - following the hardest time I've dealt with in my life. I am single, never married and have traveled through this "unexpected journey" called breast cancer virtually alone. I've learned to do what I have to do. It's true, you become stronger than you ever possibly thought you could be.m! On top of managing my disease, I am the caretaker of my little sister with Downes Syndrome.

Sometimes seeing life through the eyes of 6 year old mind, actually saved my sanity.

Being diagnosed with breast cancer has completely changed my life! I was disabled on my right side after surgery and couldn't feel my fingers. Of course I'm right handed so it made life complicated. I experience chemo-fog and chemo brain due to very harsh chemotherapy treatment and radiation. I haven't been able to work for over a year. Hospital bills, utilities, rent and the stress of it all has been overwhelming. Now, I just want to focus on healing & getting better so a trip of a lifetime is just what I need! It almost sounds too good to be true! I'm sure you hear that a lot. This is such a wonderful idea for cancer patients, I'm so appreciative to be lucky enough to be a part of Send Me On Vacation and I'm ready to live my dreams!



Send Me on Vacation Mission

To Provide a much needed vacation to women with breast cancer who have undergone treatment and need a place to rejuvenate and heal their body, mind and spirit.

Our Cause Many women who have experienced treatment for cancer will tell you that when the physical aspects of the battle end, the emotional struggles begin.

The adverse effects of the treatment can leave women, their families and friends in shambles. We believe that an essential step in surviving this experience is to provide survivors with a well deserved vacation to CELEBRATE life! If interested in becoming a member, donor or sponsor please contact us at membership@sendmeonvacation.org.



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Promotion, PR, Publicity

By SharonINK PR & Marketing

Hear what Sharon Scott RRP's clients say about her:

"As a lender and lender's representative serving developers in the resort industry, Wellington Financial has benefited from Sharon's capability as a wordsmith.... We are never hesitant about having Sharon call our clients to discuss a proposed press release, knowing she will perform her communications in a professional manner reflecting well on us."

--Ron Goldberg, President, Wellington Financial

"... We have, on occasion, hired Sharon's company and found that she was very effective at planning strategy for us and delivered on her commitments."

--Richard Ragatz, Ph.D., Ragatz Associates

"Everyone in the resort industry knows and respects Sharon. She has it all – connections, integrity, brains and a sense of humor!"

--James R. Danz, RRP, Timeshare Marketing Professional

"We have been very pleased with Sharon's writing capability. She's a great communicator."

--T.L. Spencer, CEO and COB, and Wes Spencer, Timeshare Sales & Marketing Professionals



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

--Stephany A. Madsen, RRP, Senior Vice President - Special Projects, Retired, American Resort Development Association (ARDA)



To learn more, call Sharon at 1-310-923-1269 or visit SharonINK.com.

AMDETUR Celebra su 30 Aniversario en el Marco de la XXXI Convención & 27ª EXPO

Por Carlos Trujillo

En el marco de los festejos con motivo del 30 aniversario de la fundación de la Asociación Mexicana de Desarrolladores Turísticos (AMDETUR), en un hecho inédito e histórico, con lleno total y en un ambiente de camaradería, se llevó a cabo la XXXI Convención, la 27ª Expo AMDETUR 2017, “Tres Décadas Transformando el Turismo de México” y el Foro de Marketing y Ventas Puerto Vallarta y Riviera Nayarit “Despertar y Trascender”. La Asociación de Desarrolladores y Promotores Turísticos de Tiempo Compartido de Puerto Vallarta (ADEPROTUR), además de ser uno de los fundadores de AMDETUR, ha sido pieza fundamental en el desarrollo de la industria del tiempo compartido y la propiedad vacacional de la región de Puerto Vallarta y la Riviera Nayarit. Por ello, sumaron esfuerzos para la organización, operación y logística de nuestro magno evento, que culminó como uno de los más exitosos que se haya tenido registro.

CEREMONIA DE INAUGURACIÓN



Durante la inauguración de este magno evento, se contó con la presencia del Secretario de Turismo del Gobierno de la República, Mtro. Enrique De la Madrid Cordero, quien destacó que el turismo en nuestro país es una política de combate a la pobreza. Indicó que los 3 países más importantes en materia de propiedad vacacional son Estados Unidos, México y Canadá, los cuales son ejemplo de la importancia que tiene esta región. Llamó a los empresarios a trabajar juntos para evidenciar que la zona está destinada a ser competitiva a nivel mundial por sus recursos naturales y humanos. Resaltó que se debe trabajar en unidad para lograr un país en mejores condiciones y dijo: “juntos logramos más y juntos valemos más”. Destacó la presencia y participación de las asociaciones internacionales como la American Resort Development Association (ARDA), Cooperative Association of Resort Exchangers (C.A.R.E), Canadian Vacation Ownership Association (CVOA), así como también Jamaica Promotions Corporation (JAMPRO), Agencia del Ministerio de Crecimiento Económico y Creación de Empleo del Gobierno de Jamaica.

Jorge Herrera Rivadeneyra, Presidente del Consejo Directivo de AMDETUR, detalló que a lo



largo de 30 años, AMDETUR se ha posicionado como una organización líder en nuestro país, gracias a la dedicación y entrega de los 16 presidentes que han encabezado esta Asociación y dijo: “todos y cada uno de ellos se han enfrentado a retos para defender los intereses de nuestra industria”. Reconoció el apoyo de los desarrolladores, asociaciones locales y autoridades y destacó de manera muy especial la colaboración del Sr. Procurador Federal del Consumidor en funciones, Lic. Rafael Ochoa, en las gestiones que se llevaron a cabo ante la Comisión de Comercio y Fomento Industrial del Senado de la República sobre la nueva Ley Federal de Protección al Consumidor, en donde se logró conservar el periodo de rescisión de 5 días hábiles y evitar el nuevo Registro Público de empresas de tiempo compartido, similar al que tienen las casas de empeño. Añadió que AMDETUR seguirá trabajando de manera unida e incluyente para lograr todos y cada uno de los objetivos planteados.

PANELES

• Pioneros – La Evolución de una Visión



En el Panel “Pioneros – La Evolución de una Visión”, el cual fue moderado por Ricardo Montaudon Corry, Presidente y Director Ejecutivo de RCI Latinoamérica, contó con la participación de Pablo González Carbonell, Presidente del Consejo de Royal Holiday; Fernando González Corona, Presidente del Consejo de Grupo Villa; Ernesto Coppel Kelly, Presidente del Consejo de Grupo Pueblo Bonito y Kemil Assad Rizk Aziz, Presidente y Director General de Royal Resorts. Los panelistas platicaron sobre la evolución y transformación de la Industria de la Propiedad Vacacional. Recordaron que en sus inicios en México se desarrolló la unidad fija y después la flotante.

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Destacaron que nuestro país es el segundo lugar en ventas a nivel mundial, únicamente porque Estados Unidos tiene una economía mayor, pero en realidad por innovación y valor, México es el número uno. Coincidieron que a lo largo de más de 30 años se ha trabajado arduamente para posicionar a la industria en niveles de calidad muy sobresaliente, tanto en productos como en servicios, además de que la satisfacción del consumidor es lo más importante para que la industria pueda funcionar de manera óptima.

• Nuevos Enfoques en la Industria de la Propiedad Vacacional



En el Panel: “Nuevos Enfoques en la Industria de la Propiedad Vacacional”, patrocinado por Concord y moderado por Gerardo Rioseco Orihuela, Vicepresidente de Provac-Grupo Posadas, tuvo como panelistas a Alejandro Zozaya, Presidente de Apple Leisure Group; Alejandro Martín, Director General de Palladium Travel Club; Luis Lara González, Director General de Travel Smart VIP Vacations; y Marcos Agostini, Vicepresidente Ejecutivo de Ventas Globales y Desarrollo Comercial de Interval International. Sostuvieron que el producto de la propiedad vacacional ha evolucionado porque los clientes actuales tienen diferentes necesidades, por lo que las empresas se han ido adaptando a lo que los consumidores requieren. Destacaron también que el producto de semana flotante se vende con mucho éxito y aseguraron que se tienen que reinventar con beneficios y productos que puedan aportar más valor al proceso de venta.

CENA DE GALA, RECONOCIMIENTOS Y PREMIOS LA PALMERA DE ORO





El primer día de actividades cerró con una espectacular Cena de Gala, en donde se entregaron reconocimientos a las asociaciones locales, a los ejecutivos con amplia trayectoria en la industria, así como a los desarrolladores que han colaborado en esta industria desde sus inicios. Mención especial fue el hecho de que, por primera vez en la historia de AMDETUR, se entregaron los Premios “La Palmera de Oro 2017”, cuyo objetivo es reconocer a las grandes empresas con iniciativas y programas que fomenten el desarrollo y crecimiento de la industria del Tiempo Compartido y la Propiedad Vacacional.



Reconocimiento a las asociaciones locales:

1. Asociación de Clubes Vacacionales de Quintana Roo, A.C. (ACLUVAQ)
2. Asociación de Clubes Vacacionales de Sinaloa, A.C. (COSTA PACÍFICO)
3. Asociación de Desarrolladores y Operadores Turísticos de Ixtapa y Zihuatanejo, A. C. (ADOTIZ)
4. Asociación de Desarrolladores y Promotores Turísticos de Tiempo Compartido, A.C. (ADEPROTUR)
5. Asociación Sudcaliforniana de Desarrolladores de Tiempo Compartido, A.C. (ASUDESTICO)

Reconocimientos a Ejecutivos con más de 20 años

1. Luis Lara González
2. Marcos Agostini

Reconocimientos a Ejecutivos con 30 años

1. Alejandro Lemus Mateos
2. Barry Cohen
3. Colette Ann Comeau
4. Fernando Azcona Lizárraga
5. Francisco Aranda Bezaury
6. Gabriel Oropeza Griffith
7. Gustavo Ripol Bermúdez
8. John McCarthy Sandland
9. Jorge Ocaranza Freyría
10. Luis Ángel Cantú Treviño
11. María de Lourdes Ayala Ochoa
12. Ricardo Montaudon Corry
13. Rosa de Jesús Lugo Dorantes
14. Rosario Rodríguez Rojo

Reconocimiento a Desarrolladores con más de 20 años

1. Robert Louis Kistner
2. José Carlos Azcárraga Andrade
3. Pablo Azcárraga Andrade

Reconocimiento a la Trayectoria de Desarrolladores con 30 años

1. Pablo González Carbonell
2. Abelardo Garciarce Ramírez
3. Ernesto Coppel Kelly
4. Fernando González Corona
5. Kemil Assad Rizk Aziz
6. Abelardo Vara Rivera
7. Armando Millet Molina
8. Carlos Berdegúé Sacristán
9. Carlos Vázquez Zepeda
10. Daniel Chávez Morán
11. Eduardo Sánchez
12. Navarro Redo
13. Eduardo Vela Ruíz
14. Francisco Bulnes Malo
15. Graziano Sovernigo
16. José Chapur Zahoul
17. Juan Vela Ruíz
18. Luz María Torres González
19. Owen Perry
20. Richard Sutton
21. Roberto Chapur Zahoul
22. Romárico Arroyo Marroquín

Reconocimientos “La Palmera de Oro”

1. MEJOR INICIATIVA DE RESPONSABILIDAD SOCIAL - Royal Holiday
2. MEJOR PROGRAMA DE REFERIDOS - Posadas
3. MEJOR INNOVACIÓN DE PRODUCTO - Unlimited Vacation Club
4. MEJOR PAQUETE DE BIENVENIDA - Solaz Los Cabos
5. MEJOR PRODUCCIÓN DE VIDEO - Solaz Los Cabos
6. MEJOR CAMPAÑA DE MARKETING - Posadas
7. MEJOR PROGRAMA DE LEALTAD Interval International

RECONOCIMIENTO AL MEJOR TRABAJO RECEPCIONAL EN EL 1er MÁSTER EN COMERCIALIZACIÓN 2016



Mariano Fernández con el tema: “Timeshare en Tiempos de Twitter”

Para la entrega de los premios se contó con la presencia de: Jesús Enrique Ramos Flores, Secretario de Turismo del Estado de Jalisco, Álvaro Garciarce Monraz, Presidente del Fideicomiso de Turismo de Puerto Vallarta; Fernando González Ortega, Presidente de la Oficina de Visitantes y Convenciones de la Riviera Nayarit; María de Lourdes Ayala Ochoa, Presidente del Consejo Directivo de ADEPROTUR y Jorge Herrera Rivadeneyra, Presidente del Consejo Directivo de AMDETUR.

FORO DE MARKETING Y VENTAS “DESPERTAR Y TRASCENDER”

De manera paralela se llevó a cabo el Foro de Marketing y Ventas “Despertar y Trascender”, patrocinado por Mas Vacations, Resort Condominiums International e Interval International. Se tuvieron dos reconocidos expositores: Alejandra Llamas, quien con el tema de marketing, habló sobre liderazgo, la productividad y el buen ambiente de trabajo, que van de la mano con la capacidad de la comunicación. En la parte de ventas, Jeffrey Gitomer expuso temas de crecimiento personal, preparación profesional y capacitación en las empresas para aprovechar las oportunidades del turismo mundial, en especial de México.

Con una asistencia de poco más de 550 personas, esta capacitación se ofreció a promotores, vendedores, coordinadores, gerentes y directores que se encuentran en áreas estratégicas de los principales complejos hoteleros de tiempo compartido y la propiedad vacacional tanto de Vallarta como de Riviera Nayarit.

RECONOCIMIENTO ESPECIAL

Interval International otorgó un reconocimiento a AMDETUR por la conmemoración de su 30 aniversario. ¡GRACIAS INTERVAL INTERNATIONAL!

Nuestro magno evento que tuvo lugar los días 20, 21 y 22 de junio en el hotel Sheraton Baganvillas Resorts & Convention Center, en Puerto Vallarta, Jalisco, reunió a las personalidades más importantes de la industria del tiempo compartido y la propiedad vacacional. Desarrolladores como: Abelardo Garciarce Ramírez, Ernesto Coppel Kelly, Fernando González Corona, Kemil Assad Rizk Aziz, Pablo González Carbonell, Pablo y José Carlos Azcárraga, Owen Perry, Gabriel Macías Dueñas y Alejandro Zozaya estuvieron presentes y compartieron sus experiencias con los asistentes.



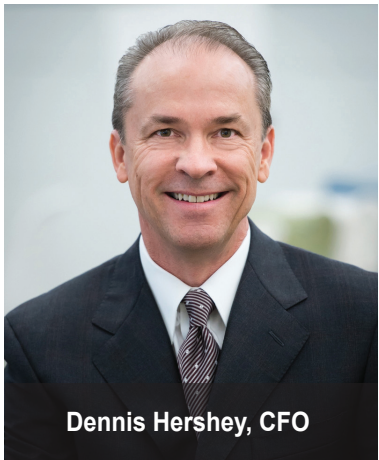
SUPPLIER PROFILE

Not a cost center... a profit center

ResortCom provides revenue generating services to the hospitality/shared ownership industry



ResortCom evolved over the past thirty years from our origin as the internal servicing arm of a leading Latin American timeshare developer to our current state—servicing half a million customers for dozens of developers.



Dennis Hershey, CFO

We earned our reputation as a high-ranking, revenue-generating service provider of financial services, loan and maintenance fee management, credit card processing, and collections.

As an international timeshare services provider, we engage with hundreds of thousands of timeshare club members. We listen. We refine our methods and services. And we've learned what enhances the member experience, what developers need to grow their business, and how we can boost our clients' bottom lines.

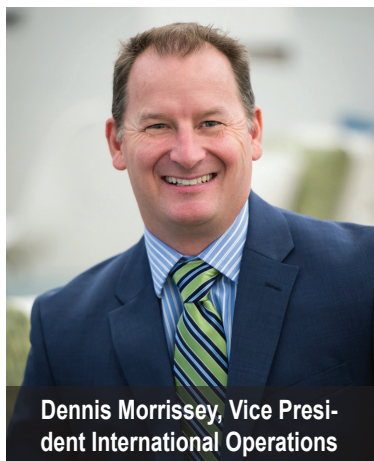
Timeshare developers are passionate about building and selling amazing resorts. ResortCom is a committed partner to a growing portfolio of developers, helping them fulfill the promises made at the sales



Odilia Guian,
SVP/Client Relations

table. We spend millions developing new technologies, to deliver a dramatically more efficient and user-friendly platform for maintenance fees, portfolio management, payment processing, reservations, and related services. Our new technologies, combined with decades of industry experience, an ongoing willingness to tailor our product and member service approach to our clients' evolving needs, plus the financial advantages of partnering with us, make ResortCom a clear choice for many developers.

We employ 500 people who process more than a million transactions per year. Our Las Vegas contact center is staffed by a team of multi-lingual professionals, armed with an award-winning CRM system to deliver world-class service.

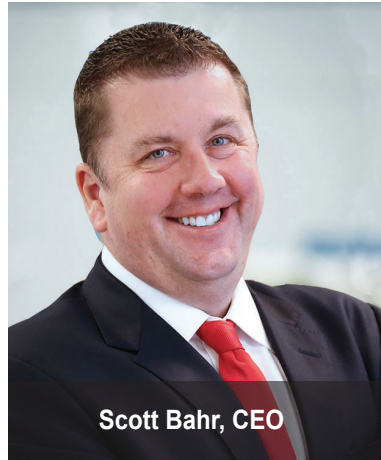


Dennis Morrissey, Vice President International Operations

Our company's agile size enables us to rapidly adapt to our clients' needs while expanding what's possible with our proprietary blend of great people and customizable technology. The constant feedback from developers, their membership, and our agents plays the key role in the ongoing creation of cutting-edge services. When our clients demanded impregnable walls securing their data, we delivered—and continue to deliver—the most advanced security and privacy features available.

The developers and HOAs we work with depend

on us for a collection of financial, resort, leisure, and SaaS technology services, and can choose to utilize our entire portfolio of seamlessly integrable services or select modules, depending on need.



Scott Bahr, CEO

ResortCom is the most established provider of member services exclusively to the hospitality/timeshare industry. But despite our successful longevity, we aspire to be better every day, to innovate every day. The newest version of our software platform—ResortConnect—manages the complex demands of our industry, provides exemplary service through its user-friendly interface, and protects client and consumer data at the highest level.



For more information, and to see ResortConnect in action, contact info@resortcom.com.

Top Team Members

Continued from page 21

Leonardo Alvarez-García Housekeeping Manager, Grand Timber Lodge Breckenridge Grand Vacations



Leonardo (Leo) Alvarez-García is Housekeeping Manager for Grand Timber Lodge in Breckenridge, nestled between Peaks 8 and 9 of Breckenridge Ski Resort, the nation's most visited ski resort.

With Breckenridge Grand Vacations (BGV) for six years, Leonardo astutely supervises a staff of 66 housekeepers, inspectors and managers. Through a combination of wise procedural choices, superb training, and a genteel personnel management style, he motivates his staff to complete each day's work a full 30 minutes ahead of the check-in time. He recently implemented the use of state-of-the-art communication devices to make early check-ins commonplace.

"From the day Leo assumed his leadership role in 2015, his entire resort and staff have thrived," shares Resort General Manager Josh Stuhr, RRP. "Leo is a fantastic coach and has developed many of his staff into solid leaders. He maintains a focus well beyond the walls of housekeeping, working seamlessly with Guest Services and Engineering to provide owners and guests with superior service. Although unemployment in his region has dipped to about 2%, there is always a line of applicants at his door, hoping to work for him and Grand Timber Lodge housekeeping, due to his department's excellent reputation within the community."

The purpose-built timeshare resort – with floating weeks – opened in 1999 with 160 two-bedroom units spread across eight three-story buildings of timber-frame construction on eleven acres. The property features two aquatic centers and three sets of locker rooms to accommodate owners on day-use visits.

Leo finished last year at 12 percent under budget, enabling the resort to implement some capital improvements. He generated additional revenue by arranging a daily service for the resort's rental guests and scheduling immediate cleaning of every early check-out, which substantially increased occupancy throughout the year.

Leo also instituted team cleaning where staff members are paired to work together cleaning rooms, increasing efficiency by cross-training everyone in the department to perform in each position. This has resulted in opportunities for advancement and a true team effort to strive to have everything completed on time. He also arranges assistance for those running behind schedule without reducing any pay.

Since safety is an important focus, Leo brought in an outside trainer to demonstrate proper lifting techniques and to show everyone the safest way to clean a room. He also provides lunch for the entire staff every-other-week, serving only healthy food. After sharing information about healthy eating habits, a full 30 percent of the housekeeping staff started diets to lose weight, working with a local community care clinic. Again, considering the well-being of his team, Leo replaced 25-pound vacuums with lighter vacuums that get the job done with less wear and tear on the staff.

Originally from Michoacan, Mexico, Leonardo is the youngest in a family of eight. He is bilingual with a total understanding of Latino culture, which is greatly beneficial since many of his team members are Spanish speaking. He completed an MDP vocational school program, receiving a diploma in resort management. Prior to joining BGV, he worked for five years in operations management with Vail Resorts. When he came to the U.S. eleven years ago, he did not speak any English and is now fluent enough to help his staff build their own language skills. During his six years with BGV, he has won ten internal corporate awards for his leadership and creativity.

This housekeeping manager truly loves his work. "I love what I do and the company I work for," he says. "BGV has such a great reputation within the community, when I have a staff opening, as many as ten people may apply for it. One of the best things about working for a fractional ownership resort is that having annually returning guests provides the opportunity to help create additional positive vacation experiences, improving on the previous year."

In his free time during the summer months, 34-year-old Leonardo plays basketball and enjoys running and hiking.



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

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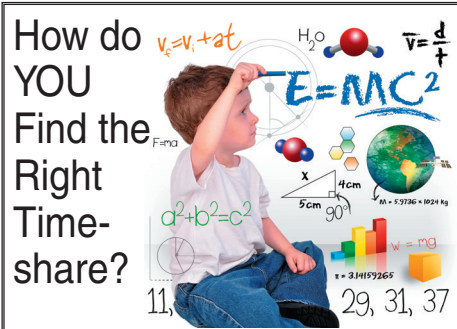


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Phone 2: 972-991-0900
Email: dtucker@janiking.com
Website: www.janiking.com
Contact: David Tucker, Hospitality Division Director
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Website: www.logicall.net
Specialty: Day Drives and Mini-Vacs for 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



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 Ryczek
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 Ryczek, Jim Bishop, Fred Dauch, Mark Raunika and Tom Petrisko, each of whom has extensive timeshare lending experience.

LENDING INSTITUTIONS



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.

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 Bernardino, 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.

ADVERTISING OPPORTUNITY

- Find the right employee,
- Sell a property,
- Sell a piece of equipment.

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.

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.

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 chloramine removal solutions for indoor pools. Call today for a free quote.

**PROPERTY MAINTENANCE
SOLUTIONS**



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

**“ We renovate over
1000 units each
year and Resort
Trades has been a great
resource for us to find new
products and ideas to save
money.”**

Mark Waltrip, COO, Westgate Resorts

PUBLIC RELATIONS



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

PUBLIC RELATIONS & MARKETING



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

RECEIVABLE FINANCING



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

**RECEIVABLES AND MAINTENANCE
FEE SERVICING**



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

RECREATIONAL GAMES



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

RENTALS AND RESALE



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

RENTALS AND RESALE



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



Vacation Management Services
3200 Ironbound Road
Williamsburg, VA 23188
Phone 1: (888)816-5214
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.

SUPPLIER DIRECTORY

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 Stempfer
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.

TELEMARKETING



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.

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.

“ 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

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



RSI Vacations
150 Governor's Square
Peachtree City, GA 30269
Phone 1: 770-486-1181 Office
Phone 2: 386-679-0459 Mobile
Email: ctlynch1@gmail.com
Website: www.RsiVacations.com
Contact: Todd Lynch
Specialty: With over 34 years of experience in the travel space, RSI Vacations is a leading provider of private-branded Leisure Lifestyle and Travel Benefits.
Our proprietary benefits include four unique Getaways Programs, each of which offers outstanding value on such things as Hotels, Cruises, Packaged Vacations and Resort Condos. So, whether you plug our benefits into your timeshare, points or travel club offering, the result is the same... Higher VPG's, lower Rescission, and better Owner Satisfaction and Retention.
RSI Vacations – Routinely Amazing!

TRAVEL CLUBS AND EXIT PROGRAMS



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



Executive Tour and Travel Services, Inc.
301 Indigo Drive
Daytona Beach, FL 32114 USA
Phone 1: 866-224-9650
Email: Frank@ettsi.com
Website: www.ETTSI.com
Contact: Frank Bertalli
Specialty: ETTSI Incentive Premiums helps meet your goals with Industry leading incentive programs in travel and merchandise certificates. ETTSI specializes in offering sales premiums in support of Timeshare and Travel Club presentations. Receiving the greatest value; your customers will be serviced with utmost attention. You are buying direct from the fulfillment company. ETTSI listens, understands the needs of their clients, excel at converting that knowledge strategically and tactically designed sales incentive solutions that work!
Distributor Inquiries Welcome

TURN-KEY RENOVATION SERVICES



Timeshare Makeover
6601 Cypresswood
Ste 200 Spring TX 77079
Phone 1: 832-484-1105
FAX: 281-895-6222
Email: joe@hotelmakesover.com
Website: www.timesharemakeover.com
Contact: Joe Aiello
Specialty: Timeshare Renovations – Conversions – Turn-Arounds
With one call, Hotel Makeover will plan, design, furnish, construct and install every interior and exterior renovation you need – beautifully, turnkey, and within budget. Founded in 1998 by a timeshare board member to address massive guest and ownership issues, Hotel Makeover now serves the entire lodging industry with offices nationwide, the industry's best designers, international buying power, and complete construction.
PLEASE CALL US TODAY.

“ For many years, my clients have advertised in the Resort Trades with tremendous success. The publications are widely read and widely respected within the timeshare industry. The Resort Trades has also been of great assistance to my clients by helping print our press releases and photographs. They are an integral part of any public relations and advertising plan I suggest to clients.”

Marge Lennon
President Lennon Communications Group

ADVERTISING OPPORTUNITY

- Find the right employee,
- Sell a property,
- Sell a piece of equipment.

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

The Resort Magazine

Resort Trades – the timeshare industry’s only true news journal – was established in 1987 and mailed to every single resort in the United States and Canada. A true leader in the vacation ownership/timeshare industry and its bellwether of trends, issues and the movement of people, the journal is a super-tabloid that is supported by an active online news resource – ResortTrades.com. **Resort Trades** is distributed twelve times annually to every resort in the U.S., as well as to a subscriber-base of senior-level

executives at development, management and timeshare-related travel companies. **Resort Trades** and ResortTrades.com offer display advertising, classified advertising, directory listings (“Supplier Directory” and “Resort Management Directory”), as well as monthly industry news and press releases, global analysis articles and in-depth interviews with industry professionals and business leaders.

ResortTrades.com is updated daily with news items, calendar items and updates pertaining to resort management and development.

Due to its receipt of continuous updating and hourly activity by users, ResortTrades.com is the top-rated industry web site on search engines.

Our mission is to be of service to industry professionals. Put simply, our Vision Statement is:

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

CALL OUR SALES TEAM



Call Marla Carroll at 931.484.8819

NEW LOOK

NEW FEATURES

MOBILE FRIENDLY



ResortTrades.com

CLASSIFIEDS

EMPLOYMENT

Sales closers and In house personnel needed:
Upgrade tens of thousands of club and timeshare owners and exchangers into enhanced club products. On resort permanently or as road teams nationwide. Huge money making opportunity for one, two and four person teams for long term employment with reputable company. Great upward mobility for good managers. Staffing needed for 10 locations. References required.

Send resume to erica@corporatesvcs.org; fax to 866-956-6541 or call 866-956-8107.

INVENTORY MARKETPLACE

Resort Property For Sale
31 unit converted motel with large main building on 3+ acres with more than 20,000 SQ. FT. of space located in the ski region of New Hampshire. Local amenities and activities abound. Suitable for housing, timeshare, restaurant, rental apartments, vacation condos, transient worker housing, and Priced to Sell! Call - 802-373-5068

INVENTORY MARKETPLACE


Vacation Clubs
Vacation Clubs 11,000,000 RCI Points available in Increments of 10 units. Low, low cost per point. Call or text 570-677-0557

Timeshare Marketers Dream
High RCI Points values, low annual dues, low cost for Points Membership, will release inventory as needed and 100% commission. Text or call 570-677-0557

Want to sell pure points?
We have the product and the administration. You sell, we take care of the client and the back of the house. Online custom web application for ALL of your sales needs. Call me. 877-293-8881

RCI Points with Merchant Account
30K to 105K with 1 penny per point mnt fees. Guaranteed owner walk away after 6 years SaveOn Travel Club enrollment Admin & Customer Service included Online Contract Software Call Jeff at 800-863-1770

OTHER

**Executive Quest, Inc.**
Executive Quest
Keep up with what is happening in the Industry by subscribing to the monthly newsletter written by Keith Trowbridge and published by Executive Quest, Inc. Go to www.execq.com and click Subscribe on our Home Page.



TOGETHER WE CAN DO GREAT THINGS.

**THERE'S STRENGTH IN NUMBERS.
RESULTS IN EXPERIENCE.
SUCCESS IN HARD WORK.**

These principles have grown SPM Resorts and Defender Resorts into industry leading management companies that have been able to help 70 resorts thrive with more than 14 million dollars in rentals booked and 170,000 happy owners. Now these principles are even stronger together, along with Capital Resorts, as we all work together for our boards as National Hospitality Group.

Our extended capabilities give us the ability to help boards and resorts become the greatest versions of themselves that they can be.

JOIN US IN DOING GREAT THINGS FOR YOUR RESORT.
NHGVacations.com

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Evaluate Your Resort Operations with our FREE Planner for Board Members

Learn the best practices in the timeshare industry and identify opportunities to grow. Our timeshare resort assessment tool will help board members figure out if they have the best operations, budgeting and growth strategies in place and provide the tools needed to create an action plan for continued growth.

Contact us to have your free Board Member Strategy Planner mailed to you.
[Pam Cordell, Vice President of New Business Development](#)
p: 843.238.5000 ext. 3080
pcordell@nhgvacations.com

**BOARD
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STRATEGY
PLANNER**

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RESORTS

CAPITAL RESORTS

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RESORTS

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Quality & Service Since 1979

CAPITAL RESORTS

THINK PINK TO WIN

WIN Wednesdays are
turning pink for October.



So grab your calendars and fall into the
fun of giving by attending one of these
WIN Wednesday Pinktober events:

BOCA RATON**October 18**

Rocco's Tacos
5:30 – 8:00 pm

INDIANAPOLIS**October 18**

Ruth's Chris
5:30 – 7:30 pm

SAN DIEGO**October 18**

Location TBD
5:30 – 7:30 pm

TAMPA BAY**October 25**

Marker 8 Tiki
Bar & Grill
6:00 – 8:00 pm

ORLANDO**November 1**

The Vineyard Wine Bar
& Healthy Bistro
5:30 – 7:30 pm

Every Pinktober event is raising funds for SEND ME ON VACATION*. Pinktober events will feature items for **raffle**, **specialty cocktails** and as always **great networking opportunities**. Rally your friends and co-workers to attend along with you to add to the fun and giving.

Can't attend? You can still be a part of the Pinktober giving. Donate an item to raffle at one of the Pinktober events. Or you can use the specially designed WIN Pinktober giving link to make your monetary donation.

To learn more about Pinktober events or to give online please go to www.arda.org/Pinktober.

arda.org



*SEND ME ON VACATION, a nonprofit 501 (c)(3) organization that provides financially disadvantaged breast cancer survivors the opportunity to initiate the process of emotional healing through a vacation experience.

20
1997-2017

A GLOBAL CELEBRATION
OF TWENTY YEARS
AND COUNTING

birthdae CHEERS

THANK YOU FOR JOINING US TO
CELEBRATE 20 YEARS
OF AMAZING GROWTH & SUCCESS

THE PARTY MAY BE ENDING, BUT THE FUN IS
JUST BEGINNING

BE ON THE LOOKOUT FOR OUR AMAZING
NEW WEBSITE IN 2018
FEATURING NEW WAYS TO FIND VACATIONS
FASTER & EASIER THAN EVER BEFORE

AND THREE CHEERS TO YOU FOR ALWAYS BEING
OUR INSPIRATION

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TO THE WORLD'S SIMPLEST EXCHANGE EXPERIENCE



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