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Washington DC

November 8-10, 2017

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FROM THE PUBLISHER



Sharon Scott Wilson, RRP
Publisher Resort Trades



Disaster Preparedness – Leading with Compassion

Looking through past November editions of Resort Trades is like living the film, “Groundhog Day.” The classic movie watches Bill Murray, Andie MacDowell and Chris Elliott relive the same day repeatedly until, gradually, Murray’s character makes adjustments leading to the proverbial happy ending. In our case, the ‘groundhog effect’ is created by natural disasters – earthquakes, tsunamis, terrorism, hurricanes and fires. And each November it seems we are running articles on preparing for and recovering from disasters. Each year, we call upon seasoned experts to share their experienced methodology and this year is different only in that we’ve called upon more sources than ever before.

Take a look at top team member Sondra Ritchie’s story on page 33, for example. Ritchie, Defender Resorts’ general manager of the Caribbean Beach Club, takes us through her very recent experience in the face of Hurricane Irma as it threatened her Fort Myers Beach property. The way she led her team and communicated with her guests sets a great example.

In this issue, you’ll find tips on preparation beginning with BluSky CEO Kent Stemper’s admonition to “lead with compassion” by engaging with those who “deserve our upmost compassion and decency in their time of enormous stress.” While Stemper’s company focuses on recovery after a disaster, he provides a terrific point-by-point series of tips in developing a solid response plan in advance. Beginning on page 8, his article is a ‘cut-and-keep.’

In her article, “Design After Disaster,” Judy Kenninger, RRP, consults renovation and design experts Joe Aiello, CEO and president of HM Franchise; Robert Smith, president and chief satisfaction officer for the Allied Group; and Mary Daust, vice president at Hospitality Resources & Design Inc. for pointers on next steps after the power returns.

Pursuant to our focus of the month, we heard from accountants Lena Combs, CPA, CGMA, partner, and Erik Halluska, CPA, senior manager, of WithumSmith+Brown (Withum) who followed up with the IRS and FEMA, to

better inform ourselves about financial relief. Of equal importance, Kelley Ellert addresses communicating with your owners before, during and after an event.

Along the lines of preparedness, Resort Trades’ correspondent in Mexico, J. Michael Martinez, describes the activities authorities are undertaking there to protect their highly valued tourism industry. While his article appearing on page 20 of this issue, “Iniciativas de Turismo y Seguridad en Mexico,” is in Spanish, you will find its English translation online at www.ResortTrades.com.

We may have buried her article in the back of this edition, but Georgi Bohrod reminds us that the deadline for entering your star employee/friend/associate in the CustomerCount Customer Engagement Professional (CEP) Resort Trades award program for 2017 is December 2, 2017! For more details, turn to page 34.

The ARDA Fall Conference being presented in Washington, DC, November 8-10, 2017, brings to mind a different facet of the preparation prism. Without a strong, active association in place, our industry would have faced a number of challenges throughout the last three-plus decades. As you may know, I was once a staff member of the association. Talk about ‘leading with compassion, these are hard-working people who labor daily for YOUR best interest! Remember, your participation is essential in maintaining our strength in the face of unfair taxation initiatives and over-regulation. So please, when you receive your membership renewal this fall, send it immediately and if your company is not a member, please consider joining ARDA today. For all service and questions, please visit www.arda.org/ membership or contact the Member Experience Team at membership@arda.org or 202-371-6700.



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Contents

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Recovery and Restoration in the Days of Hurricanes Harvey and Irma.....	8
By Dan Lawrence	
Design After Disaster	
Start with a Plan	12
By Judy Kenninger, RRP	
A Celebration 19 Years in the Making	14
Sponsored Content	
Moving Forward From Recent Natural Disasters	18
By Lena Combs, CPA, CGMA, Partner Erik Halluska, CPA, Senior Manager, WithumSmith+Brown, PC	
Top Team Members:	
Meet the People Who Make the Resort Industry Great!.....	21
By Marge Lennon	
Visage Resort Edition Solves Transportation Problems at Golf Villas Residence Club at Rosewood Tucker’s Point	22
Sponsored Content	
Customer Communications Before/During and After a Disaster.....	26
By Kelley Ellert	
Iniciativas de Turismo y Seguridad en México	28
Por J. Michael Martinez	
What Happens at the ARDA Fall Conference?	30
By Sharon Scott Wilson, RRP	
Who is Your Most Valuable Player?	
CustomerCount CEP Resort Trades Award.....	34
By Georgi Bohrod, RRP	
Supplier Profiles:	
Assured Travel	32
M and O Directory Listings.....	10
Supplier Directory	36
Classifieds.....	41

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ChlorKing, Inc. www.chlorking.com	11
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Dial an Exchange, LLC www.daelive.com	44
Eaton www.marinapower.com	35
Epic Outdoor Cinema www.epicoutdoorcinema.com	9
Essential Amenities, Inc. www.essentialamenities.com.....	15
Getaways Resort Management www.getawaysresorts.com	18
Global Connections www.explorepci.com.....	11,34
Grand Pacific Resorts www.gprmgt.com	10
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Hospitality Resources & Design www.hrdorlando.com.....	14
International Recovery Solutions www.irscollector.com	9
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K & K Insurance Group, Inc. www.kandkinsurance.com	5
Kay Park Recreation Corp. www.kaypark.com	19
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Meridian Financial Services, Inc. www.merid.com	8
Musson Rubber www.mussonrubber.com	29
National Hospitality Group www.nhg.holdings	23,43
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Resort Travel & Xchange www.rtx.travel.....	21
ResortCom International LLC www.resortcom.com	15
RNS Timeshare Management Software www.timesharemanagementsoftware.com.....	27
Sell My Timeshare Now LLC www.sellmytimesharenow.com	25
Sena Hospitality Design, Inc www.senahospitality.com	23
Send Me On Vacation www.sendmeonvacation.org.....	22
SPI Software. www.spiinc.com	22
Steri-Fab www.sterifab.com.....	13
Sun Hospitality Resort Services www.sunhospitality.com	24
The Brookfield Co www.thebrookfieldco.com.....	14
Timeshare Escrow and Title www.timeshareresaleclosings.com.....	5
Timeshare Makeover www.timesharemakeover.com.....	24
Timeshares Only www.timesharesonly.com	31
Towel Tracker www.toweltracker.com	27
Trading Places International www.tradingplaces.com	7
Tripbound www.tripbound.com.....	31
TSS International www.timesharesoft.com	5
Vacation Resorts International www.vrresorts.com	7

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Recovery and Restoration in the Days of Hurricanes Harvey and Irma

One firm's maxim for recent events in Houston and Florida — 'lead with compassion'
by Dan Lawrence

Sitting at his desk in his modest office in Centennial, Colorado, Kent Stemper, chief executive officer of BluSky Restoration Contractors, LLC, has just finished a conference call with his national catastrophe team concerning Irma, which as of this interview, was a Category 5 hurricane threatening the coastal regions of the entire Florida peninsula.



"This has the potential to be a very destructive storm," Stemper says with a look of concern. "With the incredible destruction of Harvey in Houston, which has virtually every

restoration construction company in the country fully engaged, Irma could be a test for us all," added Stemper.

ALL-HANDS-ON-DECK

According to Stemper, when it comes to massively destructive weather events, "It's all-hands-on-deck, for not only our firm and network of trade partners,



but for every company out there that does what we do. No one company can take on all the recovery and restoration work," he said.

"I can only speak for our firm, but in these circumstances, it's always about the people who are personally and tragically affected by these events. From the day we arrive, to the day we leave, we want to lead with compassion," says Stemper.

Stemper describes what he means by 'lead with compassion' as following fundamental principles where customers are cared for as individuals who

"deserve our upmost compassion and decency in their time of enormous stress."

HAVE A PLAN AND FOLLOW IT

Stemper says, in addition to compassion, companies that repair the damage, as well as owners and managers of commercial and resort properties, must have a formal disaster recovery plan and framework in place before the unthinkable happens.

Stemper points to the Federal Emergency Management Agency's (FEMA) National Disaster Recovery Framework (NDRF) as an excellent guide for developing a solid plan for any resort owner or management team.

Stemper cautions that when it comes to catastrophic weather events, such as hurricanes, the local state and municipalities are in charge. "We can't rely on the federal government to plan for every possible outcome. So, as resort property owners/managers and restoration companies, we must have well thought out plans, policies and procedures." As an example of what not to do, Stemper points to the poor recovery outcomes in response to Hurricane Katrina.

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"Clearly, the federal response wasn't stellar, but we now know that FEMA inherited a terrible mess from the local government in New Orleans and the feds were incredibly behind by the time they showed up on the scene," says Stemper.

For example, according to the late NBC News anchor, Tim Russert, who read from the city's emergency response plan live on the air, the city had a solid plan in place that, if implemented, would have saved lives. The plan called for the deployment of the city's school buses to evacuate citizens.

"The city's plan apparently wasn't followed, or not fully," says Stemper. "We all remember the pictures of hundreds of school buses sitting idly in parking lots under several feet of water. After we write these plans, we can't let them sit on a shelf, never to be looked at again," Stemper added.

The follow 10 points for emergency preparedness come from www.ready.gov, and much more detail on the subject can be found there. If you are starting from scratch, there is a fill in the blanks template to help you develop your customized emergency response plan.

10 STEPS FOR DEVELOPING THE EMERGENCY RESPONSE PLAN

1. Review performance objectives for the program.
2. Review hazard or threat scenarios identified during the risk assessment.
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4. Talk with public emergency services (e.g., fire, police and emergency medical services) to determine their response time to your facility, knowledge of your facility and its hazards and their capabilities to stabilize an emergency at your facility.
5. Determine if there are any regulations pertaining to emergency planning at your facility; address applicable regulations in the plan.
6. Develop protective actions for life safety (evacuation, shelter, shelter-in-place, lockdown).
7. Develop hazard and threat-specific emergency procedures
8. Coordinate emergency planning with public emergency services to stabilize incidents involving the hazards at your facility.
9. Train personnel so they can fulfill their roles and responsibilities.
10. Facilitate exercises to practice your plan.



TAKEAWAY

The big takeaway advice from Stemper to owners and managers of resort properties, when it comes to weather, fire or other large-scale property-damaging events is, to create a disaster recovery plan, continually reinforce the plan and include a reputable restoration contractor.

"You will be well-served by a firm that has put in the time and attention to detail to know your property well in advance of an event. Whether its BluSky or one of our competitors, we're here to help get your property back in use compassionately, quickly, safely and without construction defects. It's what we do," says Stemper.



Dan Lawrence
National Marketing Manager
BluSky Restoration Contractors, LLC

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Design After Disaster

Start With a Plan

by Judy Kenninger, RRP

This has been a challenging year for many resort managers as forest fires, hurricanes and other disasters wreaked havoc across the country. It's said every cloud has a silver lining, and that can certainly be true for resorts that had postponed needed renovations. "This can be an opportunity to use the insurance check to fund work that should have been done anyway," says Joe Aiello, CEO and president of HM Franchise, which licenses the Hotel Makeover and Time-share Makeover affiliates.



Joe Aiello

After the disaster relief team dries everything out and removes damaged materials, it's time to develop a plan. "Don't ask contractors what to do," Aiello says. "You need to rely on design experts to create a plan with exact specifications for what must be done and what materials are to be used." The plan should also include detailed timelines. "At the end of the renovation, guests will be checking in, so you need to be ready," he says.



Robert Smith,

ident at Hospitality Resources & Design Inc. to learn what that plan should entail.

Counting to Completion

To illustrate the benefits of planning, Aiello cites a company in China that built a 15-story hotel in just six days. Of course they had massive crews lined up, several cranes and all the supplies on hand. But that's the point. "They spent a year planning before they even began building," Aiello says. "You want to know exactly what you'll be doing every day so the project stays on track."

The plan should include a team experienced in commercial hospitality projects. "You can't just go with any construction company," Smith says. "They have to understand how to sequence through a resort renovation." Examine the resumes of contractors and subcontractors. "If they don't know what they are doing, you won't be able to maintain your planned occupancy and will ruin your guest satisfaction scores."



Mary Daust

Another reason to use experts in commercial hospitality projects is the need to follow requirements of the Americans with Disabilities Act. "You need to make sure any designers are comfortable and knowledgeable with ADA guidelines," Daust says. Licensed designers have a legal responsibility to conform to building codes. Also, make sure vendors are financially stable, so deposits don't disappear.

Have the entire team scheduled in advance as the tight labor market has created a shortage of skilled labor—and recent disasters are predicted to exacerbate the situation. When labor shortages are experienced, Smith and Aiello both will bring in teams from other areas to assist. Coupling a national company with local expertise can be a good strategy. "Local contractors are familiar with local building codes and permitting agencies, so they'll be able to identify potential issues in advance," Smith says.

If a disaster has happened once, it could happen again. Certain areas of the country are prone to hurricanes, others to earthquakes. If that's the case, plan your renovation to minimize damage. "If you know you

may flood, consider using tile instead," Aiello says. "Don't use furniture with skirts in that area. Before the flood comes, move the furniture to higher ground. You can even change your landscaping to minimize wind damage. People have complained about building standards in earthquake areas, but you can really be penny-wise and pound-foolish."

When resorts have the luxury of a longer time line, Aiello advises spacing out the renovation rather than cutting corners. "Don't try to do it all in one year and buy junk," he says. "Junk is junk, and it looks bad really quickly."

Design Details

Once you have the architect's renderings, what should go inside the newly renovated resort? Our experts have identified several trends.

Residential Feel – Although timeshare resorts are commercial properties, guests want their accommodations to



feel like home. "Everyone is styling their rooms and their guest areas to be very residential, very family friendly," Smith says. "The kitchens have gathering spots; even the public spaces have communal tables and living room styled areas."

Sense of Place – That home-like feel should reflect the area where the resort is located. "In the Northeast, we see more



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earth tones, and in the Southeast and West, the styles are very different," Smith says. Site-specific art and photography can be an important element in providing local flavor. Daust has commissioned local photographers to do shoot area landmarks, such as mountains or piers. If budgets are a concern, resorts can use simpler mattes and frames.

Flooring Guests – Two important trends will be found underfoot: luxury vinyl tile and vibrant carpets. "Resorts are using more luxury vinyl tile in the public spaces and guest rooms now," Daust says. "It can be more resistant to salt and dirt, and easier to maintain. If damaged, sometimes just one plank can be replaced instead of having to replace an entire carpet." According to Daust, the thickness of the product generally determines the quality level. Because installation can cost a bit more, the initial expense is about 10 to 20 percent more than carpet, Smith says, but that can be recouped because it lasts longer.

"In bedrooms, guests often prefer carpets," Daust says, "but today's carpets feature



more vibrant colors that stand contrast with the more muted bedding that has become popular." In a recent beachside property, the carpet featured a waving cobalt blue, light blue and green pattern.


Sheets On Top – According to Daust, the current trend is a simple white or decorative top sheet that is laundered every time with the other sheets. "Use a blanket between the flat sheet and the decorative top sheet for extra warmth," she advises. The weight of the blanket will vary depending on weather in your region or the season. Guests prefer this setup to a comforter or bedspread they fear isn't washed between guests. Resorts with bigger budgets can even have custom top sheets created with patterned bands that resemble a bed scarf.

Out With the Tub – In the bathroom, bathtubs are being replaced by walk-in showers, mirrors are backlit, and "comfort" (taller) toilets are becoming the norm. "These changes all help with an aging population," Daust says. In units with two bathrooms, she advises keeping one tub for parents with small children.


Everyday Technology – Designing to accommodate the many devices guests bring along is not an option. "All rooms must have high-speed Wi-Fi (preferably complimentary), flat screen TV's, docking stations and USB and power outlets in the lamps for easy access." Daust advises. "In addition to travelers who want to work, the kids want to play their games."



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




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Nineteen years ago, Christel DeHaan bumped along in the back of a Volkswagen minibus as it traveled from the remote mountain town of Texcoco to Mexico City. As co-founder of RCI, she had sold the company more than a year earlier to what is now Wyndham Worldwide, and was contemplating the next phase of her life. A call from then President of RCI Latin America, Gabriel Oropeza inviting her to Mexico to visit two shelters housing impoverished children in need of support was the catalyst for her visit. It was in the back of that minibus after visiting these shelters that the dream of Christel House was first conceived.

Having grown up in post war Germany when resources were scarce, DeHaan learned the importance of giving back and helping others from her mother. Her long held philosophy that “every person has an obligation to help make the world a better place, and those who have more need to contribute more” was engrained from an early age. After the sale of RCI in late 1996, three major factors motivated her to focus the next phase of her life on philanthropy:

- A strong desire to help and contribute
- Extensive business experience acquired from having run an international company
- Having at her disposal resources that could be used to create something transformative and intergenerational

Of that fateful trip DeHaan says, “Visiting the shelters in Mexico made me realize how human talents are marginalized when children grow up in poverty. Transformation can only occur when the cycle of poverty is broken and that is not easily done. I passionately believe that every person, particularly every child, deserves a seat at the table of life. I did not know that the trip to Texcoco would begin the journey that has today become Christel House, helping nearly 4,600 children around the world transform their lives.”

Christel House Mexico opened in the fall of



1998, remaining in its original location as the charity expanded to other areas around the world, including India, South Africa, Venezuela and the United States. In a nod to her time-share industry roots, Christel House schools are strategically located in countries where RCI operated during DeHaan’s ownership. It is her way of giving back to the citizens of those countries.

At the heart of the Christel House model is education and character development. Students in India, South Africa and the United States attend Christel House for 13 years (K-12) and then be-

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come part of the College & Careers program for another four years as they move on to university studies and/or the workforce. DeHaan acknowledges that it is a lengthy commitment, but it is necessary to break the cycle of poverty and set the children on the road to self-sufficiency. Today, Christel House graduates hold degrees in subjects like information technology, engineering, tourism, accounting and business and work for companies and organizations such as Dell, Hewlett Packard, IBM, Deutsch Bank, EY, Deloitte, the United Nations and – of course - RCI.

Christel House Mexico was the exception from this K-12 school model. Unfortunately, due to space limitations, the school in Mexico City was only able to offer classes through the 9th grade, after which students had to transfer to public high schools to finish their education. Moving from Christel House - which provides an 8 hour school day, including technology, arts and English classes - to a public school that only operates for 3 – 4 hours a day with limited academic opportunities was a difficult transition for many students. To have a Mexico City campus that would accommodate K-12 was DeHaan's dream. She says "It was an undertaking that at times felt almost impossible." Finding a new, larger location in one of the

most densely populated cities in the world took years. However, in August, 2016, DeHaan's dream came to fruition and Christel House Mexico relocated to a larger campus. The new school currently serves students through 10th grade and will add a grade each year over the next two years. This will enable the students to complete their education with Christel House

before moving on to university studies and the workforce. Says DeHaan "Our Mexican kids will also become accountants, engineers, teachers, social workers and a plethora of other professions. The key is to keep them in school, to set high expectations, to insist on excellence and to prepare them as capable and good citizens. They will be honest and responsible human

beings and will take their place in society and make us proud."

In celebration of this milestone, Christel House supporters were invited to attend a dedication celebration in January 2017. Making the trip to Mexico City with DeHaan were nearly 40 guests from the United States, including supporters from Bluegreen Vacations, Grand Pacific Resorts, Holiday Inn Club Vacations and RCI. They were joined by nearly 300 Mexican guests and over 500 students at the dedication

At the heart of the Christel House model is education and character development. Students in India, South Africa and the United States attend Christel House for 13 years (K-12) and then become part of the College & Careers program for another four years as they move on to university studies and/or the workforce.



ceremony. During the trip, the US guests also visited the homes of two students and had the opportunity to speak with their mothers about the challenges they face as well as their hopes and dreams for their children. Back at the school, they enjoyed lunch with the students and participated in classroom activities. The trip also included cultural excursions with Christel House Mexico graduates and a festive group dinner with DeHaan.

Michael Hall, Vice President of Resort Operations for Holiday Inn Club Vacations, met DeHaan for the first time at the dedication and shared his thoughts. "Whether students are in the classroom or performing in the band, choir, dance or public speaking in front of hundreds of supporters, I am always impressed by the poise

Continued on page 16

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Continued from page 15

A Celebration 19 Years in the Making

and confidence they possess, which is a direct result of the twin pillars of education and character development found in the Christel House model. This holistic model outperforms governmental public schools as well as private schools, but can best be measured in the bright eyes, smiles and excitement the students exude when talking about their futures. Our company owners, the Wilson family, began the longstanding tradition of corporate social responsibility, specifically supporting the RCI Christel House Open for the past 15 years and that tradition continues with Don Harrill, our CEO, serving on the Christel House Board. I am honored to champion CSR efforts within our organization, focusing on raising employee and member awareness and engagement in support of our charities of choice, especially Christel House."

During the dedication ceremony, DeHaan shared a poignant story about the school's new location. "Looking back, it seems like almost a miracle. This campus was originally founded 100 years ago as a school for impoverished children by a female entrepreneur named Senora Luz and now, one hundred years later, Christel House is continuing this dream in the same location. One can say that miracles still happen today."

That sentiment was not lost on David Brown, Co-President of Grand Pacific Resorts and



long- time Christel House supporter. Summing up the impact of the trip, he said "We visited the home of a Christel House student; abject poverty, dangerous, 15 people sharing one toilet... Then contrasted with the Christel House school that young girl attends: nurturing teachers, clean uniforms, desks, proper school materials,

uncrowded, great positive energy; the look of hope in their eyes! This is their "pathway out". We're going to double our financial support, and I'm honored to be part of Christel House. This is important."

To learn more about Christel House and how you can join industry colleagues in providing impoverished children with hope for a brighter future, please visit www.christelhouse.org or contact Becky Arnett at Barnett@christelhouse.org or 317.464.2009. DeHaan has made arrangements to cover all general, administrative and fundraising expenses in perpetuity, ensuring that 100% of all donations are utilized for programs and services benefiting the children.

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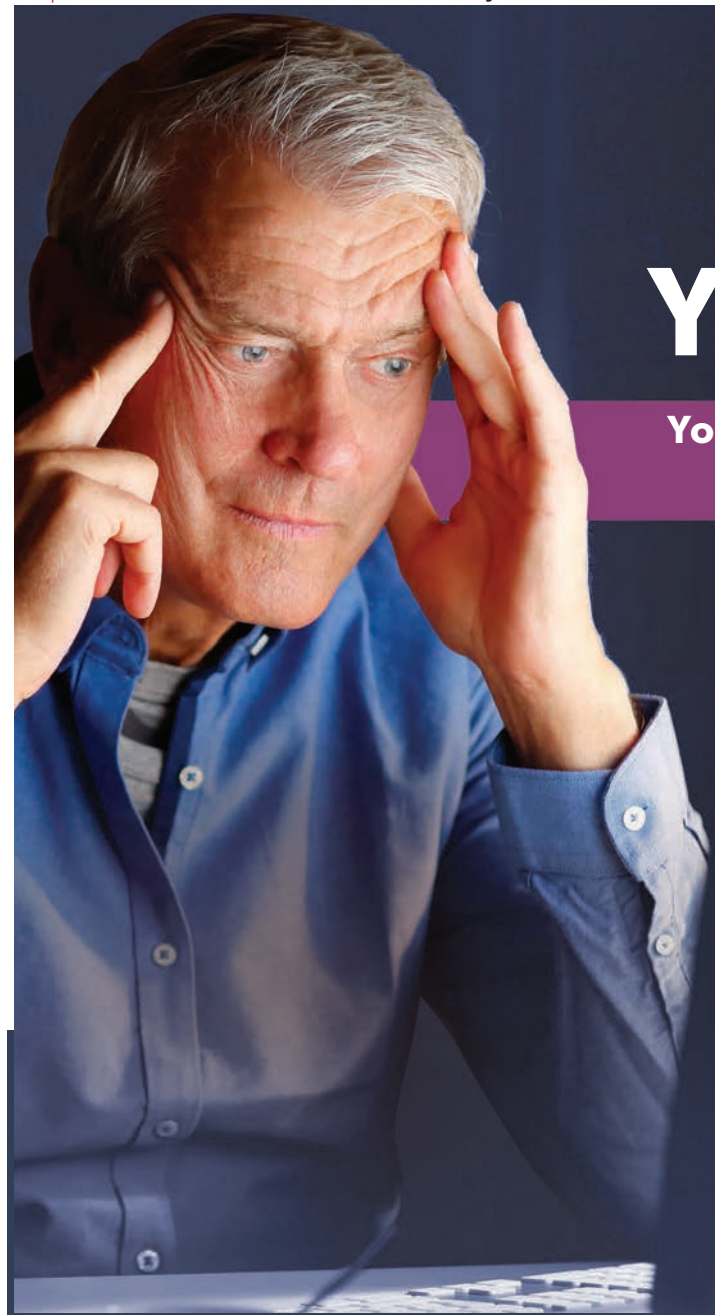
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Moving Forward From Recent Natural Disasters

by Lena Combs, CPA, CGMA, Partner
Erik Halluska, CPA, Senior Manager
WithumSmith+Brown, PC



It has been a prolific year for Mother Nature and 2017 will be forever remembered as one of the most devastating years on record with regards to damage from natural disasters. The month of September alone felt a historic wrath which included multiple category 5 hurricane touchdowns on U.S. soil, two 7+ magnitude earthquakes in Mexico, and vast wildfires consuming over 1,000,000 acres in the west and northwest. Although many may have escaped without tragedy or devastation, others were not so lucky.

As a result of the devastation caused by Hurricanes Harvey and Irma, the Internal Revenue Service ("IRS") has announced tax relief for the victims affected by the hurricanes. The IRS has designated

a number of areas in Texas, Florida, the U.S. Virgin Islands and Puerto Rico as federal disaster areas qualifying for assistance, which may affect businesses and organizations located in those states.

Relief for Areas Affected by Harvey

"Affected" taxpayers[1] generally have until the "extended date" to file most tax returns including individual, C corporation, S corporation, partnership, estate, and trust tax returns, among others.[2]

For the following Texas counties, the extended filing date is January 31, 2018:

Aransas, Austin, Batrop, Bee, Brazoria, Calhoun, Chambers, Colorado, DeWitt, Fayette, Fort Bend, Galveston, Goliad, Gonzales, Hardin, Harris, Jackson, Jasper, Jefferson, Karnes, Kleberg, Lavaca, Lee, Liberty, Matagorda, Montgomery, Newton, Nueces, Orange, Polk, Refugio, Sabine, San Jacinto, San Patricio, Tyler, Victoria, Walker, Wharton, and Waller counties.

For the above Texas counties, the extended filing date is applicable to:

- Individuals who have returns on valid extensions due October 16, 2017, and businesses whose returns are on valid extensions and are due

September 15, 2017.

- Quarterly estimated tax payments that were due September 15, 2017 and January 16, 2018;
- Quarterly payroll and excise tax returns that were due October 31, 2017; and
- Exempt organizations with an original or extended filing deadline falling within the postponement period.

Relief Expected for Irma Sufferers

Similarly, victims of Hurricane Irma in Florida and certain areas of Puerto Rico and the U.S. Virgin Islands that are designated as federal disaster areas have been given an extended filing deadline of January 31, 2018. Special tax relief and assistance is available to taxpayers in the Presidential Disaster Areas. The IRS filing and payment relief applies to the following localities identified by FEMA for Individual Assistance due to Hurricane Irma:

- In U.S. Virgin Islands: The islands of St. John and St. Thomas.
- In Puerto Rico: The municipalities of Culebra and Vieques.
- In Florida: The IRS has expanded relief to areas in the state that is designated by FEMA as qualifying for individual or public assistance. This includes



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those who reside or have a business in all 67 counties.

[1] "Affected" taxpayer (defined by Treasury Regulation 301.7508A-1(d)(1)) includes, among other things: any individual whose principal residence, and any business entity whose principal place of business, is located in the counties designated as disaster areas; an individual who is a relief worker assisting in a covered disaster area; and taxpayers who live outside the disaster area but who kept records within the affected areas, which were needed to meet a deadline occurring within the postponement period.

[2] The postponement of time to file and pay does not apply to information returns, such as Forms W-2, 1098, 1099, 5498, 1042-S or 8027. Penalties for failure to timely file information returns can be waived under existing procedures for reasonable cause. Further, the postponement does not apply to employment and excise tax deposits. But penalties for

failure to make timely employment and excise deposits can be abated in certain cases.

Are You Prepared For The Next Disaster?

During this time of reflection, it is important to remember steps that can be taken to help mitigate losses from these events. Some basic steps that can be taken include:

- Create a disaster plan with specific instructions for possible outcomes (e.g. power loss, flooding, incapacitation, shelters, etc.)
- Establish expectations to include specific roles for coworkers and family members. Practice these roles periodically.
- Perform risk assessments to identify where mitigating efforts can be performed (e.g review insurance coverage, test locking mechanisms, board-up windows, etc.).
- Utilize technology for document storage, communication, power generation, etc.

In the aftermath of these disasters, there are several links that may be useful in aiding recovery.

The Federal Emergency Management Agency (FEMA) has set up links for Hurricane Harvey, Irma, and Maria victims. Here you can find up-to-date information on the storm, information about returning home and cleanup as well as other useful tips.

FEMA has also established some designated links to help with area risk assessment and preparedness for earthquakes and wildfires:

FEMA: Your Earthquake Risk
FEMA: Earthquake Safety Checklist
FEMA: Wildfire Fact Sheet

(Hyperlinks for these sites are provided on our web site at <http://resorttrades.com/moving-forward-from-recent-natural-disasters> or go to www.fema.gov.)

For other disaster recovery information from FEMA or to search for an event, you can search www.fema.gov/disasters for a list. Also, if you are inclined to donate to a cause in support of victims of natural disasters and/or recovery efforts, make sure you research the charity and ensure they are reputable and that relief efforts are effective. A useful website for this research and links to organizations providing disaster relief in addition to charity ratings is www.charitynavigator.org.



Erik Halluska, senior manager, and Lena Combs, RRP, partner, Withum Smith & Brown, PC (Withum)
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Top Team Members

Meet the People Who Make the Resort Industry Great!

by Marge Lennon

Amy Hoffmann, HOA Controller Breckenridge Grand Vacations

For the past 12 years, Amy Hoffmann has served as Home Owner Association Controller for Colorado's Breckenridge Grand Vacations (BGV). In this role, she is responsible for guiding the

accounting for five HOAs representing about 22,000 owners and supervising two HOA staff accountants who oversee owner billings and accounts payable and cash reconciliations.

As a testament to her skills and business acumen, at last year's ARDA convention, Amy Hoffmann received the top ARDY award in the category Business Administration Manager/Team: Finance, Accounting HOA. She was also honored in 2007 with an ARDY for Administrative Staff Member.

Today, Amy works closely with the HOA Operations Manager, general managers of four resorts and their Boards of Directors and advisory committees associated with the associations to develop the annual budgets. Since the HOA budgets directly impact the management company's budgeting process, she also works with BGV's management team and their Accounts Receivable Management Team to ensure excellence in servicing individual HOA accounts. She fields calls from owners, explains budgets, and solicits attendance and participation in the quarterly homeowner association board meetings.

Amy also oversees the reserve analysis for each of the HOAs on an annual basis and oversees the external audits of their financials. All of the HOAs have favorable operating fund surpluses and have never been subject to a special assessment.

If it becomes necessary to foreclose on a property with seriously delinquent HOA dues, Amy discovered that it is possible to batch such foreclosures, saving the homeowner associations 50 percent of the legal fees normally incurred. She has also been successful in securing payment of outstanding association dues by coordinating persistent and persuasive communication from the management company. Her diligence resulted in achieving a 23 percent reduction in the number of owners sent to collections last year.

Originally from Baraboo, Wisconsin, Amy holds a degree in Finance, Investment and Banking from the University of Wisconsin-Madison. She moved to Summit County, Colorado right out of college, lured by the majestic mountains and the ability to enjoy Alpine skiing. She worked as a ski instructor for a few years before landing in her first professional position with BGV, serving two years in accounts payable and as a corporate staff accountant before being promoted to her current position.

"I really enjoyed being a ski instructor," admits Amy, "but the seasonal jobs are difficult so I was thrilled to find a full-time, year-round job where I was able to use my college degree."

She and her children – ages five and eight – love the Colorado mountains and ski and camp as often as possible

Amy created an accounting leadership training program for new managers to help them better understand the accounting side of their jobs. She developed the concept, content, and presented training on a weekly basis. The program provides an overview of the company's accounting systems and features best practices associated with creating budgets.

She recently enjoyed setting up a brand-new homeowner association for BGV's Grand Colorado on Peak 8, their newest resort addition. "Opening a new property is exciting and the favorite part of my job" she added, "even though it represents a significant challenge because the resort was scheduled to open in different phases. This involved establishing bank accounts and accounting programs and creating partial building and partial property budgets based upon projections, rather than historical data."

Amy also had to deal with a complicated unit sales structure with many variables, including two completely different residence styles and a wide variety of unit sizes and use plans. Setting up the appropriate reserve studies for the new property was also required. To accomplish this, she relied on her dozen years of experience and careful extrapolation from the budgets of the company's existing resorts to successfully create the initial budgets for the new resort in 2016.

Concludes Amy, "I am thankful that I have found such a great company that gives me flexibility to be with my kids when they need me. This is just an amazing place to live! Most of our owners are coming here as visitors on vacation, but because I have this opportunity, I get to live here!"

Breckenridge Grand Vacations is the property management company for Gold Point Resorts, Grand Timber Lodge, Grand Lodge on Peak 7 and Grand Colorado on Peak 8.

Continued on page 25

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Natalie

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Kim

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Internet of Things (IoT) technology is giving hotels and resorts more control of their facilities ... and their fleets. See how one resort is using a new system to control the vehicles guests use for onsite transportation and enrich the guests' experience.

The five-star Rosewood Tuckers Point in Hamilton Parish, Bermuda, sprawls across 250 acres overlooking rounded green hills and Bermuda's largest beach. Opened in 2009, it reflects the island's classic and refined British roots.

Accommodations range from rooms to suites to several residential communities, including the Golf Villas Residence Club, 20 exclusive privately-owned villas. For some time, the Golf Villas has been supplying golf cars made by a major U.S. manufacturer for owners of these properties to use as on-site transport.

But the resort had government permission to use the guests-driven cars only on their site and a small stretch of public road that leads to the popular beach club. Even so, guests were taking the cars off-site, sometimes into town, prompting the government of Bermuda to consider revoking the resort's permit for these cars both on and off the

property. That would not have affected cars used on golf courses, but the loss of that permit would have done a whammy on the Golf Villas.

"If we had lost that permit, the Golf Villas would have been largely inoperable, because our guests use them to get to recreational areas, restaurants, the beach club and everywhere else on the property," says Buddy Fleming, general manager of the Golf Villas Residence Club.

Off-site use of the vehicles was sometimes, but not always, inadvertent. Several roads on the property lead into very busy public roads on the island, which are narrow, curvy and often lined with rock walls and fast-moving traffic. That's no environment for small four-wheel vehicles.

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While struggling with this issue, the manager of the Golf Villa's learned of the Visage Resort Edition. Developed by GPS Industries for Club Car, the cloud-based connected system relies on the latest GPS and touch-screen technology.

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Visage Resort Edition, for use by owners of the Golf Villas.

The system helps guests navigate the site. It offers on-screen messaging, two-way communications, distance to the next location, brilliant 3-D graphics of the resort and other features. “Our guests love it,” says Fleming.

Discreetly Limits Access to Unauthorized Public Roads



More importantly, the system allows the Golf Villas to program “restricted access” zones near intersections that lead to off-limits public roads. “When drivers approach such an intersection, they receive a pop-up notice on the in-car screen and the vehicle’s speed is automatically reduced,” Fleming says.

The driver is also informed, via the screen, of where and in which direction to turn to remain on the resort property. If the driver turns the wrong way, the vehicle goes into “forward movement disabled” mode, and the screen notifies the driver to place the car in reverse, then turn around to the approved travel lane to keep from going off site.

These travel restrictions also become effective if one of the Villager 4s attempts to access other residential areas on the property, the golf course or the nearby Mid Ocean Club and Golf Course.

“Visage solved our problem” says Fleming. “It gives us a subtle form of control over the vehicles that is in keeping with our luxury status.”

The Icing on the Cake

Resorts can also use Visage to promote specials and events, and advertise resort properties for sale by setting the system so that information on a home that’s on the market pops up when a vehicle nears that property, as Casa de Campo, in the Dominican Republic, does.

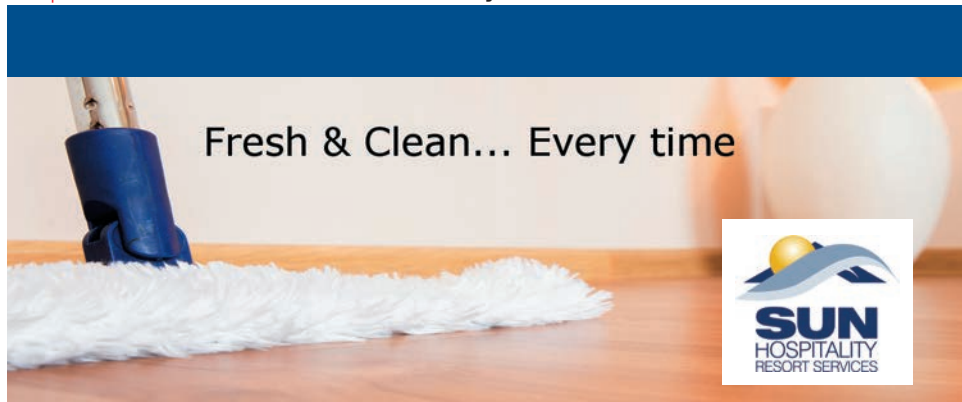
The system also features real-time diagnostics and car control on electric models. This lets resorts know where their cars are at all times, set geographic fencing and lock down a single car or the entire fleet.

“Now that we’re using Visage, I can’t imagine operating without it,” says Fleming. “Having unique keys for the vehicles and being able to identify where every car is at all times also limits use of the vehicles to owners at the Golf Villas,” says Fleming.

The vehicles themselves solved several additional problems the resort was experiencing. “The cars we bought before switching to Villagers began rusting almost instantly in this wet and salty environment,” says Fleming. “But the Villager 4s are built on rustproof aluminum frames that can withstand salt, fertilizers and water.”

“We also love the Villager’s on-board chargers with reel retractors. They let us charge at any 110-volt outlet and keep the cord on the reel when it’s not in use. On our past fleet, the cords broke almost immediately and there was no reel. The cords were just jumbled up in an unsightly mess in the back of the vehicles,” Fleming says.

“It’s so good to work with a vehicle manufacturer that not only supplies high quality vehicles but finds solutions to the problems we face,” Fleming says.



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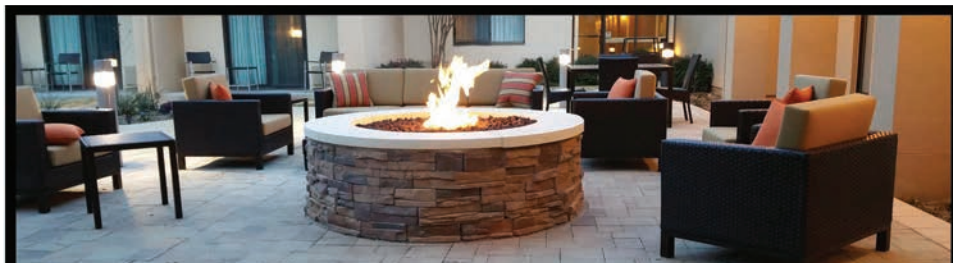
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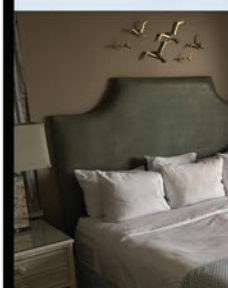
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Top Team Members

Angie Bussino, Office Administrator
Holiday Inn Club Vacations
Mount Ascutney, Vermont

Although Angie Bussino’s actual work title is Office Administrator, it is not uncommon to find her volunteering for other positions at her resort. This has included



bartending, dishwashing and serving at the full-service restaurant, cleaning rooms and common areas, shoveling snow during a storm, working at

the Front Desk or Community fitness center and assisting with banquets and weddings.

This well-rounded and seriously high-energy lady has been with Holiday Inn Club Vacations for nine years. In her current position for three years, she previously spent two years in each of these positions: Front Desk Representative, Office Assistant and Front Desk Manager. She knows that her experience in these positions has enabled her to better understand the inner workings of each department at Holiday Inn Club Vacations at Mount Ascutney Resort in Vermont.

Her willingness to lend a helping hand in many areas has lessened the hardship of occasionally being short-staffed when team members experience medical or family emergencies.

As Office Administrator, Angie is currently responsible for all purchasing, invoice processing, procurement, inventory for the Marketplace – their on-site store. Additionally, she assists with updating brand standards within her property, inputting energy usage into the resort’s Green Engage System, balancing cash banks, processing new vendor applications, providing accurate account information to her financial team, and occasionally assisting guests with ownership questions.

Methodical in her approach to accounting, Angie guides all purchasing and resort record keeping, ensuring that all company policies and procedures are followed. She single-handedly created procedures for the resort’s on-site retail operations, including the integration of new fitness center POS software with existing retail software.

This very busy lady is also the point of contact for all room charges, credit card and cash transactions while reconciling the finances daily. In addition, she

handles all new-hire paperwork and onboarding for employees, working closely with Human Resources to ensure a smooth, stress-free introduction to the company. Personally, she is responsible for fundraising ideas, including the recent Breast Cancer Awareness bake sale.

Angie has undertaken all of the purchasing and creative freedom of the resort retail store. She researches vendors and has introduced new items, including local maple products and apparel, plush toys and unique food items. Her efforts have increased income for the HOA, while providing a great outpost for owners and guests who are looking for a perfect vacation souvenir. Angie also created an annex to the store, which is located in the community fitness center within the resort site. This adds a special touch for owners, guests and community fitness members, as well as an additional source of revenue for the profit center.

Due to her long tenure at the resort, she is very familiar with local vendors, which is most helpful in such a rural area. She is highly aware of current standings in regards to guest service scores, employee engagement scores and financial results and will do whatever is necessary to help the property reach its goals.

A native of Brooklyn, Amy lived in Florida for 20 years before relocating to Vermont over 30 years ago. The single mom raised three children, all of whom are either married or on their own, with two grandchildren. She enjoys walks, bike riding, sewing and is very proud of reupholstering the interior of her son’s 1973 VW Bug.

Angie was nominated for ARDA’s Management & Administration – Resort Operations Team Member/Team. She was also named Key Player and selected as IHG’s Best of the Best as well as winning the Orange at Heart award from her company.

Adds Angie, “I love the atmosphere of families coming together, enjoying their vacations and creating those special memories, generated by an industry that is based on family values. I truly enjoy the satisfaction of accomplishing my daily tasks and the smile on a guest’s face when they know we have made their vacation better by going the extra mile.”

Holiday Inn Club Vacations at Mount Ascutney Resort is located in Vermont in the town of Brownsville. The resort was built on the base of Ascutney Mountain, known for its hiking trails and mountain biking. Orange Lake purchased the 80-unit property in 2007. featuring one- to-three-bedroom units in four buildings plus a Fitness Center.

Continued on page 33



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The Kelley Chronicles

Customer Communications Before, During and After a Disaster

by Kelley Ellert

So far, 2017 has been a rough year for natural disasters. Hurricanes Harvey, Irma and Maria have left islands and cities across the Caribbean and United States shredded. The three hurricanes claimed at least 195 lives and billions of dollars' worth of damage. In addition to the hurricanes, fires blazed in California and Mexico was devastated by an earthquake.

Most of the time the resort industry is not a place of disaster. It's a place of happiness, memories, travel itineraries, check-in dates and Wi-Fi codes, but that's not the case when natural disasters head towards resorts. These are the times when resort staff and management have to look out for their current and future guests as well as the properties. Here you'll find tips on how to effectively communication in the wake of a natural disaster.

Before

It's a surprise when earthquakes and tornadoes hit, but thankfully hurricanes give a bit of warning which makes communicating beforehand important and



a fact that should not be taken lightly. We live in a world where the second tropical storms form out in the ocean we have the ability to track them, analyze and try to predict their path and begin preparations early. Before a natural disaster hits it's best to keep up regular communications since many people who have travel planned will be looking to the resort to see what they are doing.

Before a storm is the most important part of disaster communications. According to Mark Westbrook, the Chief Operating Officer of Defender Resorts, who has been in the industry for multiple natural disasters it's all about preparedness.

"Being prepared is what it all comes down to," said Westbrook. "Having systems and procedures in

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place will help to guide team members and guests through the event in the safest manner possible."

In order to prepare, resorts need to have policies and procedures in place way ahead of time so that there's specific guidelines to follow and experts to defer to when a storm starts brewing. This decreases panic and confusion and helps the resort staff remain calm to assist customers.

People will be calling to see if their reservation is still going to be honored. It's important to have a cohesive message that ALL resort staff know. People will be asking about the next two days and the next month so your staff needs to be prepared to tell them what would happen if the resort sustains damage. Will they be refunded? Will they still have to pay their maintenance fee? How soon will they know if they need to cancel airline tickets?

As a resort representative and not a fortune teller, you may not know the answers to these questions, but travelers will be looking to you for answers. It streamlines everything to have set answers for everyone to be aware of, even if it is "we won't know the answer to that until after we see what happens with the storm."

During

While communicating during a storm is one of the hardest things to accomplish, it's important to make sure that communication is possible. During a storm it's best to have a central communications hub so

that people, both guests and staff, in the affected area have a place to reach out to and also so that owners are kept up-to-date on any status changes.

"During hurricanes we have a communications officer at our corporate office who establishes the communications for all affected areas across their website, social media and owner emails to make sure everyone can quickly and easily get updates on the storm, the property and any potential damages," said Westbrook.

After

Once a disaster has passed and the recovery work begins it's necessary to keep owners in the loop. Depending on the damage reservations may have to either be cancelled or upcoming guests need to know that it's ok to keep their plans and still visit the resort.

After a disaster, communications should remain consistent on all the same platforms that posted updates during the storm, so there's a cohesive story being told and a new visitor can see all updates.

St. Thomas in the United States Virgin Islands was hit especially hard by Hurricane Irma and the questions that the resort and its management company, SPM Resorts have posted almost daily updates of the cleanup, the status and details about how the resort and island fared. With extensive damage its unknown how quickly the resort will be back up and running so it's important to continuously show

owners the progress being made so they can fully see and understand the physical impacts.

Use Multiple Mediums

All people like to receive communications in different ways and because of that it's important that resorts communicate all messages before, during and after a disaster on multiple platforms. According to Westbrook, Defender Resorts posts on Facebook, resort websites, emails owners and guests and has trained staff prepared to take phone calls.

This way someone who doesn't have Facebook or even internet access has some way to communicate with the property or a representative of the property.

Overall, natural disasters are terrible, but the effects can be minimized if a property is prepared and uses multiple channels to push out constant communications.



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.

Iniciativas de Turismo y Seguridad en México

Por J. Michael Martinez

Recientemente, el Departamento de Estado de Estados Unidos emitió una advertencia de viaje actualizada para México. Actualizaron advertencias para los estadounidenses que consideren viajar a dos estados, los cuales incluyen los destinos populares de Cancún (Quintana Roo) y Cabos San Lucas (Baja California Sur). Los funcionarios están preocupados por las actividades cada vez más peligrosas de las organizaciones criminales en estas áreas, especialmente a lo largo de la costa del Caribe.

“Las peleas de armas entre rivales de organizaciones criminales o con autoridades mexicanas han tenido lugar en calles en lugares públicos durante pleno luz del día,” dijo el consejo

Además, se agregó el Estado de Baja California Sur a la lista de estados en México dentro del aviso actualizado de viajes del Departamento de Estado de los Estados Unidos con advertencias específicas. Una advertencia para Baja California Sur, que incluye Los Cabos, dijo que la actividad criminal y la violencia están ocurriendo a través del estado. “Ejerzan caución ya que Baja California Sur sigue experimentando un alto índice de homicidios,” advirtieron los funcionarios.

En Cabos San Lucas, el gobierno está construyendo una nueva estación de policías para ayudar en el apoyo a las autoridades locales y se aumentó el personal de seguridad para el estado. Además, el gobierno está aumentando

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millones de visitantes cada año. The Trades decidió examinar lo qué está haciendo el gobierno mexicano para asegurar la seguridad de sus visitantes a estos destinos turísticos. Además, decidió hablar con algunos profesionales de la industria y varios desarrolladores de resorts para entender mejor lo que están haciendo para hacerle frente a la publicidad negativa, mientras reaseguran a sus huéspedes que es seguro visitar a México.

“Acontecimientos están sucediendo que no eran comunes en esta ciudad,” teniente coronel Darwin Puc Acosta del Ejercito Mexicano, quien tomo control como jefe de policía de Cancún en junio, fue citado por Bloomberg. También declaró, “Sinceramente no los considero alarmante. Son situaciones que pueden ser resueltas si son atendidas apropiadamente. Y eso es lo que estamos haciendo.” El gobierno federal ya ha enviado tropas a Q. Roo para ayudar a reforzar las fuerzas de seguridad en este lugar, y las autoridades municipales recientemente introdujeron a Julián Leyzoala, que inspiró miedo y elogios durante su tiempo como jefe de la policía en Ciudad Juárez y Tijuana como asesor. Los gobernadores de ambos estados de Q. Roo y Baja California Sur han dicho que están trabajando para mejorar los salarios y beneficios de la policía del estado y así expandir sus rangos. Sin embargo, ellos admiten que ha sido un proceso lento, ya que han puesto un nuevo programa de investigación para asegurar que los oficiales recién contratados estén calificados.

Este año, en julio, el Secretario de Turismo de México Enrique de la Madrid, anunció que el gobierno implementaría un programa de prueba de seguridad en Los Cabos, Cancún y Acapulco, declarando, “Estos son los destinos que más nos preocupan en este momento por el impacto que tienen en la imagen de México en el exterior.” Continuó diciendo, “El gobierno federal ha pedido a las empresas, los gobiernos locales y estatales, y los residentes de las zonas turísticas que ayuden a financiar el programa, y el imperio de la ley e instituciones políticas todavía necesitan ser fortalecidas.”

El turismo en México y estos destinos turísticos representan billones de dólares anualmente, y el aumento de la delincuencia en estos lugares podría poner en riesgo este negocio. Los locales dicen que la mayoría del crimen es fuera de las áreas de resorts adonde turistas se quedan, pero también reconocen que tienen que ser vigilantes como comunidad para prevenir el aumento de la delincuencia y su avance. El año pasado en 2016, México recibió a más de 35 millones de visitantes y se convirtió en el número ocho en el mundo en turismo. Las



del Departamento de Estado. En el estado de Quintana Roo, hogar de los destinos más populares: Cancún, Playa del Carmen, y Cozumel. Las estadísticas del gobierno mexicano han mostrado un aumento en el porcentaje de homicidios este año en comparación con las estadísticas del año 2016.

“Aunque la mayoría de estos homicidios parecieron ser asesinatos dirigidos de organizaciones criminales, las luchas territoriales entre grupos criminales han resultado en crímenes violentos en áreas frecuentadas por ciudadanos estadounidenses” es lo que dice el aviso acerca Quintana Roo. “Incidentes de tiroteo, en los que espectadores inocentes han sido heridos o asesinados, han ocurrido.”

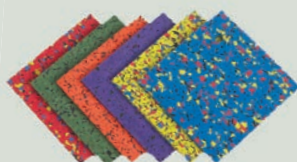
los salarios y beneficios de la policía. Muchos de los hoteles con todo incluido y los resorts han acordado contribuir dinero para pagar personal de seguridad adicional, equipo, vehículos policiales y cámaras de vigilancia.

De acuerdo a un informe de Bloomberg, el Estado de Quintana Roo recibe un tercio de todos los turistas a México cada año, lo que representa aproximadamente 10 millones de visitantes por año. Al mismo tiempo, se ha dado un tremendo crecimiento de la población en Q. Roo con un crecimiento de 4.1 por ciento a lo largo de la década 2000, la cual sigue creciendo cada año. Baja California Sur también representa una cantidad significativa de dólares por el turismo a la economía local, así como de

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autoridades turísticas reconocen el problema que afecta a las ciudades turísticas, como salarios bajos, viviendas inadecuadas para los trabajadores y el aumento de la delincuencia. El Secretario de Turismo declaró, "Nosotros no sólo trabajamos para atraer turistas extranjeros, pero sobre todo, para mejorar la calidad de vida de la población local."

En Q. Roo, donde se encuentra Cancún y la Riviera Maya, el Director de Promoción Turística de la Riviera Maya dijo, "La seguridad turística ha sido una prioridad constante para las autoridades." "El describió la violencia como, "...grupos criminales arreglando cuentas entre ellos." Continuó diciendo, "Ningún turista ha sido impactado."

La recién nombrada Secretaria de Estado del Turismo, Marisol Vanegas Pérez, ha intentado continuamente de reasegurarle al público que es seguro viajar a través de Q. Roo y otras partes de México. Ella señaló que Cozumel no ha visto un aumento en homicidios, a diferencia de lo que había sido reportado por el Departamento de Estado de Estados Unidos. Vanegas señaló que Cancún tiene dos grandes centros de convenciones y la Riviera Maya cuenta con 42 hoteles con un total de 23.667 salas de reuniones y en 2016 dentro del sector de turismo de negocios tuvo un impacto económico de más de \$240 millones de dólares. Además, explicó que el gobierno estatal se ha comprometido a la protección y seguridad de sus visitantes indicando, "A pesar de la importancia de fortalecer esta industria y generar condiciones para el tur-

ismo, es también para generar beneficios para la gente y contribuir a reducir las desigualdades que históricamente ha sufrido el estado." Vanegas llegó a revelar que los inversionistas están planeando el inicio de ocho proyectos hoteleros durante 2017 en el Quintana Roo de México, que consistirán de más de 12,000 habitaciones de hotel y se ubicará en Cancún, Riviera Maya, Isla Mujeres, Holbox, Bacalar y Mahahual.

Al final, la opinión de este escritor es que todavía es seguro para los miembros extranjeros de tiempo compartido / propietarios y visitantes a viajar a México y disfrutar de sus vacaciones. Las autoridades locales, estatales y federales están trabajando mano a mano para mantener la seguridad en los destinos turísticos de México y más allá. Esperamos verte pronto en México disfrutando de las playas de arena blanca, la comida, la música y la cultura diversa.



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).

What Happens at the ARDA Fall Conference?

by Sharon Wilson, RRP



Hmmm...Let's see. November in Washington, DC, city prices, travel headaches, registration expense, wearing a suit...these obstacles might pop into your mind when you consider attending the ARDA Fall Conference scheduled for November 8-10, 2017, at the Fairmont. But here's your incentive: this is the only opportunity you have each year to gather with your peers in an intimate, one-on-one environment.

The atmosphere is relaxed, but professional. There are no wild parties with thumping music or twirling disco balls. (Thank goodness!) There are no lengthy product presentations or sales pitches. What you will find are resort professionals – actual decision-makers in their respective companies – ready to discuss real-life business matters. If you want to get to know your peers, there's no better opportunity.

On a broader, more magnanimous, scale, those who attend the Fall meeting have an opportunity to affect the direction of the entire industry. First, you are able to make meaningful connections. Second, those who participate in attending and joining working ARDA committees help direct the association's activities, including being able to help determine its educational, lobbying and self-regulating objectives.

Educating Timeshare Professionals

Valuable work is done both prior to and during this conference to support ARDA's educational efforts. The Meetings Committee will have sketched out the various educational sessions for the May 6-10, 2018 ARDA World 2018 Annual Convention & Expo, to be held at Caesars Palace, Las Vegas, during its summer meeting. The group will hold a lengthy meeting during the Fall Conference to determine speakers for each session. Attendance at this meeting is closed to those not on the committee, however, you know what they say: Out of sight, out of mind. Your at-



tendance shows your involvement and interest. Besides, members of the committee were appointed for the most part because they showed up consistently and because they asked to participate. If you wish to join the committee one day, your ongoing dedication will go a long way. ARDA's education, research and fundraising arm, the ARDA International Foundation (AIF), will doubtless share information gleaned from the various research projects it sponsors such as the "2017 Second Quarter Pulse Survey: A Survey of Timeshare & Vacation Ownership Resort Companies," "State of the Vacation Timeshare Industry: United States Study 2017 Edition" and "The Management of Sold Out Resorts; State of the Vacation Timeshare Industry Special Executive Summary." (These publications are available for purchase at arda.org/researchlibrary.)

Members of the 2017-2018 ARDA Leadership Development Program (ARDA LEAPS) will be in attendance. This is an interesting program. At first glance it looks a little expensive. (The fee to participate in ARDA LEAPS is \$3,500.) But when you look at all the benefits, it's a steal. The fee includes the "Timeshare Industry Resource Manual," the AIF Qualification Test, Timeshare 101 eLearning, Partnership Strategies eLearning, the ARP/RRP Designation fee, one ARDA regional meeting registration fee, an ARDA fall conference registration fee, two ARDA convention registration fees, plus additional convention activities. It's a one-year program designed to develop and educate future leaders of the association and the industry. Training is conducted through activities which include ARDA meeting attendance, monthly webinars, on-line learning and use of the "Timeshare Industry Resource Manual." Plus, association training, itself, takes place at a seminar conducted at ARDA's DC offices.

Advocating For You

At Resort Trades we occasionally hear questions from our readers about the relevance of ARDA to their businesses. Perhaps it seems to them like the "Big Twelve" (or whatever might be the latest number of larger development and exchange companies) absorb all of ARDA's attention. But, believe me, this is not the case! Yes, of course they are heavy supporters and influencers in the association's course of affairs. But take a look at ARDA's focus and amazing track record. Unquestioningly, your resort company or related business is benefitting from the association's many successes over the years. Plus, ARDA's the 'gift that goes on giving'.

Take ARDA Resort Owners Coalition (ARDA-ROC), for example: ARDA-ROC was established in the early '90s as a grassroots lobbying coalition of owners dedicated to preserving, protecting, and enhancing vacation ownership. Go online to ARDAroc.org and review the coalition's numerous achievements. Supported

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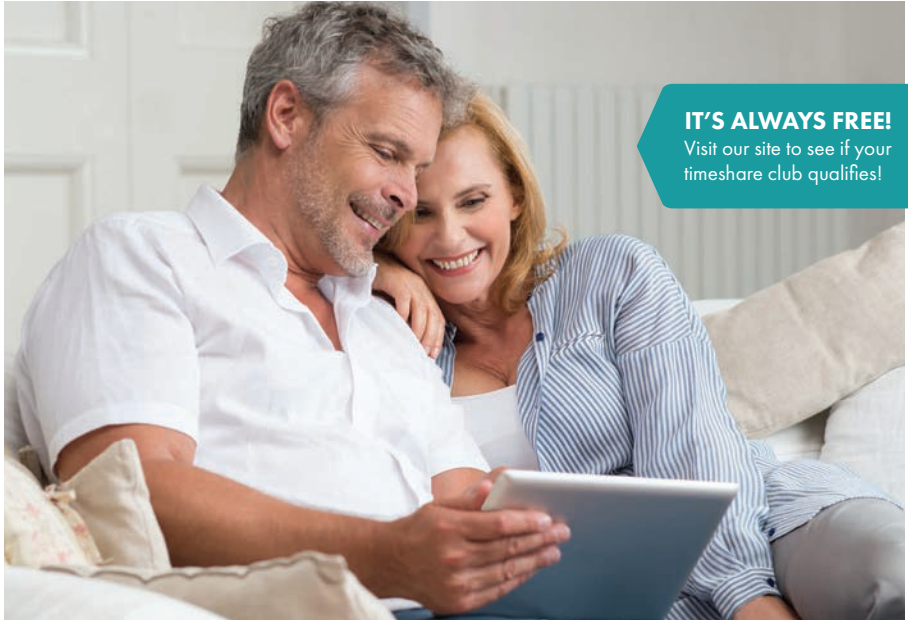
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by more than 1 million timeshare owners who contribute less than \$10.00 annually, the group monitors legislation, proactively fights bills that will have an adverse effect on timeshare owners and works to promote beneficial legislation.

You may be interested in attending meetings of the Federal Issues and State Legislative committees, during the DC conference. As their titles would indicate, each is concerned with keeping a watchful eye on matters which might adversely affect our businesses. Each of these groups work on a year-round basis to help ensure we have the most favorable environment for our industry. You will be amazed at the depth of our association's reach and influence.

How to Get Involved

While most of the committee meetings are available only to their members, there are still some others that are open and offer opportunities for you to become part of the greater effort. Here are a few of them:

Wed, Nov 8

- 8:00 - 9:00 am -- Education Committee, Sulgrave (3rd Floor)
- 11:30 - 1:00 pm -- Research Committee (Sulgrave)
- 1:00 - 2:00 pm -- Construction, Design, Suppliers (Potomac 3rd Floor)
- 3:00 - 4:00 pm -- Member Experience (Culpeper)

Thurs, Nov 9

- 9:00 - 10:00 am -- Technology – Latrobe
- 1:30 - 2:30 pm – Resort Management & Operations – Latrobe
- 2:00 - 3:15 pm -- HR Council -- Latrobe

If you are a relative ‘newcomer,’ the Fall Conference is an ideal venue in which to meet the major players in the industry. Or perhaps you’ve worked in the vacation ownership industry for some time but are ready to become more involved. This, then, is your opportunity. Was it Woody Allen who said, “Eighty percent of success is showing up”? If the adage is correct, then once you commit to attending the ARDA Fall Conference, you’ll be more than halfway done in creating a presence for yourself and making an impact on your profession.



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

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Rich Romanello, president and CEO, founded Assured Travel in 2006 and leads a talented team of management professionals. The company's senior staff has more than 100 years of collective experience in the incentive travel industry. Assured Travel's parent company, FASTTRACK Promotions, is an Official Marketing Partner of the NASCAR® Member's Club and



between both companies, we've had the pleasure of working with Farmers Insurance, Welk Resort Group, Wyndham Vacation Ownership, Keller Williams, Morongo Casino Resort & Spa, SFX Preferred Resorts, Occidental Hotels & Resorts, Bel Air Collection, American Express, Dell EMC and PAYBACK by American Express.

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Continued from page 25

Top Team Members

Sondra Ritchie, General Manager Caribbean Beach Club, Defender Resorts



Sondra Ritchie spent 28 years in several management positions at a timeshare resort in landlocked Kimberling City, Missouri, near Branson. But she wanted a change, a warmer climate and ideally a beach. Hurricanes were not on her wish list.

After relocating to Florida, in November 2015 Sondra was selected by Defender Resorts as Resort Manager for the 44-unit Caribbean Beach Club on Florida's Fort Myers Beach. Imagine her surprise when Category 4 Hurricane Irma hit on September 10, 2017. She has been kind enough to share her experience with Resort Trades readers.

Caribbean Beach Club is a small, close-knit resort initially developed in the 1980s with several third-generation owners. Many have grown up with the resort, coming with their parents or grandparents and now bringing their children. Since Sondra had previously worked at a large floating time, property, she did not have the opportunity to enjoy the camaraderie that comes with a more intimate setting and people who have been friends for decades.

Says, Sondra, "Hurricane Irma was my first experience with a hurricane, both personally and professionally. We had just completed a safety meeting concerning weather-related disasters and were prepared for the upcoming storm. Defender has an entire section on Hurricanes in our Policy and Procedures Manual, so I was fortunate to have a detailed guide. We also had a telephonic meeting with all Florida and the Keys managers to discuss preparations and ask any questions.

"The most difficult challenge was ensuring that the guests knew of the coming storm, helping them make – mandatory – evacuation plans and allow the six-person staff time to prepare the resort. All out-door furniture had to be moved into units, the recreation room or tied or chained down. Everything from pool lounges, tables, chairs, picnic tables, barbeque grills, volley ball nets, ping-pong tables and bicycles had to be secured. Since our offices are on ground level, we also had to move computers, files and related materials to a higher floor. We had only a couple of days to accomplish this,

as the storm changed paths at the last minute. They had predicted a storm surge of 12 feet or more, so we faced the possibility of losing the majority of the building we had just renovated. Thankfully, this did not occur, but we had to prepare for the worst."

She continues, "All power and water had to be shut off before we closed the resort and all staff left. We were under a Mandatory Evacuation. The staff worked like mad and still had to go home and do the same thing to protect their personal property. Finding the balance of preparing the resort and allowing the staff to care for personal agendas was harrowing. Two days before the storm, we still had three guests on property and were anxious for them to depart. One couple was an exchange and waiting for their flight time, another was an owner who lived in Miami and was unsure of what to do.

"Following the storm, we had to undo all that we had done just a few days earlier. We were lucky to have minimal damage to the resort. We were without power for only a few days, but we had to begin the process of readying the resort to re-open. Several staff members were without electricity for a week or more but still came to work. We opened for guests 15 days after the evacuation.

"Our biggest loss was a huge banyan tree that was blown onto a corner of one building and several small trees blown over that caused no structural damage. We had minor damage

damage and progress being made. On the day before we opened again for guests, we had a celebratory 'Thank You' barbeque lunch for our amazing staff."

When not riding out hurricanes, Sondra's free time is spent with her son Nic and her two dogs. Nic was raised in the resort business, and appreciates her joy in her work. She moved to Florida because she loves the beach and cannot walk the beach without gathering shells. She says that it's interesting that her current beachfront lifestyle now attracts many family and friends for a visit ... "they didn't visit me as often when I lived in Missouri."

Sondra adds that one of the best parts of her job is the diversity of people she meets and the fact that each day brings new and totally differing obstacles and opportunities for learning and growing. She says, "It's fascinating to find how different groups of people interact and behave. Owners are entirely different from exchanges who also differ from rental guests. The opportunity to ensure people have a great vacation is vital and demanding. Our owners and guests work hard and look forward to their vacation, so it is up to me and the staff to do everything possible to make their time here is as relaxing, enjoyable and as trouble-free as possible. We can't control the mercurial Florida weather, but we can be welcoming, friendly and hospitable."



to the units, a few with water damage and a few roofing problems. We were unbelievably fortunate!

"There was massive clean-up of debris, which is waiting pick-up by the sanitation department. The office and housekeeping staff were cleaning debris, moving furniture and all that needed to be done. In the sweltering heat, my role was to ensure the staff remained hydrated and fueled. Frequent breaks in the shade and lunches provided by company helped to keep our spirits up. Our corporate headquarters keep owners up-to-date via the website and emails before, during, and after the storm on the



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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Who is Your Most Valuable Player?

CustomerCount CEP Resort Trades Award

by Georgi Bohrod



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Who deserves the most recognition in your company? Your CEO? Your EVP of Sales and Marketing? Your IT Director or the Chief Financial Officer? Undoubtedly these leaders are all praise worthy individuals. But none has the qualifications required to be named winner of the CustomerCount® CEP (Customer Engagement Professional) Resort Trades Award. Now in its second year, the award designed by CustomerCount® and The Resort Trades to honor an individual who has shown exceptional performance in an area which frequently goes unrecognized.

CustomerCount and Resort Trades are looking for the most valuable player within the timeshare resort/hospitality industry who has earned their stripes on the front lines. Qualified people most likely will be resort managers, assistant managers, front desk folks and customer service team members who are in daily contact with members

and guests. These outstanding team members exemplify the highest standards in customer engagement and service. Their interaction with members and guests shapes the entire guest experience, paving the way and opening the doors to happy smiles and memorable vacations.

Nominations-- which opened in September-- are already coming in. Using CustomerCount's comprehensive, robust, software, nominators are requested to complete an online nomination survey to quantitatively measure the nominee's qualifications and qualities. Narrative descriptions with anecdotes and stories to support the nomination will also be taken into strong consideration. This award focuses on the people putting "hospitality" into vacationing.

Last year's winner of the CustomerCount/Resort Trades CEP Award was Kevan Beall, General



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Manager of Breckenridge Grand Vacations (BGV) Breck Inn Hotel. The Breck Inn is a hotel that the company operates primarily for tour guests. Since receiving the award, Kevan has been promoted to Assistant GM for BGV’s brand new resort, the Grand Colorado on Peak 8.

Two trophies are presented: One to the individual and the other to his/her company. The winning manager and their company/resort will be profiled in the January issue of *Resort Trades*

To give a candidate the best opportunity to be honored, nominations should focus on the performance of customer facing individuals including Resort Managers, General Managers, Assistant Managers and Customer Service representatives who have contributed to the success of the company in an exceptional manner. Areas of contribution may be extraordinary interactions with members/guests; remarkable improvements in on-site ratings of the resort; innovative training techniques and outstanding social media mentions and reviews. Nominations must include detailed insight regarding the leader’s performance and contribution showing how the nominee’s efforts and achievements have significantly impacted the team, company, and/or community.



Bob Kobek, president of Mobius Vendor Partners which developed CustomerCount, an Enterprise Feedback System used by the time-share and hospitality industry to build customer loyalty and improve the bottom line, said “Customer Engagement is a part of the corporate culture and requires the skill and talent that many strive for, and few master. At CustomerCount we want to honor these people--the ‘perfect hosts’ who make vacations fun, friendly and stress-free.”

“These are the people that ensure resorts run smoothly, and simultaneously have a direct impact on visitors, members and owners. According to Sharon Wilson, RRP, publisher of Resort Trades, “In an effort to pay homage to often overlooked and under-appreciated resort management professionals, we’ve teamed with CustomerCount to celebrate these hard-working individuals, who are the backbone of maturing, legacy resorts.”

The nomination forms are designed to acknowledge areas of contribution including:

1. Extraordinary interactions with members/guests;
2. Remarkable improvements in on-site ratings of the resort;

3. Innovative training techniques and outstanding social media mentions and reviews.

The nominated leader’s performance and contribution will also be judged for the significant impact they’ve had on the team, company, and/or community.

“As we did in the inaugural year, Resort Trades will use our off- and online channels to recognize not only the award recipient but their resort and/or management company as well,” commented Sharon Wilson, publisher of The Resort Trades.

To submit a nomination, visit www.customercount.com or ResortTrades.com for a link to the entry form. The online form is available at www.ccceptaward.com. Deadline for submission is December 2.

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



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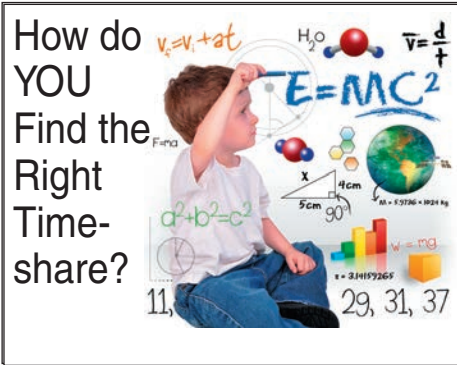


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Website: www.merid.com
Contact: Gregory Sheperd
Specialty: Meridian Financial Services, Inc. is a sophisticated third-party collection agency able to provide service to whole and partial portfolios. Meridian understands the impact of bad debt, as well as the importance of keeping your owners’ accounts current, and preserving their confidence in the purchase decision. Services include third-party collections for domestic and international clients, no-cost-to-client recovery program, customized industry collection strategies, credit reporting, skip tracing, online services, and credit and collection consulting

COMMERCIAL HOTTUBS



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

COMPUTERS AND SOFTWARE



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



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



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

COMPUTERS AND SOFTWARE



RNS Timeshare Management Software

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

COMPUTERS AND SOFTWARE



TimeShareWare

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

DEVELOPER TRADE GROUPS



Resort Developers Association

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

DIRECT MAIL AND MARKETING



LogiCall Marketing

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

ESTOPPEL PROCESSING



RequestmyEstoppel.com

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

EXCHANGE COMPANIES



Dial An Exchange LLC

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



RCI

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



A Better Way to Exchange

Resort Travel & Xchange

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

EXCHANGE COMPANIES



Trading Places International

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

FINANCIAL SERVICES



ResortCom International L.L.C.

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



WithumSmith+Brown, PC

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

FLOOR SAFETY PRODUCTS



Musson Rubber

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

GROUNDS MAINTENANCE



Mean Green Mowers

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

HOSPITALITY FURNISHINGS



American Leather Furniture

4501 Mountain Creek Pkwy,
Dallas TX 75236
Phone: (972)296-9599
Fax: (972)296-8859
Email: fboardman@americanleather.com
Website: www.americanleather.com
Contact: Frank P. Boardman
Specialty: For more than 25 years, American Leather has expertly blended refined design, meticulous craftsmanship and operational excellence to offer beautiful and durable furniture that is fully designed and manufactured in Dallas, Texas. American Leather has earned the trust of the top vacation resorts and other hospitality environments around the world by providing a wide range of products for lobbies, bars and suites, including the company's signature Comfort Sleeper.



Biscayne Hospitality

16959 Bernardo Center Drive Suite 110,
San Diego, CA 92128
Phone 1: (858) 674-4003
FAX: (858)674-4255
Email: admin@biscaynehospitality.com
Website: www.biscaynehospitality.com
Contact: Javed Bhaghani
Specialty: Biscayne Hospitality is recognized as a trusted partner and leading manufacturer of premium custom furniture to operators, purchasing agents, and designers in the timeshare industry. Biscayne produces contract grade quality and durability with a residential feel to match your aesthetic. If your project has a phased deployment, Biscayne can produce small or large phased runs over many years. Biscayne's reputation is built on collaborating with clients to understand their specific needs and objectives, and then managing the entire process from initial specifications through manufacturing to final delivery.

HOSPITALITY INTERIOR DESIGN



Hospitality Resources & Design, Inc.

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

SUPPLIER DIRECTORY

HOUSEKEEPING SERVICES



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



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

HOUSEWARES



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

LANDSCAPE AMENITIES



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

LEAD GENERATION



LogiCall Marketing
1232 E Broadway Rd #220
Tempe, AZ 85282 USA
Phone 1: 602-483-5555 xt. 300
Email: tpranger@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.

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

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.

OUTDOOR AMENITIES



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

PEST CONTROL



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

PEST CONTROL/DISINFECTANT



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

PET SANITATION



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

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



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



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

POOL 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.

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 Stemper
Specialty: SPI is the preferred software for selling and managing timeshare properties, vacation ownership clubs and resorts. SPI's Orange timeshare software is a comprehensive suite of services that includes sales and marketing, property management, billing maintenance and more. SPI is a global company with our software installed on five continents providing a breakthrough product based on over 30 years of industry experience. This includes an advanced user interface, all major integrations and cloud-based extendible applications.

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.

TITLE COMPANIES



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

TOUR GENERATION



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

TOWEL SERVICES



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

TRADE ASSOCIATIONS



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

TRAINING & PROFESSIONAL DEVELOPMENT



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

TRANSPORTATION VEHICLES



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

TRAVEL CLUB



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

TRAVEL CLUBS AND EXIT PROGRAMS



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.
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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

“ y look at every page of Resort Trades each month to see what is happening in the industry 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
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Ste 200 Spring TX 77079
Phone 1: 832-484-1105
FAX: 281-895-6222
Email: joe@hotelmakeover.com
Website: www.timesharemakeover.com
Contact: Joe Aiello
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the business since 1987.

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lifestyleambassadors@arcresorts.com
386-255-7431 ext. 7950

Natalie Reeves-Lopez
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Rob@echoiceproperties.com

OTHER

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[Pam Cordell, Vice President of New Business Development](#)
p: 843.238.5000 ext. 3080
pcordell@nhgvacations.com



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