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Winner

Noyan Suel,
Operations Manager of
Grand Pacific Resorts'

Carlsbad Seapointe Resort

The CustomerCount

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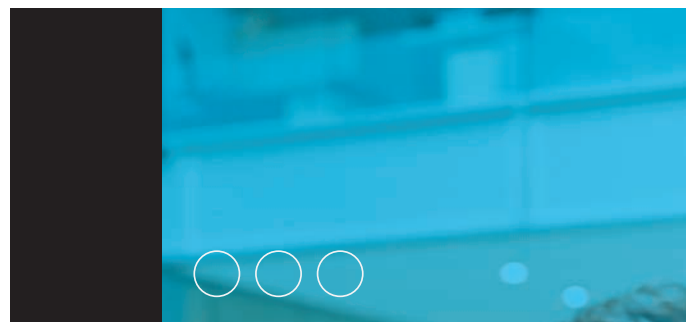
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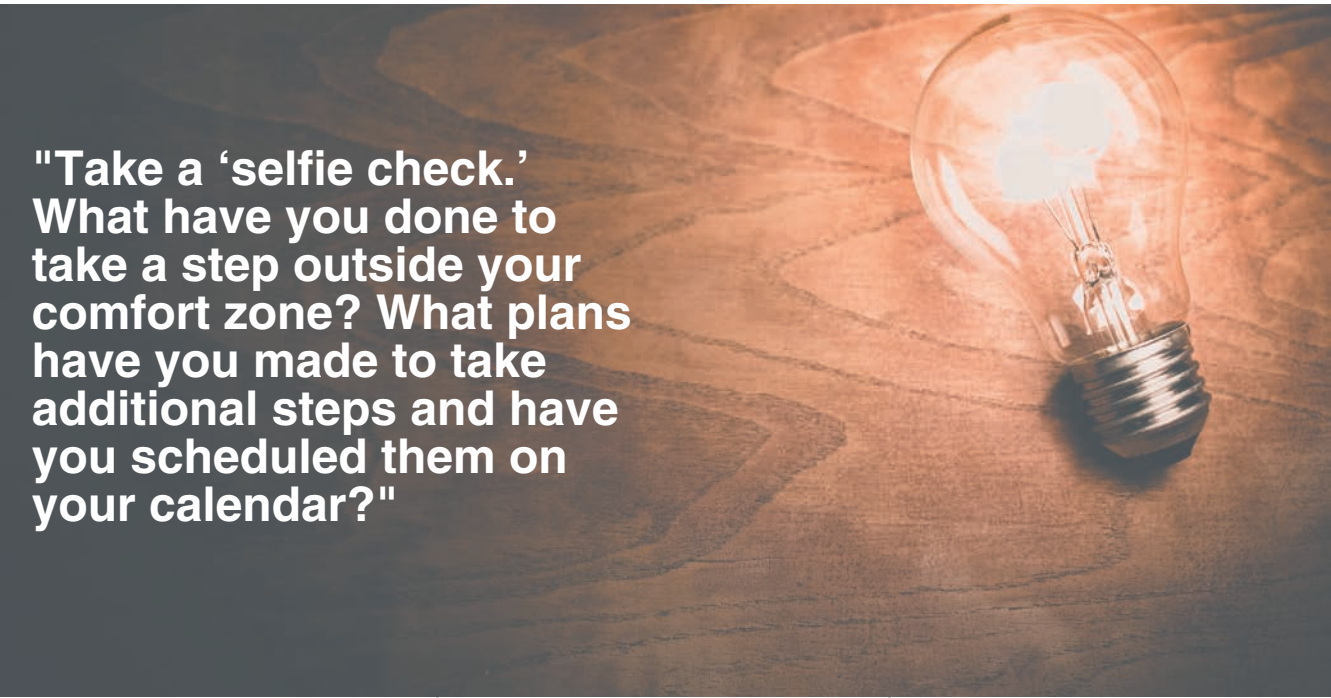


Every Resort; Every Month

Benchmark Your New Year's Resolutions



Sharon Scott Wilson, RRP
Publisher Resort Trades



"Take a 'selfie check.' What have you done to take a step outside your comfort zone? What plans have you made to take additional steps and have you scheduled them on your calendar?"

The fast-paced stress of working in the resort industry doesn't always give us time to reflect on our direction in life and in our career. Those of us who have ever been on the front line – whether dealing with customers on the phone, at the front desk, or on the sales floor – frequently become a little disenchanted at the end of a busy week. Maybe we begin to question ourselves in several ways. Perhaps we've even forgotten about our enthusiasm on January 2, as we resolved to take charge of 2019.

Take heart! It takes time, patience, hard work, and a lot of dedication to stick to any new plan. They say it takes 21 days to establish a new habit. In my personal life, I have found that bad habits become established even more quickly... like, hitting the snooze button instead of exercising or going for the desert tray.

Perhaps this is a good time to check back on those resolutions we made so blithely at year-end, 2018.

Here are a few ideas on how to stay on track:

Become a Better Leader

Anyone can be a leader, regardless of their position or title. Likewise, anyone can fail as a leader when it comes to listening and respecting the thoughts and opinions of others. Leaders request the opinions of others frequently.

We can all encourage contributions from peers in other organizations or departments, fellow team members, and, yes, even from the boss. These days, we can go online to review ideas from bloggers, websites, and social media. I provide other ideas for gathering opinions from a team in my Publisher's Corner column entitled, "The Year in Review," in the December 2018 issue of Resort Trades.

BENCHMARK: By this time of the year your daily, weekly, and monthly habits are evident. Therefore, you might ask yourself,

"What have I done to become a better leader? What new ideas have I received from others? What encouragement, ideas, or pointers have I shared with them?"

Continue to Stretch Yourself

Practice the things that might make you uncomfortable such as networking at large gatherings, public speaking, or writing. So often we let fear of failure stop us from even trying. Making mistakes is inevitable; overcoming our fear of failure is not. We must make a concerted effort.

Make a plan to ease yourself into new outside-the-box experiences and situations. You might start by dragging a friend or family member along to attend a meeting full of strangers to broaden your comfort zone when it comes to networking, for example. A friend of mine recently told me they wanted to learn to write. I told him to start by reading and to practice on small projects, at first.



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BENCHMARK: Take a 'selfie check.' What have you done to take a step outside your comfort zone? What plans have you made to take additional steps and have you scheduled them on your calendar?

Give Yourself Credit

So often our minds will torture us by reminding us of our shortcomings. Some have asserted that awakening with anxiety, for example, is a natural inclination on the part of our reptilian brain to make us wary of being eaten by a saber-toothed tiger.

I'm a firm believer in positive self-affirmation; although I don't always practice what I preach: You need to tell yourself every day that you are doing a great job (and believe it!)

In Julie Cameron's *The Artist's Way*, she advises readers to write three handwritten pages every morning in a stream of consciousness. Cameron says, "You're becoming acquainted with all the dark corners of your psyche.... What I find is that when you put the negativity on the page, it isn't eddying through your consciousness during the day."

BENCHMARK: What active steps are you taking to reinforce your sense of well-being? Whether you meditate or pray; review a list of self-affirmations; write three handwritten pages; or whatever you do; are you practicing self-affirmation daily?

Grow Your Brain Cells

Read, take a class, watch TED talks, or visit a museum. Whatever it takes to keep your mind active and

growing new grey matter, do it! This might include a review of the tenets of Stephen Covey's *7 Habits of Highly Effective People*. If it's been awhile since you've read them, they are synopsized in a blog by ToolsHero and found at toolshero.com/leadership/7-habits-highly-effective-people.

1. Be proactive

Pro activity has a lot to do with a person's "circle of influence". What you can control, what you can influence and what is out of your reach. Pro activity is strongly related to acknowledging your own responsibility and influence. The first big step that has to be taken is the step from dependence to independence. Here you will begin to determine your own life by using your own agenda. You are aware of the fact that you are the architect of your own life (habit 1 of the seven habits of highly effective people) and with this knowledge you set to work.

2. Begin with the end in Mind

This is the habit of vision, objectives, and mission. Beginning with the end in mind means that when you make decisions today you consistently take into consideration what you stand for 'in general'. Habit 2 has to do with the principles and guidelines you choose to live by. You determine what you find important in life, what you stand for, what you want to accomplish.

3. Put first things first

This habit has to do with integrity, discipline, sticking to your agreements. What is life about, and how do you wish to shape your own

life? Knowing this, you will get to work pro-actively while setting the right priorities. The second big step is that of independence to (self-selected) interdependence.

"Practice the things that might make you uncomfortable such as networking at large gatherings, public speaking, or writing. So often we let fear of failure stop us from even trying. Making mistakes is inevitable; overcoming our fear of failure is not. We must make a concerted effort."

4. Think win-win

This is the habit of the Paradox. Temptation is strong to think in terms of winning OR losing- or wanting to be right. The trick is to recognize that a paradox provides an opportunity to unite the poles. You will be independent but at the same time you realize that you can

accomplish more by cooperating with other people. You know what you are worth, but you also realize that you need the other person and that it is important to give and receive love. You can accomplish this by thinking in terms of win-win. In case of conflicts you will always search for solutions that are fair to all parties and in which there are no losers.

5. Seek first to understand then to be understood

Concentrate first on understanding the other person and then put energy into being understood. This is the habit of listening, one of the basic qualities of a leader or a coach.

6. Synergize

The sixth habit of the seven habits of highly effective people, that is required to achieve interdependence is synergizing. This means that your approach is fundamentally based on respect, cooperation and trust. This is the habit of strengthening. the pitfall is compromise. The objective is to find the third path: how can two paradoxes be combined into something better?

7. Sharpen the saw

The last, seventh habit of the seven habits of highly effective people is maintenance. This is the habit that tells you that are with improving yourself and perseverance. By taking plenty of exercise, rest, meditation, etcetera, you will keep your body, mind, relationships and spirituality in balance. ■

* Mulder, P. (2009). *7 Habits of Highly Effective People* (Covey). Retrieved January 6, 2019, ToolsHero www.toolshero.com/leadership/7-habits-highly-effective-people.



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Best Work Place

By Marge Lennon



Holiday Inn Club Vacations team members support annual Pinktober event at Orange Lake Resort.

What makes a Best Place to Work? Much like DNA, every company has its own unique culture. But some of the characteristics of the best companies are those that focus on people programs, providing employees with ongoing opportunities and professional development, helping them to learn and grow. They stand for something beyond increasing profits and participate in philanthropic

efforts. They make their employees feel connected to their company's mission by sharing the future outlook of the business.

Best companies invest in their people by addressing their core needs so they're fueled and inspired to bring the best of themselves to work every day. These same qualities also fuel business performance, productivity and employee retention. Best work

places regularly recognize associates for their positive contributions.

The most essential measure of whether a company is a great workplace is whether employees say it is. Our research has revealed there are many such companies within our industry. In this article and others to follow, Resort Trades will introduce you to some of them.

Holiday Inn Club Vacations: Focusing on Team Members and the Future

Fast Facts

Established: 2008

Headquarters: Orlando, FL

Employees: 5,000+

Resorts: 26 branded resorts in 13 states

Arizona, Florida, Georgia, Illinois, Massachusetts, Missouri, Nevada, South Carolina, Tennessee, Texas, Vermont, Virginia, Wisconsin

Members & Owners: 140,000 Club members & 340,000 Owners

Sales centers: 14

Alliances: Since 2008, Intercontinental Hotel Group (Holiday Inn)

Website: <http://corporate.orangelake.com/>

Characteristics

History: Kemmons Wilson founded Holiday Inn in 1952, creating one of the most recognizable hotel brands in the world. After selling the iconic Holiday Inn brand and retiring in 1979, he became intrigued with the concept of vacation ownership and in 1982 opened Orange Lake Resort next to Walt Disney World Resort.

Beginning in 2006, the company embraced a growth strategy by acquiring new resorts in key U.S.

Shared Nelson, "There's one thing I learned throughout my career: If you put the right people together and work toward a common goal, all the pieces will fall into place. It's about trust and culture backed by a winning strategy. With our amazing team in place, I am truly excited about our future."

As a growth company, Holiday Inn Club Vacations continues to search for the best candidates across its network of resorts and

Brian Loeffel is a Front Desk specialist at Cape Canaveral Beach resort and a certified academy trainer, with the company over four years. He adds that the company is very family oriented with a leadership that is very approachable and open to new ideas. Even though he has a physical issue that involves walking with a cane, it doesn't interfere with his work and the company allows him to rest when needed.

Todd Johnson serves as the West Village resort manager and echoes the thoughts of his colleagues, only more so. "At all levels this company put its trust and faith into employees to execute what we call the 'exceptionally Family-friendly vacation experience.' I absolutely love every day. I can't get enough of it. On a Happiness Scale of 1-10, I am off the scale in space. There is an incredibly positive interaction between staff, the company and guests. This company defines empowerment."

To motivate other employees, Holiday Inn Club Vacations considers its team members family and offers a competitive compensation package and benefits package and heavily discounted rates for resort stays. Team members explore their full potential, with the help of the company's tuition assistance program for full-time and part-time employees. College partnerships have been established with a variety of universities and colleges that offer discounts to team members, reducing the costs of application fees and tuition.

Through the company's Heart Travels program, team members that volunteer in their community can earn up to 16 hours of VTO (Volunteer Time Off) for full-time employees and eight hours for part-time employees. Team leaders also support volunteer efforts by organizing team-building opportunities at charities like Give Kids the World and Christel House International. In 2017, team members and the company contributed \$1.2 million in cash, goods and services to charities in its resort locations.

To learn how you can be part of this amazing company go to careers. holidayinnclub.com. ■

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.

Who's Running the Show

Tom Nelson, President & CEO



Tom Nelson is President and Chief Executive Officer of Orange Lake Resorts, assuming the role in August of 2017. He is a dynamic, down-to-earth leader who believes a strong corporate culture is built on great teams that are focused on innovation and customer service. Tom has overseen the tremendous business and financial growth of the Holiday Inn Club Vacations® brand through its strategic alliance with leading global hospitality brand IHG®, as well as the 2015 acquisition of Silverleaf Resorts. Tom joined Orange Lake Resorts in 2003 as the company's CFO and was promoted to President and Chief Operating Officer in 2013. Tom is a Certified Public Accountant, holds a Bachelor of Science degree in Business Administration and Accounting from the School of Business at California State University, Hayward, and is a graduate of the Executive Program at Stanford University's Graduate School of Business. He currently represents Orange Lake Resorts as a member of the ARDA Board.



vacation destinations. In 2008, they formed a marketing alliance with Intercontinental Hotel Group (IHG), owner of Holiday Inn and world's largest hotel loyalty program. The alliance created the Holiday Inn Club Vacations brand, which is exclusively operated by Orange Lake Resorts. In 2015, they acquired Silverleaf Resorts and its 13 properties. Today, the company's flagship Orlando property — Orange Lake Resort — is among the largest single-site timeshare properties in the world with over 2,500 units on 1,400 acres.

A History of Innovation and Caring

Just as Kemmons Wilson built the Holiday Inn brands into the most recognizable hotel brand in the world, CEO Tom Nelson's vision is to build the Holiday Inn Club Vacations brand into a global leader in the timeshare industry. Since 2015, the company has doubled in size and is continuing its growth plan. They recently relocated their corporate headquarters from Kissimmee, FL to Orlando, FL and built a new modern campus environment with two buildings totaling 240,000 square feet. In 2019, HICV expects to add additional destinations to its resort map and recently purchased the David Walley's Resort located just 20 miles from Lake Tahoe, CA.

corporate offices. In 2018, they implemented a new internship program, RISE (Resort Industry Student Experience). This learning experience offers future hospitality leaders an opportunity to meet company executives and share experiences. Additionally, they recently launched a new leadership development program, Expansions, which teaches team members skills that the company is seeking in its future leaders.

Providing opportunities to learn, succeed and sometimes fail is part of the company's DNA. Here are some examples of why people LOVE to work there:

Marco Madrazo has been with Holiday Inn Club Vacations five years, designing training programs in various departments. In describing the corporate work environment, he says, "It all comes down to a key word: empowerment. They tell us we trust you. Do what you do best, have fun while you are doing it and if you don't succeed, it's ok. The company is entrepreneurial in spirit. They are not afraid to let us give it a shot. Their only requirement is that we learn from our failures. They don't just say it, they walk the talk. Your own emotional health is more important to the company than any type of business goal. This company excels at diversity and inclusion of understanding cultures and ideas."

The CustomerCount Customer Engagement Professional (CEP) Resort Trades Award

What It Takes to be a Winner

By Georgi Bohrod, RRP & Sharon Scott Wilson, RRP



Kelly Hancock, Assistant General Manager, Southwind Management, Spinnaker Resorts, Royal Floridian Resort.

Integrity & Respect

“The nominee exudes integrity and consistency for his role as Operations Manager at the resort, and his enthusiasm trickles down to every layer of the organization,” the judges were told. Noyan’s energy appears to be boundless as he simultaneously manages another property, and that, in a different state!

When referring to him, his peers often mention the word “respect.” For example, whenever he’s called upon to step in as Seapointe Resort’s interim general manager, the staff has a great deal of respect for him. He is known for operating on a foundation of mutual respect and trust, and is ready to work where help is needed the most, even when it comes to pitching in housekeeping duties on extra-busy turnover days.

He is known for fostering growth for his associates by providing training opportunities and instilling confidence in them. Plus, respect is evidenced further when he treats and trains guest services agents as if they were supervisors. They appreciate the empowerment and hands on training.

Problem Solving

Being a ‘can-do’ person and using creative thinking can set you a head above the rest. Noyan uses creative thinking to find solutions. You might say he begins with the end in mind. For example, during a time of financial streamlining, the nominee dredged through budgets, salaries, roles, responsibilities, and operational reports and came up with ideas that ultimately saved the resort \$60,000 annually. He was careful to take into account the guest experience and made sure there would be zero adverse effect in that regard.

And speaking of guest experience, he takes each guest’s and owner’s vacation personally and strives to ensure that they have a positive one.

All this has not gone unnoticed by upper management. According to Nigel Lobo, COO of Grand Pacific Resorts “Noyan Suel has done a remarkable job stepping-up to lead the Carlsbad Seapointe Resort while the resort’s GM assisted another out of state resort . One of the reasons Noyan is so deserving of this award is credited to his relationship with



What does it take to be a winner? A few years ago, CustomerCount® and Resort Trades collaborated to explore how this question applies to the resort industry professional. Is it a matter of skills and training? How about an innate love of people and understanding the value of what a vacation brings to them? Does a person’s ability to make connections with others give them that special something? Perhaps we can explore these questions further by taking a look at the 2018 winner of the CustomerCount Customer Engagement Professional (CEP) Resort Trades Award.

Taking the first-place trophy was Noyan Suel, Operations Manager of Grand Pacific Resorts’ Carlsbad Seapointe Resort. The trophy, itself (pictured here), is an elegant, engraved, 3-foot-tall, lead crystal award. Plus, in recognition of their excellence in training and mentoring Noyan, an additional trophy will be awarded to Grand Pacific Resorts for its culture of fostering customer engagement professionals.

Noyan was selected from a group of exceptional finalists. The worthy runners-up in this elite group were: Sylvia Bawl, Rental Agent, Timeshares Only; Rhonda Swain, General Manager, Cunningham Property Management Corporation; Larry Sauls, General Manager, The Greens at Bella Vista Resort; and



Guest Services team members whom he treats and trains as if they were supervisors.”

Noyan learned the hospitality business from the ground up. Noyan worked as a Medical Assistant at a local community clinic for six years and invested three years in higher education. He recognized that opportunity for advancement in that field would always be inhibited by the time and financial investment in the required advanced degrees. Growing up, Noyan would visit an iconic hotel in San Francisco where he was mesmerized by the dynamic energy. He decided to pursue the draw he always felt as a child by making a career in the hospitality industry where advancement opportunities are available to those that are passionate and willing to put in the work.

Giving the Winner His Due

According to Robert Kobek RRP, president of CustomerCount, “We honored another Grand Pacific Resorts candidate last year. This year’s outcome was tough to judge, but eventually our matrices provided a clear winner. Our analytics using the CustomerCount Enterprise Feedback System ensures fair judging and weighing qualifications.”

The Trades Publishing Company, publishers of Resort Trades, the Resort Trades Weekly eNewsletter, and webmasters of ResortTrades.com, has been proud to co-sponsor this important recognition with CustomerCount since 2016. The team at The Trades is very impressed with CustomerCount’s advanced technology; the way they are able to capture and interpret information has been proven to capture a depth of information that

a written survey never could. The company’s cloud-based survey solution provides intuitive real-time reporting, which enabled our judges to make informed decisions accrued from an incredible amount of data.

Nominees were rated on 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 also included 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. ■

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 Bohrod’s leadership, the company has won countless awards for collateral material design, interactive media design and public relations.

Sharon Scott Wilson is Publisher of Resort Trades and Golf Course Trades magazines. Her firm, SharonINK – providing clients with B2B and B2C content – recently became a subsidiary of The Trades Publishing Company.

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Here’s what one of our readers had to say:

“I especially like to read ‘Faces & Places’ to keep up with people in the industry. I first read the publication while serving as general manager of InnSeason Resorts’ Pollard Brook, an Interval International, 5-star, timeshare resort property in the scenic White Mountains of New Hampshire, from 2004 until 2007. These days, more than ten years later, as managing partner in TotalScope Marketing, a boutique firm located in Plymouth, NH, providing clients throughout the US and Caribbean Islands with marketing services ranging from strategic market planning to campaign development and implementation, I continue to work with InnSeason Resorts and still look forward to reading Resort Trades.”

--Mark LaClair
TotalScope Marketing, Plymouth, NH

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New Best Practices for Risk Management One Year After the Las Vegas Shooting

By Brooks Chase



More than a year ago, the hospitality industry changed forever when gunfire rang out over the Route 91 Harvest Festival in Las Vegas. The horrific mass shooting, conducted from the 32nd floor of the Mandalay Bay Hotel, stunned the nation and reshaped the conversation around risk management, safety and security.

The sad fact is such a tragic event can happen at any property, including resorts. While it's rare for a resort property to have an event that draws as large a crowd as the Route 91 festival (which attracted an estimated 22,000 attendees), any property that hosts a wedding, banquet, family reunion, conference or get-together of any kind could be a target for a violent act.

Even scarier: most resorts are ill prepared for such an incident. That's why now is the time to align your property's security strategy with some emerging best practices. They include:

- Revising "do not disturb" policies. In the past, when a guest put a "do not disturb" placard on a doorknob, it meant hotel staff would not enter the room, no matter how long that guest stayed. Not anymore. Most major chains have implemented new policies that ask a staff member (often a housekeeper) to notify management if a placard is left on a doorknob for more than 12 hours, and to ensure a hotel employee enters each guest room at least once every 24 hours.

These revised policies allow a housekeeper to scan a room, look for anything

suspicious, and report it to a manager. And hotels aren't just changing written policy—they're following through. For example, when I suffered a stomach ailment on a recent business trip and couldn't leave my hotel room for nearly 48 hours, I received several visits from hotel staff.

- Replacing self-service with face-to-face interaction. Hotels have realized that the more in-person conversations

they facilitate with guests, the better they can recognize dubious behavior and identify potentially bad actors. That's why some chains removed in-lobby self-service kiosks or smartphone check-in. Instead, these chains ask guest to check in the old-fashioned way—at the front desk with a clerk.

We recommend these two best practices to all resorts. They're both relatively cost effective (for example, it doesn't cost

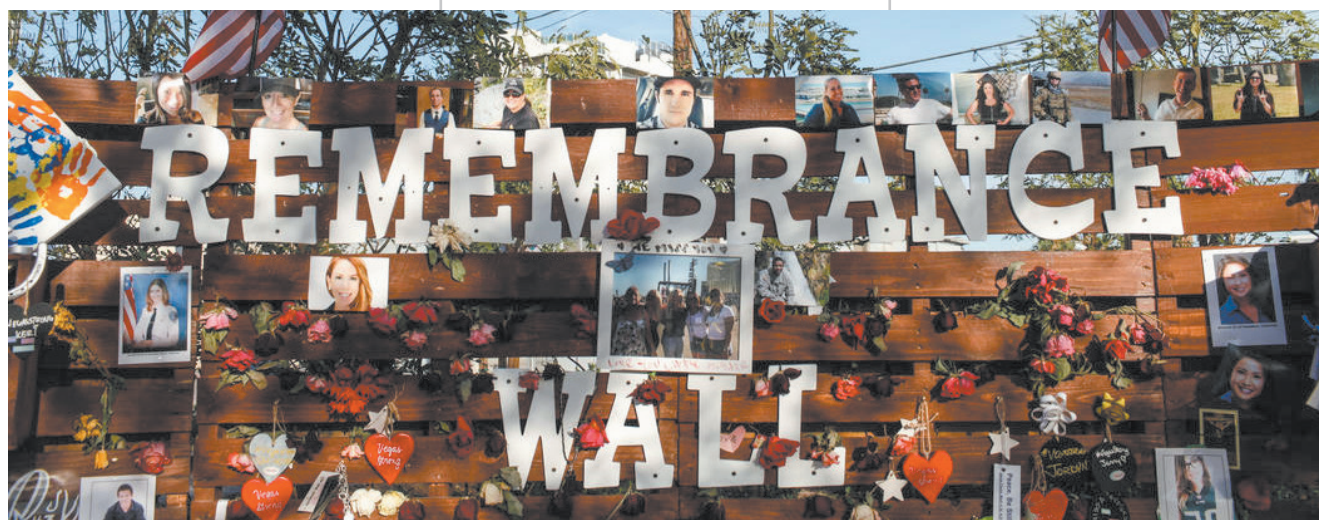
any money to ask your existing staff to make sure they enter every room, every day), and they provide an extra layer of security for your guests and staff.

Six additional ways resorts can reduce risk now

Many resorts have limited budgets. Many also have somewhat isolated locations—on a mountainside ski slope, a remote island or on a private beach. But don't let your resort's limited funds or far-away GPS coordinates fool you into a false sense of security. Your remote location won't stop anyone who wants to do harm, and just one violent act will shatter the promise of unlimited worry-free relaxation that you make to your guests.

That's why we also recommend taking these practical tips to reduce your resort's risk. Many are relatively low cost and easy to implement:

1. Check all doors. Don't allow guests to leave doors propped open. Remove doorstops as needed. Fix any doors that work improperly. And make sure all doors—even those in the back of the resort—require card access to open.
2. Be extra cautious about who can access your property. Foot traffic at many resorts includes guests and locals, such as day-pass skiers at an alpine getaway or boaters on public waters at a lakeside retreat. Make sure your security staff routinely patrols your property and removes anyone who doesn't belong. Use plastic wristbands to make it clear which guests are permitted to use your facilities, and which ones are not.
3. Take advantage of association membership. If you're a member of an industry group (such as the American Hotel and Lodging Association), ask them for any educational resources they may offer,





and get involved in councils or committees that offer risk management support or guidance.

4. Develop strong relationships with local law enforcement and nearby resorts. You should already have tight connections with your municipal fire department. Do the same with your local police or sheriff's office. Let them tour your property and ask them for feedback on current security measures. Ask them what they need to respond quickly in the event of an emergency, and how you can help. Ask if they provide training for staff (such as active shooter drills, something many hotels don't do, but should).

Also, talk with leaders from neighboring resort and entertainment properties. They may share similar struggles and offer fresh perspective. You may also be able to develop a shared network that interacts with fire and law enforcement to protect all the resorts in your community.

5. Develop and share clear emergency response plans. What happens if an act of violence occurs? Who will make an announcement? What will they say? What should guests do—leave through a stairway? Shelter in place? Make sure you have a plan that addresses all these items. This training should be part of your resort's overall safety plans that also addresses items like earthquakes, hurricanes and other potential disasters. Emergency plans should be designed specifically for your property. And every employee must know them. With hospitality turnover rates averaging more than 70 percent annually, we recommend quarterly staff training to ensure each employee knows his or her specific role.

6. Look into additional technology. This will require making investments, but they're wise ones. First, if you don't yet have smart locks on all doors, invest in them now. Some properties resist

them because they want guests to feel like they're at home. But that comes with obvious risks. Smart locks will give you an electronic paper trail showing who enters and leaves each room, and when. This information is invaluable when it comes to determining the cause of any crime or negative event.

In addition, review your current fleet of security cameras and look for ways to enhance them. Don't leave out important areas, such as parking lots or garages where accidents and theft can happen, and where liability is often an issue.

The Las Vegas shooting led to an estimated 2,500 lawsuits and threatened lawsuits against MGM Resorts International, owners of the Mandalay Bay. That doesn't include the massive reputation and public relations damage. Any act of violence at a resort has the potential to bring a tidal wave of financial loss, negative publicity and endless litigation. That's why we recommend reviewing your resort's security measures and implementing these emerging best practices. They can protect your guests, your employees, and your business. ■

Brooks Chase is the president of Distinguished Specialty, a division of Distinguished Programs specializing in the hospitality and real estate industry. Distinguished's hotel program insures more than 900,000 hotel rooms nationwide and is the longest running in the country. Brooks can be reached at bchase@distinguished.com.

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What to Do After Wildfires

By Terry Arko



No words can adequately express the condolences felt for those who have suffered loss during the recent wildfires in California and the Northwest United States.

In the case of active fires, the upmost concern should always be for the immediate safety of persons and property first. The devastation of wild fires this year has been particularly extreme. The following is some advice for pool professional in dealing with the restoration and repair of swimming pools after a wildfire.

During the fire

Water pressure and water quality at the source will be affected during and after times of wild fires. For residents trying to protect their property, using the hose may not always be effective. In some cases where water pressure becomes an issue during the fire, some fire departments may incorporate pumps in the pool to use the water for protecting homes. Homeowners in wildfire areas can also buy pumps that can soak down their property. These pumps can typically work at a flow of 150 gpm and can disperse the contents of a 20,000-gallon pool within 2 hours. Pool techs should be aware ahead of time of this possibility and should check that hydrostatic relief valves are in place on these pools to prevent the

pool vessels from popping out of the ground during these emergency use times. If there is a high groundwater table or the pool is built over an underground spring, this could be a very real possibility.

All types of debris are possible during times of wildfires as result of possible high winds. Smoke, ash, tree branches, leaves and fire suppressant chemicals will all most likely end up in the pool. There is the possibility that live animals may seek shelter in the water or pool area. Do not attempt to deal with live wild animals on your own. Immediately contact your local animal control or wildlife management officials. Use extreme caution in and around areas where wildfires are still active. Protective gear such as respiratory mask, goggles and gloves may be required in these situations. It is prudent to carry some emergency supplies on your truck at all times. This could include bottled water, safety flares, a protective non-flammable blanket, a battery powered radio and flashlight. In addition, it is vital to comply with the emergency management in the area. Avoid areas of heavy smoke

where emergency crews are setup. Service companies should never attempt to cross an emergency barrier or evacuation zone to deal with pools. Fire can change course and move rapidly especially in areas of high winds. If your route is anywhere near where fires are, make sure to have several planned escape routes thought out ahead of time. Smoke and ash can be a problem for miles beyond the fire. In the summer of 2017, smoke from the fires in British Columbia spread all the way down to the Seattle Washington area. The airborne ash and debris affected many pools in the area. Some of the pools developed filter problems and bouts of algae.

After the fire

Great care should be taken when undertaking the task of clean up after a fire. Be aware of live downed power lines. In many cases in fire-damaged homes, the fire department will turn off the power. This is done because wires may have melted or been fused from the heat. Be sure to check with the fire department before attempting to turn pump and filter breakers back on. Only a licensed electrical contractor should

determine the integrity of the breakers for the pumps.

Pool Clean Up

Swimming pools in fire areas will contain ash, debris, firefighting chemicals and toxins. It is best when allowable to drain and re-fill the pool. Inspect the integrity of the pool walls, plaster, the pipefittings, decking and surrounding landscape. The components of smoke from fire can cause severe lasting damage to equipment and structures. In addition, the chemistry of the pool will be adversely effected. Smoke is corrosive and oxidative. It will cause severe damage wherever it has settled. If equipment and decking are covered in ash and smoke, continue to use caution. Wear personal protective equipment and a breathing apparatus as well as gloves. There are many toxins in smoke and ash residue that can cause sickness. The best case is to allow professionals to deal with excessive clean up situations.

The contents of ash

In the case of wildfires, there will be a lot of ash that ends up in pools. Ash from fires that burn lower than 840 degrees Fahrenheit is mostly organic carbon. At a higher temperature, the carbon is burned away and inorganic compounds are left. These include things like calcium, magnesium and sodium. The fires in Northern California and the current fires in Southern California not only burned forest, but also homes and structures. Because the combustion rate is much higher for buildings, the make-up of the ash is much more different. At a very high combustion rate, the ash can contain potassium and calcium oxides which create quicklime. If enough of this ash gets into the pool and then to the filter, it can create a limestone cement coating on the filter media. Ash from homes and structures can also contain toxins such as lead, arsenic and hexavalent chromium. Most of the ash that lands in pool water is also hydrophobic and repels water. This explains why the ash floats and is so difficult to remove by skimming. Changing the charge of the ash by using a chitosan clarifier or an enzyme can help in the removal of the ash.

The ingredients of fire-fighting suppressants

Most of the dry suppressants dropped on wild fires are a made primarily of di-ammonium phosphate. The result of this is an increase



in ortho-phosphate ending up in the waterways and in swimming pools. Phosphate in pools leads to many water quality issues and can combine with calcium to form calcium phosphate scale on heat exchangers. In 2003, the Cedar Fire in San Diego California was one of the biggest wildfires in California history. After that fire, pool service professionals reported a very high spike in phosphate levels in pools. This could have been in direct relation to the large amounts of phosphate-based suppressants that were dropped in the area.

In cases where homes were not damaged but were in a vicinity to the fire, the following steps can be taken:

- Remove all larger debris as soon as is possible.
- Brush all surfaces thoroughly
- Skim smaller material with a pool net
- Make sure filter is clean and in operational order
- Inspect all equipment
- Super-chlorinate the pool to 20 ppm or use a quality Chlorine free oxidizer
- Follow immediately with a clarifier to help remove small ash material to the filter
- Use of an enzyme can help break down some un-filterable non-living organic material
- Test and treat for phosphates once the chlorine levels have come down below 5 ppm
- Add a good broad spectrum algaecide
- Clean filter as necessary throughout this process

Further cautions

The extreme heat from fires can cause the ground to bake leading to a lack of absorption. The heat bakes the soil forming a solid layer that causes it to repel water. This is a condition known as hydrophobicity. When rains come, the hydrophobic condition of the soil increases the rate of water run-off. Water can concentrate in these areas causing erosion. Excessive erosion can come from firefighting efforts and lead to flooding during rains. Pool areas need protection with sand bags or other diversion methods to drains to prevent an influx of floodwater in the pool.

Pools drained during the fire will need to be inspected for damage to plaster surfaces, deck areas and all equipment connections. Most likely, these pools will need to be

re-surfaced before regular use can begin.

In Conclusion

- Use extreme caution in areas where wildfires are active.
- Always check ahead of time with emergency management personnel before attempting to enter neighborhoods where fires have been.
- Wear smoke protection when necessary (breathing mask and goggles).
- Water in pools can contain toxins from smoke and ash and firefighting chemicals it is best to drain when possible. No one should ever swim in a pool in the immediate aftermath of a fire.
- Remember that wildfires can move fast and change course in seconds. Have more than one escape route planned ahead of time. It is best to stay out of the area.
- Shock, floc, enzyme, phosphate removal and algae prevention are all good remedial treatments once the fires are gone.
- Check and inspect all equipment thoroughly during the clean-up process. Filters may need to be backwashed and cleaned frequently during this time.
- Ensure that pools equipped with firehose pumps also have hydrostatic relief valves to prevent popping from rapid draining.
- Be aware of erosion and flooding problems that may occur from damaged soil. Sand bag any vulnerable areas in advance. Ensure that the flow of water is to drains and culverts to prevent flooding. ■

Terry Arko has more than 30 years of experience in the pool and spa/hot tub industry, working in service, repair, retail sales, chemical manufacturing, customer service, sales, and product development. A certified pool operator (CPO) and CPO instructor through the National Swimming Pool Foundation (NSPF), Arko is currently a water specialist for NC Brands, parent company of SeaKlear and Natural Chemistry, which is a manufacturer of pool and spa products. Arko can be reached via e-mail at terry@ncbrands.com.

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The Wisdom of Shari Levitin

By Shari Levitin



THE NUMBER ONE ATTRIBUTE SELLERS NEED IN 2019

People often ask me; “What are the attributes of top salespeople?” Many traits are critical to selling like empathy, resilience, strategic thinking, and practiced optimism, to name a few. But the one trait that supercedes them all is, discipline. **And yes, discipline can and must be cultivated.**

Curated from www.sharilevitin.com by Resort Trades

“You can probably count on the fingers of one hand the number of Influencers you’ve managed to run across; that is, people who make a mark by introducing constructive change in the thinking of others. I count Shari Levitin as one. I’ve admired her ability to build a training company – a training platform, actually – that is readily understood and embraced by her constituents. But I also recognize that she has a genuine respect and appreciation for others and approaches her work as a humanitarian...someone who wants to make a positive contribution to the world around her. We, at The Trades, are delighted to feature two of her articles curated from www.sharilevitin.com. As you read them you will find they are universal in their applicability to everyone, whether or not they have the word ‘sales’ in their job title.”

--Sharon Scott Wilson, Publisher, The Trades Publishing Company

“Culture,” as Eric Gretains writes in his book “Resilience,” was originally a word for the tilling and tending of the land. Later people made an analogy and suggested that you could cultivate yourself.

So culture also came to mean the things you could see, listen to, learn, sample and mostly practice to live a more fulfilled and meaningful life. Cultivating discipline tops the list.

You need discipline to.....

Make the tough calls
Do the hard work early in the morning
Say no
Say yes when you think the answer is no and learn why you may have been mistaken
Stay with your goals when you feel the inevitable pain of change set in
Break bad habits
Abort outdated techniques
Strengthen your body
Flex your mind

One of the things that is disheartening to me, is when salespeople are told they don’t have what it takes. They’re

made to feel dumb, less than or somehow inadequate. I was told that once. I would need to stay a greeter, the happy face at the front desk.

We can do better. Everyone can learn to cultivate their discipline and their sales talent.

The very word Discipline comes from discipulus, the Latin word for pupil, which also provided the source of the word disciple.

You weren’t born with discipline any more than you were born with the ability to sail a boat, build a bridge or play an instrument. Discipline is a quality we build. We can practice it in the choices we make and in the habits we break.

Watch this week’s video, Three Outdated Sales Tactics that Simply Won’t Work in the New Year here.

If you want the wisdom, the success, the clarity and the rewards that come from discipline, the price is clear and this is a great place to start.

ARE YOU THE SMARTEST PERSON IN ROOM? THREE STRATEGIES OF BRILLIANT SALES MINDS

And you may find yourself behind the wheel of a large automobile
And you may find yourself in a beautiful house, with a beautiful wife
And you may ask yourself, “Well... how did I get here?”

– Talking Heads, Once in a Lifetime

For as long as humans have inhabited earth, we have struggled with the tension between how we want our lives to be and how they really are. Where I want to be versus where I ended up. After studying top performers for over 30 years, I can assure you, top performers resolve this tension in entirely different ways from those they outperform.

In short, they are energized and tantalized by the possibility of doing better instead of defeated by it.

Follow these three strategies:

1) CHANGE YOUR ROOM
As the saying goes, “If you think you’re the smartest one in the room, find a new room.”

As I write this blog, I’m on my way to Dreamforce, the largest sales conference on the planet. I’m speaking about artificial intelligence and the future of sales alongside Marco Casalaina, the developer of Salesforce Einstein AI for Business. Truth? I’m worried when I arrive I’ll bring the IQ of the entire room down by 20 points!

When we’re children, we don’t get to choose what kind of relationships we are exposed to or which of those voices we will replay in our heads. But as we mature, and recognize our limits, we have the ability to choose who we associate with and what kind of relationships will push us to grow and improve.

The bottom line: Successful people fail more, but they also fail faster. Moreover, they surround themselves with role models.

The best self-improvement starts outside us. The capacity to grow and perform at your peak comes first and foremost from those with whom we surround ourselves. That’s why I encourage sales teams and sales leaders to thrust themselves in uncomfortable situations: where

You need discipline to.....

Make the tough calls
Do the hard work early in the morning
Say no
Say yes when you think the answer is no and learn why you may have been mistaken
Stay with your goals when you feel the inevitable pain of change set in
Break bad habits
Abort outdated techniques
Strengthen your body
Flex your mind

they're nervous, pushed and even intimidated. When the people around us are better, we get better.

2) DON'T TAKE "NO" PERSONALLY
Stop taking "no's" personally, and you'll take more chances and reap greater rewards.

Research shows rejection can manifest as physical pain. But, when you stop taking no personally, your goals and dreams will outweigh your fears. Haven't you said no to someone you like and admire? Sometimes the timing was wrong. Sometimes the

offer wasn't right. You had to say no. If you can say it, you can hear it.

The best thing you can do when you're afraid is to take a chance. Be bold, and tell a friend or mentor exactly what your biggest fears are. Better yet, shout them to the world!

Here are mine that I divulge in my book Heart and Sell (These don't include my personal fears like losing my family, getting old, and living in an apartment with a poodle in the Fairfax district.)

I'll never be as good as (fill in the blanks—my mother, my brother, my colleagues, my competitors).
I really don't know what I'm doing—I'm in over my head. (Imposter syndrome—this is not my beautiful house, this is not my beautiful wife).
I won't have anything new to say. I'm a has-been.
People will laugh at me.
My life won't make a difference.
Take a moment and write down your biggest fears. You can send them to me here: shari @ sharilevitin dot com.
3) GET OUT ON THE SKINNY BRANCHES
Go after the low-hanging fruit, and you'll be competing against lots of cherry pickers. Take the more difficult path, and you will reap greater rewards. Or, as my friend David Atkins, a sales manager, put it: "Get out on the skinny branches."

David likened sales success to climbing out on the skinny branches of a tree. "The most important sales virtue is courage," he said. Top performers take chances. They create strategies to face rejection, and they accept that failure is an inevitable and necessary stop on the road to success. I try to get out on the skinny branches every day. I ask myself:

"What's the one thing that I could do today, or the one person I could call who I know could reject me, BUT..... If they didn't, it would change my business and my life."

Try it... Right now, make a list of the ten people that you are most afraid

or embarrassed to contact. The big accounts, the ones you're not ready to call, the scary ones.

Great! That's the easy part.

The hard part—but the most satisfying part—comes next. Pick up the phone, knock on the door, enter the scary room, reach out to those people, and go for the sale!

Want to learn more? Get my free eBook 7 Keys to Beating Rejection at www.sharilevitin.com/ebooks/7-keys-rejection.

Get Shari's new book Heart and Sell: 10 Universal Truths Every Salesperson Needs to Know on Amazon here, <http://amzn.to/2hObZSr>

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Inspiring Leadership

By Kelley Ellert



One of the biggest hurdles leaders have is inspiring their downline to have top performance, even though they may not have as much skin in the game. That difficultly makes inspiring employees to feel a sense of ownership over their jobs a hot topic in the leadership world.

One of the biggest hurdles leaders have is inspiring their downline to have top performance, even though they may not have as much skin in the game. That difficultly makes inspiring employees to feel a sense of ownership over their jobs a hot topic in the leadership world.

We dove into a plethora of leadership books, speeches and quotes from proven leaders to get some advice on just how they inspire employees to take ownership of their work and ultimately become

more productive, satisfied employees.

"It's not the tools you have faith in. Tools are just tools -- they work or they don't work. It's the people you have faith in or not .
--Steve Jobs

This quote by Steve Jobs strongly applies to the hospitality field, our IT systems and physical rooms are the tools, but true vacation experiences are created by people. In this industry the people need to feel trusted

and empowered to act, this will open them up to do great things.

If employees walk around in fear that any out of the ordinary decision, they make will get them in trouble then they are more likely to not go above and beyond. However, trusted employees are more likely to step outside of the box and go the extra mile for customers.

"Businesses often forget about the culture and ultimately they suffer for it, because they cannot deliver

good service from unhappy employees."
--Tony Hsieh, Zappos

Zappos is famous for their customer service and with quotes like this it is understandable why. Why would an unhappy employee radiate joy and pride when they are at a place that does not make them feel pride and joy?

The best way to start inspiring pride and joy? Walk around and see if employees look happy. Hold regular reviews where they are not just rated on their performance but asked what would make them enjoy their job more. You can't make employees happy without getting their feedback and opinions.

"People want guidance, not rhetoric; they need to know what the plan of action is and how it will be implemented. They want to be given responsibility to help solve the problem and the authority to act on it." **--Howard Schultz, Starbucks**

This quote says a lot – people crave responsibility and a feeling of being valued, but they can't prove their value and ability to be responsible if they don't understand the overall goal and plan. One of the best hospitality stories out there is of a stuffed animal lost at a resort.

The simple thing would be to return it and call it a day. Instead, hotel staffers were empowered to use their time to pose the stuffed animal doing various vacation activities and give the child the stuffed animal back along with photos showcasing all the fun he had on his own vacation.

This story has inspired other hotels and resorts to do similar things when kids lose something of value. Take a look at the employees of your resort, if they were taking photos of a stuffed animal would you trust they were doing something beneficial for customer experience or would they get





yelled at for not attending to their "typical" job. Empower employees to set outside of the box as long as it fits your core values and they might surprise you.

"Hire for attitude and train for skills." -- Tom Peters

A popular quote and for good reason, especially in the hospitality industry. You can't train someone to be friendly and customer service oriented, you can however train them to use computer programs and other technical skills.

"Human beings are not things needing to be motivated and controlled. They are four-dimensional: body, mind, heart, and spirit." --Stephen Covey

Covey makes a great point here that showcases a good question - how can we expect employees to take ownership of their work if it is only meeting their need for money and not meeting any other needs? Create workplaces where people feel they can thrive all around and their happiness will radiate through to their work. Hold social events, recognize outstanding efforts, inspire people to show their personalities and talk about the things that they are passionate about.

"When people talk, listen completely." --Ernest Hemingway

While Hemingway isn't the first person you think of when you think of "great leaders" this quote is a fantastic leadership quote. Most of the time people only listen long enough to think of what they are going to say next and how to respond, but if we truly listen completely we won't be in our own heads thinking of what we are going to say, but instead truly

listening to what that person is saying.

As a leaders, it can be easy to just think of what you want to say and the point you want to get across, but if you step back and really listen, there's a lot about the things going on in organizations and the people making things happen that can be discovered through the art of listening.

"Leadership is not about titles, positions, or flowcharts. It is about one life influencing another." --John C. Maxwell

This quote sums up so much about perceived leadership vs true leadership. While a title may showcase a person's personal accomplishments and status within an organization, levels of influence have so much more to do with leadership.

"No man will make a great leader who wants to do it all himself, or to get all the credit for doing it." --Andrew Carnegie

This quote is so true in the hospitality business. There are so many items that go into a successful guest experience, from clean rooms to making sure tiny issues are fixed to major renovations and there's no way a general manager could complete every task on their own. A great leader shares the work and also shares the credit. ■

Kelley Ellert is the Director of Marketing for Capital Vacations, one of the largest timeshare management companies in North America with 71 properties for which she oversees the marketing and communication efforts. She resides in Myrtle Beach, South Carolina where Capital Vacations corporate headquarters are located.

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Communication Styles in a Multigenerational Workforce

By Jennifer Keshwar, CPA, Senior Manager
and Lena Combs, CPA, CGMA, RRP, Partner
WithumSmith+Brown, PC



The complexities of communication have become much more pronounced in the workplace, particularly since today's workplace arguably includes four (soon to be five) different generations. Workplace teams are comprised of people of varying ages, generations, backgrounds, and life experiences.

These differences affect communication in many ways. Due to the differences in backgrounds, certain generations may value formal versus informal approaches. Some generations like to be praised more than others and some will have different perspectives on conformity in the workplace. Arguably, one of the areas of organizational dynamics that stresses the multigenerational workforce most is, indeed,

communication. Anyone with both children and parents knows that communication within each generation can differ drastically. If we are open to learn from each other, there are ways of overcoming these challenges and improving communication in the workplace. Organizations can enhance communication across generations by implementing programs that foster relationships and mutual respect.

Coaching/Feedback

The millennial generation wants more feedback from their managers, and they want to receive it more frequently. It's also becoming clear that they appreciate authenticity in their interactions with supervisors. That means opening up about successes, struggles, and failures. This could be challenging for managers from different

generational backgrounds, but maintaining an approachable demeanor will become increasingly important. In certain situations, forthright communication can be more beneficial than a controlled message. Giving more feedback is an effective way to accomplish this. Workers from across all generations can benefit from receiving more frequent (and honest) feedback. A coaching program is a good way for experienced leaders to provide feedback and insight to others under the umbrella of helping them succeed. This is a much more non-threatening way of offering feedback and begins with the success of the protégée at the forefront. Employers should encourage coaching as an ongoing process rather than scheduled performance reviews.

Cross-Generational Mentoring

If possible, employers should pair younger workers with seasoned executives to work on specific projects that involve technology. The younger, tech savvy generation who grew up with the internet can teach the older generation about the power of social media and how it can drive business results, as well as tech hacks, business tools in the form of apps, and research tips. On the flip side, the more experienced employee shares institutional knowledge and life experience with the younger workers. Work teams consisting of mixed age workers is another wonderful way to promote cross-generational mentoring. Individuals tends to learn more from on the job training than from formal training, which is why it is so important to establish a culture of coaching/teaching across all age groups. Mentoring relationships tend to develop naturally in a mixed age environment, and seasoned employees will likely fall into a mentor role and help the younger employees. However, studies show that the learning is equally beneficial on both sides of the age spectrum and that inter-office communication is greatly enhanced by these types of work arrangements.

Generation Collaboration

In a multigenerational environment, it's beneficial to have events favored by a specific generation.





Younger generations might feel more comfortable communicating their thoughts in a social setting, while older workers prefer a structured setting around specific tasks. The key is to encourage everyone to attend both types of events. This will allow employees to build relationships and get to know each other across generations. With strong relationships, miscommunications are less common and even when they do happen tend to be less likely attributed to malicious intent. Further, these collaborations could lead to an understanding of why one person communicates one way (by phone) vs. why another communicates another way (via IM) and foster an understanding to bridge a communication gap.

Technology Matters

The tech-savviness and flexibility of the millennial generation often suggests a preference for technological communication styles – IMs, texts, etc. However, one study reported that most Millennials and Generation Z have reported a preference for in-person contact. While they value the ability of technological advancements to increase productivity and help them complete tasks, workers in younger generations still see the value in human contact when it comes to collaboration and management. An effective communication strategy will take into account that, while a quick IM could be a good way to check in about a specific detail, a private in-person setting is the best way to have a longer conversation. Members of all generations still see the value in more personal contact. Most companies pride themselves on being technologically advanced, however, employees who aren't yet trained on new applications

might feel left out while others could miss the personal touch of an in-person conversation. This is a perfect opportunity for multi-generational mentoring and where younger, more tech savvy generations can provide value to those of older generations.

Key Take-aways

While it's critically important to be aware of multigenerational differences, one also should avoid the temptation to automatically stereotype an employee based on his or her age. Even though individuals fall into a certain group based on the year of their birth, they may not reflect the typical characteristics of their particular generational group. Also, there are other factors that impact communication differences in the workplace such as culture, gender differences, industry, etc. Communication as a whole is difficult but can be improved by embracing generational differences and being open minded. There is a lot to learn from one another and better communication and understanding will increase synergy in the workplace. ■

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Top Team Members

Meet the People Who Make the Resort Industry Great!

by Marge Lennon

Betty Polonia Accountant Supervisor Bluegreen Resorts

“Since my first day at Bluegreen about three years ago,” recalls Betty, “I have learned that even though we deal with mountains of statistics and financial reports that our owners may never see, we can play an impor-

Bluegreen has given her the opportunity to work in special projects outside of The Fountains. Last summer she was asked to support a new resort – “Eilan Resort” – located in San Antonio, Texas, helping to bring their new accounting department up to speed with corporate standards. Her exceptional efforts there earned Betty several special awards from within the company. She was also an ARDA award finalist in 2018.

“Betty displays drive, a sense of urgency and attention to detail like no other,” says her supervisor Kevin Grams, Accounting Manager, “Undaunted by a high work level, Betty plays an integral role in ensuring that procedures are followed per the Internal Audit standard operating procedures. Because of her personal efforts, Betty’s resort team continues to achieve superior ratings, which are among the highest within the largest tiers of company resorts.”

Betty and her team support HOA & F&B/Corporate Accounting, including but not limited to, all operation departments as Maintenance, Guest Services, Activities, Housekeeping and Laundry, and Human Resources Dept. She also provides support for external vendors and partners, association governance, Payroll, Legal, and Internal Audit.

A native of the Dominican Republic, Betty holds a Bachelors in accounting from Turabo University and is currently working towards her Masters in Forensic Accounting from Florida University in

Boca Raton. Betty and her family are always looking for any activity they can do together. About seven years ago they decided to participate in 5K races and are now passionate about these events, where they participate as family. Now husband Pat Camilo, daughters, Kimberly and Patricia (age 8 and 17) and son Bryan (age 10) run and/or walk together as a family every year. “It’s great togetherness for the family and creates wonderful memories for our kids,” she adds.

Prior to joining the Bluegreen family, Betty provided financial support for Hotelbeds, overseeing financials reports and overhead expenses for more than nine international offices with thousands of hotel accounts around the world. Earlier, she worked as an office manager and in real estate for more than ten years.

Working in accounting is a precise field, requiring a thorough knowledge of the GAAP and Bluegreen SOPs controls which describe each segment of the work. With every challenge she has faced, she always found a way to deliver success! ■



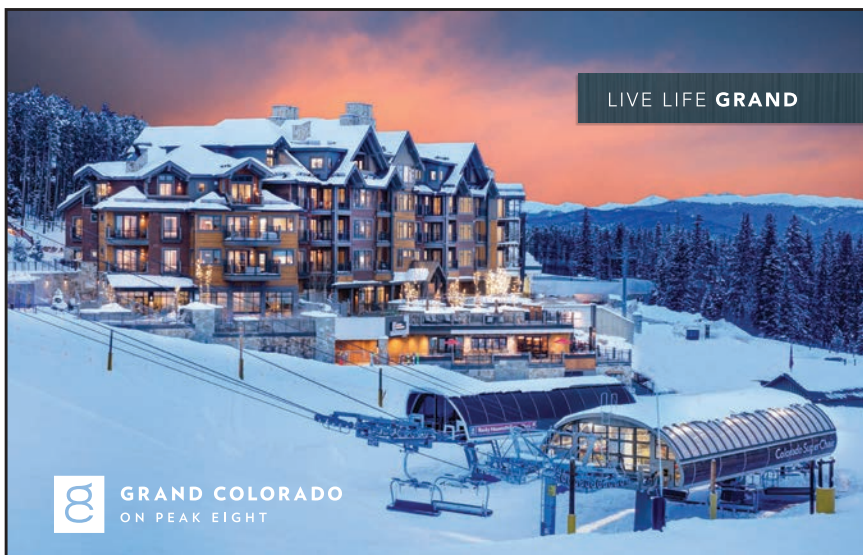
As Accountant Supervisor for Bluegreen’s massive 745-unit Fountains Resort in Orlando, Betty Polonia is responsible for a complex accounting system that includes financial reporting for eight departments within four homeowner associations, representing approximately 216,000 Bluegreen Owners. This involves creating operating budgets and financial reporting plus ensuring that corporate requirements are completed in a timely manner. Betty also guides the reconciliation of all cash and credit card transactions and processing payroll on a daily basis for a workforce that includes about 150 employees. She leads two accounting coordinators, Maria Paret, in charge of F&B and Maria Hinson who handles HOA accounts payable duties.

tant role in creating wonderful memories by providing excellent customer services. I feel great joy when I read positive guest satisfaction comments after a guest’s stay at the Fountains. This lets me know we are doing our job.”

Betty and her team review monthly financials with department heads and senior management and support them in providing timely and effective management reporting and analytics, to ensure that variance explanations are well-documented and action plans are in place to improve results and planning and executive decision making.

This super high energy, talented lady also enjoys helping her team to achieve goals and the challenge that comes with special projects.

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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During my fight through breast cancer, I struggled to function. Every good feeling I had was down in disbelief, anger and pain. My journey lead me into a deep downward spiral that took a strong hold over my mental state. Everything happened so quickly after the diagnosis. I often wonder how I survived. Before Breast Cancer, I was a strong, self assured happy person. In one day, my life changed...



During my darkest period, I learned about Send Me On Vacation. A friend insisted I apply. She had attended this healing vacation and it transformed her life. She was so passionate about it, it sparked my interest. I applied and was accepted. Due to my state of mind, I felt curious and hopeful. In short, the program gave me hope to reconnect the wires of my emotions to my heart. I wanted to feel love again to replace my anger. It worked!!! SMOV now offers a peer mentorship program that I participate in to help new survivors on their first trip. I discovered that helping others helps me heal. I am so inspired!

The best part about my experience fighting breast cancer was finding my purpose through Send Me On Vacation. SMOV has created a single thread throughout the world to connect survivors in a sisterhood. I am grateful I am one of them.
Heidi

Send Me on Vacation's mission is

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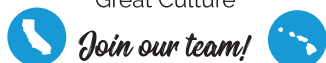
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FLOOR SAFETY PRODUCTS



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!

HOSPITALITY INTERIOR DESIGN



Hospitality Resources & Design, Inc.

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

HOUSEKEEPING SERVICES



Jani-King International Inc.

16885 Dallas Parkway
Addison, TX 75001 USA
Phone 1: 800-552-5264
Phone 2: 972-991-0900
Email: enewburn@janiking.com
Website: www.janiking.com
Contact: Eric Newburn, Director of Hospitality
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.

HOUSEKEEPING SERVICES



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."

LANDSCAPE AMENITIES



The Brookfield, Co.

4033 Burning Bush Rd
Ringold, GA 30736 USA
Phone 1: (706)375-8530
FAX: (706)375-8531
Email: hjjones@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

4411 S 40th St, Ste D-10
Phoenix, AZ 85040 USA
Phone 1: 602-483-5555 xt. 101
Email: tpranger@logical.net
Website: www.logicall.net
Specialty: Day Drives and Mini-Vacs for Timeshare and Vacation Clubs. Direct Mail, Internet Marketing and Inbound Telemarketing
With our multi-faceted campaigns, it's never been easier to generate prospective buyers. With 40 years of industry knowledge, we know how to keep our clients ahead of the competition. Call today to discuss which marketing platform is best suited to achieve your goals and learn why we are the future of tour generation.



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

LEAD GENERATION



WELLINGTON FINANCIAL

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.

LENDING INSTITUTIONS



WHITEBRIAR FINANCIAL CORPORATION

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.net
Contact: Harry Van Sciver
Specialty: Receivables Financing. We can Lend or Purchase, including: Low FICO, No FICO and Credit Rejects. Fast Fundings of up to \$5 million. Non-Recourse Financing available, with no Holdbacks. We also Finance Inventory and HOA's, and assist in Workouts. Resort Equity and Bridge Financing available.

MANAGEMENT & OPERATIONS



Getaways Resort Management

PO Box 231586
Las Vegas, NV 89105 USA
Phone 1: (844) 438-2997
Email: tjohnson@getawaysresorts.com
Website: www.GetAwaysresorts.com
Contact: Thomas A. Johnson
Specialty: When you need winning strategies, not just promises from your resort management company, put GetAways more than 25 years of resort management experience to work for your resort. With close to 50,000 owners/members under management in four countries, GetAways has a proven reputation for providing Game Winning Solutions.



GRAND PACIFIC RESORTS

Grand Pacific Resort Management

5900 Pasteur Ct Ste 200
Carlsbad, CA 92008 USA
Phone 1: 760-827-4181
FAX: 760-431-4580
Email: success@gpresorts.com
Website: www.gprgmt.com
Contact: Nigel Lobo
Specialty: For decades, we've created experiences worth sharing—from the moment you start dreaming of your vacation to long after you return home. We tailor our services to preserve the distinctive experience offered by your resort, delivering exceptional results based on our longevity and your vision. Our collaboration, consistency, and hands-on approach ensure your success. Owners vacation with us because they appreciate our service culture. Associations stay with us because of the financial strength we build.

MANAGEMENT & OPERATIONS



Liberté Resort Management Group

118 107th Ave
Treasure Island, FL 33706 USA
Phone 1: 800-542-3648
Phone 2: 727-360-2006
Email: liberteceo@tampabay.rr.com
Website: www.libertemanagement.com
Motto: "From NEW to LEGACY Resort Management"
Specialty: Dennis DiTunno, a 38 year Resort and Timeshare Management Professional. Speaker and author to the Timeshare resort industry, ARDA, TBMA, FTOG, NTOA, FVRMA, Condo Alliance. Consulting, Mentoring and designing Timeshare Community Managers and Boards to over 34 Resorts since 2000 using Hands on management techniques, marketing, re-sales, rentals and much more.
Concerned for the future and Legacy status of your resort?
Contact us today at CEO@LiberteManagement.com for an open and direct discussion on your resort.

MANAGEMENT & OPERATIONS



Capital Vacations

P.O. Box 2489
Myrtle Beach, SC 29578
Phone 1: (843)238-5000 ext 3080
FAX: (843)238-5001
Email: pcordell@nhgvacations.com
Website: www.nhgvacations.com
Contact: Pam Cordell
Specialty: Capital Vacations is a vacation ownership and hospitality organization which provides quality, customized management services for the timeshare industry. Capital Vacations is composed of three proven management organizations (SPM Resorts, Defender Resorts and Capital Resorts Group). Combined they have more than 70 years of experience managing resorts and offering services from human resources, accounting, operations, marketing and sales



Vacation Resorts International

25510 Commercentre Drive, #100
Lake Forest, CA 92630 USA
Phone 1: (863)287-2501
Email: jan.samson@vriresorts.com
Website: www.vriresorts.com
Contact: Jan Samson
Specialty: Vacation Resorts International (VRI) is a full-service timeshare management company providing 35 years of innovation, success, best practices, and solutions to over 140 resorts throughout the United States. We have the resources and solutions to generate income for your resort through rentals, resales, and collections. We invite you to discuss your needs with us today! Please contact Jan Samson at 863.287.2501 or jan.samson@vriresorts.com.

NON-JUDICIAL FORECLOSURES



Cunningham Asset Recovery Services

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

OPERATIONS SUPPLIES & EQUIPMENT



AMTEX

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

OUTDOOR AMENITIES



Kay Park Recreation Corp.

Janesville, IA 50647 | USA
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.ASL88.com
Contact: Rodger Williams
Specialty: Bed Bugs! ONE and DONE. The ONLY product proven to eliminate or prevent bed bug infestation in ONE Treatment!
• Kills on contact Knock 'em down and keep 'em down.
• Eliminates or..... Prevents for up to 12 months with lab and field proven Residulen!
• 100% nontoxic, hypoallergenic and odor free
• Because it is 100% nontoxic.....you can Do It Yourself and save!
• Back-in-service the SAME day!

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



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.



LaMotte Company

802 Washington Ave
Chestertown, MD 21620
Phone: (800)344-3100
Fax: (410)778-6394
Email: rdemoss@lamotte.com
Website: www.lamotte.com/pool
Contact: Rich DeMoss
Specialty: The Mobile WaterLink® SpinTouch™ lab is designed to be used onsite. The precise photometer can measure 10 different tests in just 60 seconds to obtain perfect water chemistry. All the tests results can be viewed on the touchscreen or can be transferred into our DataMate water analysis program. Achieve precision without time consuming test and clean-up procedures. Visit www.waterlinkspintouch.com for more information.

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..

Tell them you saw it in The Trades

RECEIVABLE FINANCING



**WHITEBRIAR
FINANCIAL
CORPORATION**

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: Receivables Financing. We can Lend or Purchase, including: Low FICO, No FICO and Credit Rejects. Fast Fundings of up to \$5 million. Non-Recourse Financing available, with no Holdbacks. We also Finance Inventory and HOA's, and assist in Workouts. Resort Equity and Bridge Financing available.

RENOVATION CONTRACTOR



Allied Group Hospitality Renovation

2109 Heck Ave
Neptune, NJ 07753
Phone: (732)751-2522
Fax: (732)751-2646
Email: kphillips@addastar.com
Website: www.addastar.com
Contact: Ken Phillips
Specialty: The Allied Group has been renovating hotels, resorts and conference centers since 1987. We have worked with the most prominent ownership groups, management firms and brands throughout the hospitality industry. We are licensed as General Contractors in 41 states. Give us a call to get started on your next project 732.751.2522 ext. 139 | www.addastar.com

RENTALS AND RESALE



SellMyTimeshareNow, LLC

8545 Commodity Circle
Orlando, FL 32819
Phone: 877-815-4227
Email: info@sellmytimesharenow.com
Website: www.sellmytimesharenow.com
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 5.5 million visits to our family of websites and more than \$254 million in purchase and rental offers delivered to advertisers annually, we have been serving the needs of owners and non-owners alike since 2003.



Timeshares Only LLC

4700 Millenia Blvd.
Ste. 250 Orlando FL 32839
Phone 800-610-2734
Fax: 407-477-7988
Email: Ryan.Pittman@timesharesonly.com
Website: www.timesharesonly.com
Contact: Ryan Pittman
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.

RENTALS AND RESALE



Vacation Management Services

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

RESALES



Bay Tree Solutions

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

SALES AND MARKETING



Resort Management Services

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

SHADE PRODUCTS



FiberBuilt Umbrellas & Cushions

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

SHARED OWNERSHIP SERVICES



Dial An Exchange LLC

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

SHARED OWNERSHIP TECHNOLOGY SOLUTIONS



SPI Software

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

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 demo

“ Thank you for everything, we are starting to get responses to our Ad already! ”

**Warren Smith, Vice President,
Cranberry Waterfront Suites**

SPLASHPADS/SPRAYPARKS



Empek Watertoys

50-12 Innovator Avenue,
Stouffville, ON Canada L4A 0Y2

Phone: (480)562-8220

Fax: (905)649-1757

Email: brad@watertoys.com

Website: www.watertoys.com

Contact: Brad Olson

Specialty: Empek Watertoys is a world leader in Splashpads, Sprayparks and commercial water features for kids of all ages. Made of lightweight and durable composite fiberglass, our products offer a Lifetime Corrosion Warranty and are the industry's best choice for retro-fitting old water features at lower installation costs.

TELEMARKETING



LogiCall Marketing

4411 S 40th St, Ste D-10

Phoenix, AZ 85040 USA

Phone 1: 602-483-5555 xt. 101

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 Escrow & Title

3659 Maguire Blvd. #100

Orlando, FL 32803

Phone: 407-751-5550 ext. 1105

Email: dave@timeshareresaleclosings.com

Website: www.Timeshareresaleclosings.com

Specialty: Trained. Experienced. Trusted

Offering several regulated services to assist buyers and sellers seamlessly and securely transfer timeshare titles. Full licensed, we perform timeshare tile transfers in 23 states, Mexico, the Caribbean and the Bahamas. Call 407-751-5550 for information about our phenomenal inventory buy-back program.

- Title Searches
- Deed preparation
- Full closings
- Escrow services
- Inventory acquisition

TOUR GENERATION



LogiCall Marketing

4411 S 40th St, Ste D-10

Phoenix, AZ 85040 USA

Phone 1: 602-483-5555 xt. 101

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.

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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.

TRAVEL CLUB



Global Connections, Inc.

5360 College Blvd, Suite 200

Overland Park, KS 66211

Phone 1: 913-498-0960

Email: mgring@gcttravel.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



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



TRAVEL INCENTIVES



Executive Tour and Travel Services, Inc.

301 Indigo Drive

Daytona Beach, FL 32114 USA

Phone 1: 866-224-9650

Email: Frank@ettsi.com

Website: www.ETTSI.com

Contact: Frank Bertalli

Specialty: ETTSI Incentive Premiums helps meet your goals with Industry leading incentive programs in travel and merchandise certificates. ETTSI specializes in offering sales premiums in support of Timeshare and Travel Club presentations. Receiving the greatest value; your customers will be serviced with utmost attention. You are buying direct from the fulfillment company. ETTSI listens, understands the needs of their clients, excel at converting that knowledge strategically and tactically designed sales incentive solutions that work!

Distributor Inquiries Welcome

TRAVEL INCENTIVES



True Incentive

2455 East Sunrise Blvd. Suite 200

Fort Lauderdale, FL 33304

Phone: (800)684-9419

Fax: (954)707-5155

Email: cgring@true-incentive.com

Website: www.true-incentive.com

Contact: Clayton Gring

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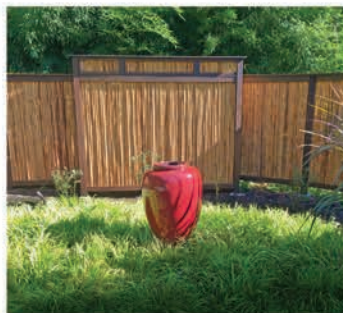
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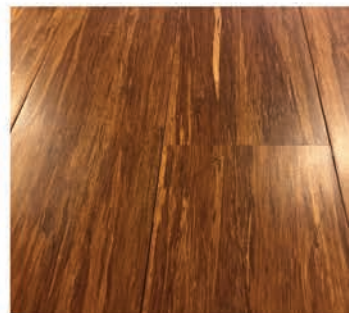
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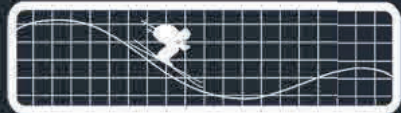
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