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Cathy Backus Joins Resort Trades as Associate Editor



Cathy Backus
Associate Editor Resort Trades

As producers of B2B multi-channel media including *Resort Trades*, *ResortTrades.com*, and *Resort Trades Weekly* – an award-winning B2B eNewsletter distributed to resort and vacation industry executives – The Trades Publishing Company is delighted to announce the addition of Cathy Backus to our editorial staff.

“When we learned Cathy had taken an early retirement from Vacation Guard, we were eager to speak with her about joining our team,” says *Resort Trades* Publisher Sharon Scott Wilson.

A highly respected travel and tourism industry professional, Cathy became a Certified Travel Counselor in the ‘80s when she worked for Club Med. After leaving the company, she began working with resort developers and managers as a supplier of owners’ insurance products.

During this time, Cathy watched as her best friend grappled with emotional and economic challenges on her way back to health and serenity after twice combatting breast cancer. Cathy was moved to see her friend virtually left adrift

after her ordeal. When she saw how much her friend needed a break from the day-to-day realities, Cathy crafted a plan to reach out to her contacts in the travel and timeshare industry to donate unused inventory to send survivors on a much-needed vacation. Inspired by her friend’s tenacity, and aided by her husband and “partner in giving” Gene Backus, Send Me On Vacation (SMOV) was granted 501 (c)(3) status after filing in 2011.

Send Me On Vacation is an all-volunteer organization and raises funds for survivors to become *thrivers* through events such as galas, a High Tea, and an annual poker tournament held prior to the annual ARDA World convention. Each time an event is held, SMOV sends local survivors from that state away for exotic vacations. This concept allows the charity to support the communities which are supporting their state’s survivors. The organization brings together travel industry professionals to contribute resort accommodations, airlines, cruises, entertainment, and dollars to change the lives of breast

cancer survivors “one vacation at a time.”

“For years, *Resort Trades* has gladly supported SMOV, as well as Christel House, with monthly, donated advertising space for the purpose of soliciting support for these fine organizations,” says Sharon. “We are honored beyond measure to be able to have Cathy join our editorial team. For more than ten years we have witnessed her abundant energy and talent as she writes compelling articles each month about the courage and fortitude of survivors as they overcome the challenges of picking up the pieces of their lives.”

“While philanthropy will be her principle ‘beat,’ she is being given free reign and is at liberty to cover any other topic of interest,” says *Resort Trades* Founder & CEO Tim Wilson. “We are simply delighted to have on-board such a gifted, energetic, and charismatic person.”

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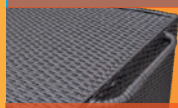


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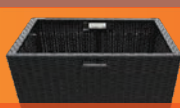


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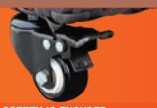
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Is There **Money Hidden** on Your Golf Course?

By Linda Parker



How Green on Your Golf Course (or Grounds) Translates to Brand Building and Better ROI

Implementing eco-friendly green practices at your resort is no longer just a way to stand out in the crowd. Environmental responsibility has become a standard that consumers expect all businesses in every industry to meet.

Fail to have a recycling bin where your resort guests think one should

be or use one-too-many disposable products, and you'll be called out on TripAdvisor, Yelp and a host of social media sites as if your property is singlehandedly destroying life as we know it on Planet Earth. Vacation owners and renters may or may not have sound ecological practices at home, but they expect their hotel or timeshare property to ace all issues of environmental responsibility.

Fortunately, there are many ways to step up your game. As resort

“...reducing turf yields significant return. For example, Crandon Park Golf Course...will realize approximately \$125,000 water use savings in the first year and a net reduction of water, fertilizers, pesticides and labor-hours of approximately \$350,000 annually.

decision makers implement better environmental management practices they are rewarded with goodwill and a stronger brand presence. But the boost to visibility and public perception that comes with being green is only part of the good news.

Green initiatives often deliver measurable gains in a resort's return on investment. Given that golf courses and other green spaces often occupy the largest percentage of acreage on most resort properties, it makes sense that changing your turf or grounds maintenance practices will deliver some of the biggest bang for your buck return on your eco-friendly efforts.

Go Natural and Native. The Savings Can Be Incredible.

Golfers generally support increasing the naturalized areas on a golf course for both environmental benefits and aesthetic appeal, as long as doing so doesn't have them scrambling through thick rough when looking for a lost ball. If you're unsure where you could get away with reducing turf and increasing naturalization on your golf course, just equip golfers with GPS for a few weeks and track on-course activity, looking for the areas that get the least play or traffic.

Converting previously maintained areas of the course, such as roughs around tees, the transitional areas between holes and out-of-play embankments around water features, to low maintenance areas saves on labor, chemicals and irrigation. Naturalizing these areas with drought-tolerant native grasses or wildflowers enhances the visual appeal of the course, minimizes erosion, reduces the use and cost of chemicals, eliminates chemical runoff, creates wildlife habitats and, if designed strategically, even permits golfers to search for a stray ball.

Changing areas of your golf course or grounds from high maintenance to low or no maintenance won't give vacation owners and timeshare guests the feeling that management is neglecting the course. Golf courses across the country, from small facilities to the legendary courses at Pinehurst, Chambers Bay and other top destinations, have already made this move.

To be clear, reducing turf yields significant return. For example, Crandon Park Golf Course is a municipal facility that also provides golf for the Ritz-Carlton Key Biscayne. Course management there is implementing a plan to reduce turf and rough from 130 acres to approximately 88 acres by installing crushed stone and native plants appropriate to its South Florida coastal setting. Without impacting play in any way, the course will realize approximately \$125,000 water use savings in the first year and a net reduction of water, fertilizers, pesticides and labor-hours of approximately \$350,000 annually.

Your homeowner's association would embrace cost reduction of this magnitude. Add signage pointing out how much water is being conserved or how many acres of songbird, bee and butterfly habitat your efforts have created, and your resort will reap accolades from all its guests, even if they never see your balance sheet or learn how much money you're really saving.

Speaking of Bees, Here's the Buzz

Over the past five or more years, golf course managers, including those at many resort courses, have jumped at the opportunity to add beehives and pollen-rich vegetation to their properties. Why? Because nothing



communicates more strongly that an environment is using chemicals and pesticides safely and prudently than the presence of thriving bee colonies.

Recognizing the appeal of bee-friendly branding, resorts that host beehives are featuring their harvested honey in spa treatments, signature cocktails and restaurant specialties. And free honey with a charming “harvested from our own hives” story to share makes for some pretty sweet marketing!

From Eco-Guilt... to Greenwashing

Bees are not the only buzz when it comes to environmental issues. Ecology is loaded with industry-specific terminology and countless buzz words.

Resort guests may not fully understand the scientific nuances of what it means to be biodegradable or ozone friendly, but they know they want their resort of choice to be doing

these things. They react this way because in our society, eco-guilt is real. Essentially, eco-guilt describes the unpleasant feeling people get when they could have taken an environmentally responsible action but chose to do something in an easier, faster or more appealing way.

Vacation ownership at an environmentally green resort offsets the eco-guilt people feel from other aspects of their life. A long hot shower after a round of golf isn't a guilty pleasure if the course played is known for conserving thousands of gallons of water annually. Driving a gas-guzzling sedan doesn't feel as unacceptable if the destination is an eco-responsible resort.

When it comes to environmental issues, everyone cares a little, and most people genuinely care a lot. A 2018 Edelman study showed that 64 percent of consumers choose, switch, avoid or boycott a brand based on the brand's position on societal issues.

However, inasmuch as embracing a green philosophy can endear a business to its client base, it can also alienate them. If brand marketers attempt to paint their products greener than they really are, or if their commitment to the environment comes across as disingenuous, then the buzzword used is “greenwashing.” Consumers are sensitive to inauthentic or inflated marketing crafted to play on their eco-guilt.

Connecting Your Green Golf Course to the Community

Few resort courses can fill all available tee times with guest and timeshare owner rounds, which means serving area residents is extremely important. Courses that host local school events, offer a parents' cocktail hour during junior lessons or provide kids activities during the parents' golfing time attract and engage their local community. An environmentally responsible, family-friendly course earns status as a business that is connected to and cares about the locals, as opposed to being perceived as a resort that serves only outsiders.

But You Must Get the Word Out

For people to appreciate your green projects and be drawn to your resort, you must grab their attention. Resort guests, vacation owners, your prospective market, your local community and the entire resort industry need to know how your projects benefit both them and Mother Earth. And the easiest way to get the word out, happens to also be the easiest way to market.

Callaway Golf President and CEO, Oliver “Chip” Brewer recently spoke about today's best strategies for communicating a brand's message. “Marketing now is content creation,” said Brewer. “It's social media; it's real time and constantly flowing.

It's engaging with the consumer and building a relationship directly... if you're not doing that type of thing... you're missing the boat and probably being left behind.”

Naturalizing your golf course, saving water or creating butterfly and bee-friendly habitats is positive, uplifting and share-worthy content. Facebook, Instagram, blogs, media releases and other online platforms provide resort marketers easy and affordable ways to communicate clickable, thumb-stopping content about a resort's authentic green projects.

Whether you are saving a squirrel or saving the planet, share your story. Green initiatives are not just incredibly cost effective; on social media, they're gold!



Linda Parker has been writing professionally since the 1980s. With clients in finance, sports, technology, change enablement, resorts and nonprofit global initiatives, Linda helps organizations communicate their stories in meaningful ways to the people they most want to reach. She has authored, ghostwritten or contributed to more than a dozen nonfiction books. Linda is a member of the Authors Guild and the Golf Writers Association of America. You can connect with her at Linda@GlindaCreative.com

What a Long, **Strange Trip** it's Been 40 Years in the Timeshare Business

By Bill Ryczek



Today's timeshare development companies are smoothly humming machines, paragons of business efficiency powered by engines like Wyndham, Hilton, Marriott, and a number of strong independent developers.

It wasn't always like that. In the 1970s and 1980s timeshare was like most other nascent industries; being a participant in it often involved feeling your way along and frequently running into strange things in the dark.

The "property inspection" has traditionally been pretty easy duty for timeshare lenders. They travel to a resort location, get a 30-45 minute tour, ascertain that the property is still standing, and leave. It's clean, it's easy, there's no heavy negotiating, and not much work.

But occasionally something happens, like when my colleague Jim Bishop went to "inspect" a Las Vegas property during the mid-1980s. Jim was pretty young and rather excited about the prospect of going to Vegas, for that was before you could legally gamble in every city, town, and village in America. The brief diversion on the way to the casino became more complicated, however, when the cab pulled up and Jim's eagle auditor eyes told him that the resort was on fire, with flames shooting out the windows

and licking up the walls of the upper floors.

As Jim emerged from the cab, he thought, "I guess that's why we do these things." The manager rushed over to assure him the blaze was just a minor one and nothing to worry about—certainly no reason not to make a loan on the property. "We'll have it out in no time," he said confidently and, indeed, the blaze was soon extinguished, Jim got his tour, was off to the tables, and we made the loan.

It must be something about Las Vegas, because I once had a very unusual experience with a renovation loan in America's gaming capital. The purpose of the financing was to facilitate the conversion of a strip hotel to a timeshare project. There were multiple lenders, with each holding deeds of trust on specific units. That was problematic enough, with the issues involving common areas and easements, etc. but the trouble really started when, to effect the renovation, walls were knocked down and units

reconfigured. The holder of the deed on hotel room 234 now had an interest six feet into condo unit 235, while what had been their very own lien on Room 234 was now divided among two or three lenders, whose deeds of trust had crept into their unit when the walls were moved. They now shared a lien on the kitchen with one lender and that on the bathroom with another. It was timesharing taken to the highest level.

They always say that if a loan pays off smoothly, no one ever knows whether the documents were any good. Of course, this loan didn't pay off as scheduled and the lenders became uniformly distressed when they realized what had happened. These were the pre-computer, pre-CAD days, so we copied the old floor plans on tracing paper and overlaid them on the new floor plan to attempt to determine who had what. Then the bargaining between the lenders began. "I'll trade you 7 feet and 4 inches of Unit 308 for the southernmost 4 feet 2 inches of unit 612," and so forth.

Since the situation had become problematic, I was sent to Vegas to sort things out. My first meeting was with the CFO to determine what percentage of the inventory subject to the deeds of trust had been sold. He looked at a myriad of orange letters on what we called a CRT (cathode ray tube), which was somewhat like a computer screen. He punched a lot of buttons, furrowed his brow, looked up and said, "117%." "Aren't you supposed to stop when you hit 100%," I asked. "Well," he replied, "we know everybody won't show up." Vegas is all about playing the odds, and our CFO was correct. The odds were that all of the timeshare owners wouldn't show up, and the company would get to keep the 17% of extra sales. That situation ended badly, and what I remember most vividly was that the developer had a very, very bad toupee. We decided not to put a deed of trust on it for, given our experience, we didn't want to end up splitting hairs.

The legal process can get a bit dreary, and one often appreciates an attorney with a sense of humor—to a point. During the 1980s, we used a Los Angeles attorney who dearly loved his "seal joke." The seal joke took place during a closing in which the customer was desperate to get their money, as most timeshare developers were at that time. At some point as documents were being revised and final points negotiated, the lawyer would casually say to the customer, "Do you have your California seal?" The reaction was uniformly surprise and shock, and they stammered that they had no idea they were supposed to have a California seal.

The attorney would then smack his forehead and say, "My secretary was supposed to tell you. We can't close without a seal. There's no way we're closing today." When sweat starting pouring off brows at the thought of the checks that had been issued in anticipation of the funding, our comedian would say something like, "Well, we'll see what we can do," and he would exit the conference room, shaking his head and appearing highly agitated.

After a sadistically long period of time, often lasting hours, a young associate would appear in the doorway and state that after exhaustive research they had discovered a 19th century treaty between California and (fill



in customer's home state here) that allowed for the closing of loans without a California seal.

The first time our legal prankster pulled this gag, we thought it was clever and original, supplemented by some pretty fair acting. The second time wasn't as amusing and by the third performance we were heartily sick of it. So, before the next closing we went to a stamping works and had a California seal made, complete with script reading "Official California Seal" and lots of fancy engraving. We gave it to our customer and when he was asked, "Do you have your California seal?" he handed it over without a trace of a smile, putting a permanent and merciful end to the California seal joke.

The title for this article was taken from a song written by Jerry Garcia of the Grateful Dead, a group quite popular with Colebrook principal Mark Raunika, as well as many individuals who enjoy the occasional use of drugs with questionable medicinal benefits. There were a few of those people in the timeshare business in its early days, and I had my initial encounter when we were underwriting one of the earliest projects, a small resort nestled in an exclusive Rocky Mountain ski village.

Our audit got off to a rough start when we arrived at the office to find a power outage and were literally, as noted in an earlier metaphor, feeling our way. Since there were no windows in the hallway, we had to trace the raised lettering on several doors before finding the correct one. Once we were inside, the windows provided light but once we took a look at the receivable documentation, we realized we were figuratively in the dark again, for the only accounting records were hand-written slips of

paper piled in shoe boxes. On each slip was written the amount of cash collected for each receivable payment. The boxes, and the pile of contracts, taken as a whole, might be considered a trial balance in the rough.

Such a shambles of record-keeping begged explanation, but although our developer had promised to meet us around 10, he did not arrive. He was not there to join us for lunch, and did not appear in the office until nearly four o'clock. He seemed a little shaky, appeared to have a near-terminal case of the sniffles, and often ducked and bobbed suddenly, as if he was dodging flying objects. We didn't need to hear his explanation to figure out why the records were in such sorry shape. Our company didn't make the loan, but a more stable and less sniffly developer acquired the property and developed it successfully. I don't know what became of our fellow.

The early days of timeshare were quite an adventure, and having survived them the temptation is to cite Friedrich Nietzsche's overused quote, "What does not kill me, makes me stronger." But the timeshare industry deserves more originality, for it has truly been a unique business evolution. Another Nietzsche quote describes it better: "One must still have chaos in oneself to be able to give birth to a dancing star." ARDA CEO Howard Nusbaum couldn't say it better.

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

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Your Perceptions: Creating the Ideal Resort Water “Park”

Creative Water Settings for your property, your guests AND your bottom line.

By Julie St. Louis



Many resorts have come to the realization that they need to incorporate water into their list of amenities, but as with any setting the type of water depends on the type of guest experience that the property is looking to deliver.

There may be a big difference between a “waterpark” setting and a “luxury resort” setting, but as successful resorts have come to realize it is all about how you blend together the right mix of “fun water,” “flat water,” and out-of-water relaxation that ensures optimal guest satisfaction and bottom-line results – no matter what brand you are designing for.

Combining Leisure & Fun!

Today’s multi-generational families are demanding more from their vacation experience. While a standard 20’ by 40’ rectangle or kidney-shaped pool may have fit the bill in the past, guests

are asking more of their resort. To keep up with these increased needs, aquatic designers are utilizing advances in technology and their advanced industry knowledge of what works for waterparks, to incorporate water in more imaginative ways, tailoring designs and attractions specifically to resorts’ needs.

You may ask, “How do I incorporate waterpark attractions while still preserving an upscale experience for my guests?” This is where Creative Water comes into play. Experienced aquatic designers who are up to date on all the latest developments in water features, technology and architectural design ele-

ments are able to blend water play and leisure together seamlessly - creating a branded resort destination draw that is a revenue driving amenity when it comes to increasing ADR and RevPOR by keeping guests on property longer.

Creative Water Applications

The concept of creative water is popping up across the U.S. and can be seen at popular resorts such as the Gaylord Opryland in Nashville, TN. In 2019, the resort added an indoor/outdoor water experience called ‘SoundWaves’ where they combined state-of-the-art attractions with modern design elements,

marking a leap forward in architectural design for resort waterparks. This property blended recreational family fun with attractions such as water slides, a multi-level play structure, a FlowRider® surf ride, and an activity pool with adult leisure where guests can relax and sip a cocktail in a tile-lined infinity pool. This blend was accomplished by incorporating design elements such as live vegetation, water curtains, a soaring atrium roof, varying level dimensions, and a clean-white interior to reflect the upscale-feel of the Gaylord brand.

Another example of creative resort water can be found at the Kartrite Resort & Indoor Waterpark in Monticello, NY which opened this Spring, 2019. The Kartrite utilizes differentiating design elements inspired by the architecture of indoor waterparks in Europe. The unobstructed 60,000 sqft column-free construction features a barrel-shaped transparent Texlon® roofing system that provides natural sunlight and lush landscaping year-round. This indoor waterpark is home to family-friendly attractions that cater to guests of all ages and features multiple waterslides, a FlowRider®, an action river, and a kid’s activity pool. Guests can choose to engage in water play or relax on the waterpark’s mezzanine alongside cabanas, a bar and grill, and lounge options overlooking the resort, providing families with the perfect space to spend some down time and watch their children enjoy the expansive array of waterpark attractions.

These two examples challenge the perception of how we **define what a resort waterpark is**, and showcase how resorts can work successfully with aquatic designers to push the limits and differentiate their property with creative water designs that fit their brand.





Delivering the Right Mix of Attractions: Action Rivers, Surf Rides, Activity Pools- Oh my!

Water is a key driver of sales and revenue, and although children have a great deal of influence when it comes to selecting family vacation destinations, parents are looking for a fun, yet relaxing experience tailored to their needs as well. Whether it be for the child who wants to splash around in an activity pool, the teen who wants to spend their day on the FlowRider® surf ride, or the adult who wants to float in a lazy river or sit at the swim-up bar, the right mix will appeal to all of your guests.

Whether bright, kid-friendly colorful indoor and outdoor attractions or a more sophisticated adult setting, or perhaps a hybrid of both, the goal is to provide the right mix of attractions while properly theming to your resort's brand. Consider how each attraction, amenity and design element supports and enhances your brand's goal of creating market differentiation and how these images will convey the brand through marketing and advertising initiatives.

Creating an environment that will allow for effective communication of the water experience is of primary importance when it comes to attracting and retaining guests. By providing your guests with an experience that caters to the entire family, you can keep your patrons on-property longer - *staying, playing and spending*.

Designing for Overall Guest Experience

Determining how to showcase and blend your resort water area into one cohesive "story" needs to be based on a combination of brand image, operational functionality and guest experience. It's so much more than just adding a pool or waterslide, it's designing and building specifically to meet your guest's brand expectations in each of these areas.

From the placement of every lounge chair, towel station, and umbrella to the location of food and beverage stations, control portals, and access paths, the entire design and function of your new area needs to be carefully considered and planned in order to deliver upon the promised expectations.

A key component to delivering that expectation has to do with the operational

facets. The design, placement, and operation of these activities directly affect your guests' experience and the overall success of your investment. Budget considerations, site selection, utilities, trash collection and removal, parking, guest access and flow, and a host of other items must be properly planned in and around the water elements to ensure that your investment accomplishes its goal. Placement of food and beverage outlets, towel pick-up and return, lockers, restrooms and changing areas are critical components to maximizing the guest experience and, ultimately, boosting overall revenue.

Creating the Ultimate Vacation Destination

In today's increasingly competitive market, today's resort guests are demanding more and more from their vacation dollars. When you start to think beyond the edge of the pool about a creative water solution for your property, you will begin to see how all of the elements work together to define the setting – the feel and capacity of the space, the operational flow, revenue generating opportunities, and how architecture and landscaping enhance the water attractions – come together to build the value and appeal of your property. Done correctly from the start, the blending of these many disciplines should merge into a single conversation about creative water settings, and the form and function of the individual pool shapes, decking areas and other specific attractions will emerge.

From your attraction mix to your leisure amenities, your resort creative water is all about providing the ultimate vacation destination, bringing your guests back time and time again.

Julie St. Louis, Marketing & Communications Specialist at Aquatic Development Group (ADG). ADG specializes in designing and building indoor and outdoor leisure and recreational aquatic settings for water parks and resorts. As the world's most respected name in aquatic design and construction, ADG has earned an exceptional reputation for success with clients such as Marriot, Gaylord, Hilton, Wilderness, Hyatt, Westin and more. For more information visit www.aquaticgroup.com/resorts.

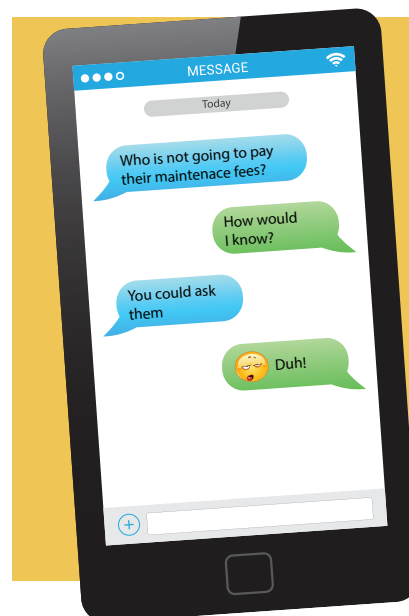
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Breckenridge Grand Vacations:

Family-owned company is Colorado's Top Workplace

By: Marge Lennon



Breckenridge Grand Vacations is widely respected within the timeshare industry as one of its most successful independent developers. Their four resorts are located in Breckenridge, Colorado, rated as one of the top ski destinations in the U.S.

But it is not just for skiers; with heavy tourism year-round, there are almost more things to do in the summer than in the winter. With 70% of their owners coming from Colorado, BGV has implemented a very popular Day Use program, which gives owners the exclusive right to use the property's amenities throughout the year.

Located about 75 miles from downtown Denver, there is no shortage of people who want to

work and live in Breckenridge. "Because we are a home-grown, family-owned Summit County business," says Mike Dudick, CEO, Owner and Developer of BGV, "we understand the needs and challenges employees face. Our company fosters a culture of bottom-up leadership that develops and supports employees through training and development programs and encourages a work-life balance. As a result, more than 20 percent of our employees have been with us longer than

five years and over 35 employees have been with us for a decade or longer. We have a distinct competitive advantage in being independent: We are agile and can make decisions to the betterment of the vacation experience almost immediately."

From a property management perspective, it is not uncommon for guests to track snow into the units. During March 2019, they had seven feet of snow in seven days, creating serious problems. But because they live in a high-alpine environment, the team understands the nature of how the weather impacts the resort's interiors and exteriors. They excel at comprehending what needs to be done and continue to deliver a fantastic vacation experience, no matter what weather cards they are dealt.

Continues Mike, "We have a saying that we are the best in sales because we are the best in service. Our sales success starts with the service we provide to our guests. Every day we strive to deliver grand vacations to

Breckenridge Grand Vacations: At A Glance

Established: 1984

Headquarters: Breckenridge, CO

Employees: 600+

Resorts: Gold Point Resort, Grand Timber Lodge, The Grand Lodge on Peak 7, and The Grand Colorado On Peak 8, with completion expected spring 2019. All are located in Breckenridge and are purpose-built resorts, with a total of 880 keys.

Members/Owners: 23,000+

Sales Center: One in Breckenridge

Product sold: Fixed or floating weeks, which can be converted to points

Privately held. Management by: Breckenridge Grand Vacations

Website: www.breckenridgegrandvacations.com





our owners and guests with the optimum in service and smiles. "We consistently win ARDA awards for top sales performers. Because we have a competitive and generous pay structure for our sales team, we attract high-end talent from throughout the industry. They seek us out for both the compensation and lifestyle we can provide. Our priority is to ensure that our associates can enjoy the many benefits of this way of living so they can share that joy with our customers."

History

Breckenridge Grand Vacations (BGV) was built by brothers Mike and Rob Millisor and friend Mike Dudick upon the belief that their company's success would be determined by the positive impact it imparted on their owners, guests, employees and community. As the largest year-round employer in Breckenridge, BGV strives to maintain the family feel of a small company. Multiple ARDA award winners in sales categories, they believe they are successful in sales because they excel in service. The company has embraced the Net Promoter methodology company-wide and consistently exceeds industry averages with its high customer satisfaction scores. The Denver Post recognized BGV as the 2018 #1 Large Workplace in the state of Colorado. Their mission statement is "Our Family Commitment: Always Grand Vacations!"

Employee Benefits

Breckenridge Grand Vacations strives to hire, train and support excellent people and provide them with an unmatched employee experience. BGV offers an extensive benefits package including health insurance and employer-match 401 (k) plan, paid vacations, annual bonus, employee recruitment bonuses, planned workforce housing, tuition reimbursement program, and recreation and ski pass programs. Their annual Wellness Fair provides employees with free lab work, flu shots, and health screenings. Employees can develop and advance via an internal Leadership Coaching Plan.

Julie Howsmon is an Integrated Marketing Assistant. She shares her personal story. "Breckenridge Grand Vacations provides me with more than just a job. I have a career that allows me to grow professionally and enjoy a balanced life. I've received three promotions within a year and am lucky to work for a company that truly cares about every employee." Josh Stuhr agrees. He is the Resort General Manager of Grand Timber Lodge. "When I first started with BGV, I never imagined spending the better part of a decade with the same company, but eight years later, I could hardly imagine working anywhere else."

Philanthropic Endeavors

Giving back has always been the cornerstone of their mission. Founded in 2016, the BGV Gives Program was established to facilitate and further extend Breckenridge Grand Vacations' philanthropic reach and impact in Summit County and the surrounding area. Inspired by the late BGV Owner/Developer Rob Millisor, this charitable program honors his example of service to others by supporting the local nonprofit community. BGV is humbled to continue Rob's legacy of giving through fundraising, sponsorships, grants, volunteering and in-kind donations on behalf of those in need, with a primary focus on health, human services and education.

BGV is the proud winner of ARDA's 2016 ACE award for Philanthropy. With guidance from the BGV Gives Program Manager Deb Edwards, BGV is committed to growing their local contributions and inspiring fellow community members to give more, by providing resources and opportunities to help others in need.

"In addition to creating the right environment for employees, we encourage giving back to the community by providing every employee with up to three paid days of time off to volunteer per year," adds Mike Dudick. "Without the support of the local

Who's Running the Show

Mike Dudick, CEO/ Owner/Developer

After graduating from the University of Kansas in 1988, Mike moved to Breckenridge, owning a publishing business prior to joining Breckenridge Grand Vacations in 1998. Since becoming CEO in 2015, Mike's visionary leadership style has positively impacted the company and the community. As BGV expands, he remains devoted to maintaining the company's family-oriented culture and strong commitment to customer service.



Mike Millisor, Owner/Developer

Raised in Akron, Ohio, Mike fell in love with Colorado on annual family vacations. After graduating from Colorado College in Colorado Springs, he headed to Breckenridge for a ski vacation and decided to stay. Early in his property management career, Mike recognized the value of shared use real estate and how it was a good fit for families. His commitment to creating quality vacation experiences that families can share for a lifetime is the cornerstone of Breckenridge Grand Vacations' success.



community, BGV would never have been able to achieve the level of success that has created four incredible properties in Breckenridge."

To learn about employee benefits and how you can be part of this company, go to: www.bgvjobs.com

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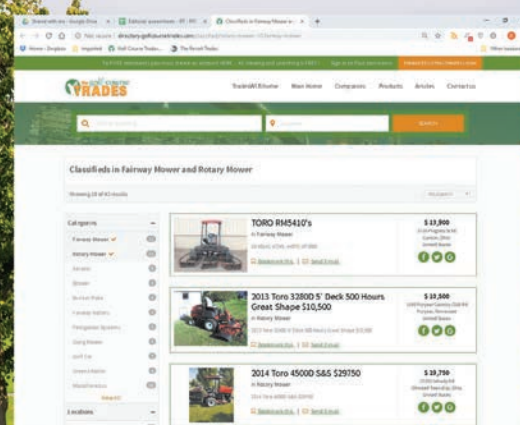
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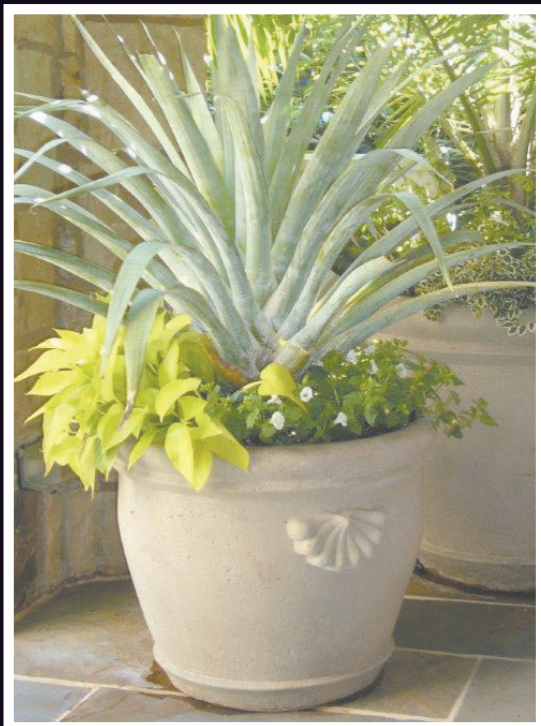
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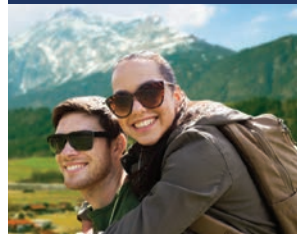
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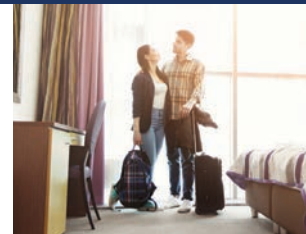


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Keeping Your Resort's Spas, Gyms and Pool Areas **Clean and Safe**

By Noel McCarthy



Is your gym really clean?

Let's face it, running a resort means having to deal with so very many issues! You have to build your reputation and maintain your brand, attract a steady stream of guests, hire and retain good staff, ensure that your bars, restaurants, and cafes serve top-notch food quickly. And at every step of the way, you have to preserve the highest standards of cleanliness in every single area of the resort, while always, always making sure your guests are happy and well taken care of.

Fitness Facilities are Bacterial and Viral Hot Spots

Well, I'm sorry to say it, but there's another issue that you have to deal with on an ongoing basis—and there's no ducking it: The unfortunate fact of the matter is that gyms, pools, health clubs and fitness facilities are bacterial and viral hot spots, and almost all your gym equipment—plus your shower stalls and dirty towels—can be home to a host of hazardous organisms.



In fact, a paper in the International Journal of Environmental Research and Public Health contends that:

"Fitness centers and exercise facilities have been implicated as possible sources for transmitting community-acquired bacterial infections. . . . Most of these bacterial genera are of human and environmental origin . . . [and include] Salmonella, Staphylococcus, Klebsiella, and Micrococcus. . . . Several factors (including personal hygiene, surface cleaning and disinfection schedules of the facilities) may be the reasons for the rich bacterial diversity found in this study."

Some experts do claim that there is no real evidence that you can contract any diseases in today's health club facilities, which is good news for the approximately 60% of Americans who make regular use of the overabundance of gyms that populate the landscape.

But the key phrase here is 'some experts,' since there are

others who think differently. But, consider the fact that your average gym, pool area and spa provide a warm, moist environment that is ideal for bacteria of all sorts.

Pests Will Find a Way In

It's not just microscopic invaders that you have to worry about, either! There are other, larger creatures who also thrive in such conditions, such as bed bugs, mites, fleas, lice, sowbugs, to name but a few. And it really doesn't matter how fastidious you are about keeping your health facility clean and hygienically 'up-to-snuff.' Sooner or later, pests can, and will, find a way in.

Now, that's not to say there isn't anything you can do about these annoying interlopers, there is. You just have to know the signs and take the appropriate action.

If you are tempted to take the out-of-sight-out-of-mind approach, don't. There is nothing worse for business than your clients having to watch cockroaches scuttling across a locker room floor or finding a bed bug infestation ensconced in the folds of that armchair in the lobby! And there isn't anything more unpleasant than the sight of pests invading a client's workspace.

Good news: You can get rid of the pests!

The good news is, it is possible - and easy - to keep all these critters out of your spas, your fitness centers and your pool areas. But you will need to take prophylactic action to keep those facilities scrupulously clean and make sure every space and surface is disinfected.

How to keep it your fitness centers and pools germ and bug-free

In all likelihood, your cleaning staff will turn to tried-and-trusted floor and surface cleaners (many of them bleach-based) when they tackle this tough job.



Unfortunately, when it comes to keeping these areas clean the common household products won't do the job. Only by using products (or if you can, a single, all-in-one substance) that are specifically designed to disinfect and kill all bacteria, can you ensure the safety of your guests. Sterifab, for one, does all this, is EPA-approved and completely nonresidual.

Obviously, you can't personally supervise all of your cleaning operations, but you should make sure that your cleaning staff carefully examine the surfaces of your gym equipment for cracks or breaks that could reduce the efficiency of the cleaning or disinfection process. As your staff cleans, make sure that they get into all the crevices, serrations, and joints of the equipment.

The same goes for the floors, walls and other surfaces in the pool areas, spas and, of course, the gyms.

Maintaining these cleaning regimens will not only eradicate a wide range of pests, but will also protect your guests from a host of unpleasant infections/conditions, including athletes' foot, ringworm, plantar warts, and impetigo.

In order to achieve this level of cleanliness, we suggest that you use Sterifab, an antimicrobial agent that not only kills a wide range of insects, but will eliminate will any microorganisms, especially resistant bacterial spores. It

is formulated to kill fungus, viruses, mold, and mildew. Plus, it not only kills germs and bugs, but also gets rid of pathogenic odors. It does this by obliterating microbes at the cellular level or hampering their chief metabolic processes.

Noel McCarthy has worked as a writer and editor throughout his career. A former director for Thomson Reuters, Noel also worked for PwC for 17 years. A staff writer for Sterifab, Noel's expertise in bed bugs is a newfound hobby of sorts. He has enjoyed learning about these pesky little pests, and their entourage of friends including lice, mites and more.

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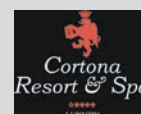
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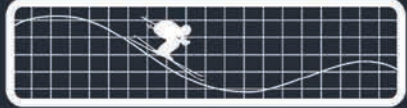
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When you purchase a Property Management System (PMS), we believe it is more important to look at the character of the company who creates the software than the technical system details. All of the major PMS vendors handle the basics: reservations, check-in, check-out, audit, etc. The key to a PMS purchase is to understand that the software is only the beginning of a partnership between two companies. Many of our competitors believe it's all about the software. Nothing could be farther from the truth. It's all about the people. RDP truly is a different company. We have been in business for over 30 years with many of the same customers and employees. If you ever need anything from RDP, help is just a phone call away.

Why Choose Us?

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Promotion Code : TradeUp

Web : www.ResortData.com
Email : Sales@ResortData.com

Address: 211 Eagle Road
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CLASSIFIEDS

EMPLOYMENT

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Requirements:

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InnSeason Resorts, the largest timeshare brand in New England, is looking for experienced sales representatives to work at our beautiful Falls at Ogunquit resort in Ogunquit, Maine. With over 20 years of timeshare sales, 17 affiliated resorts and our own marketing division, we have provided a consistent income for our sales staff year-round with plenty of qualified clients. Free temporary housing available to qualified individuals. Please email your resume to: sroselund@innseason.com

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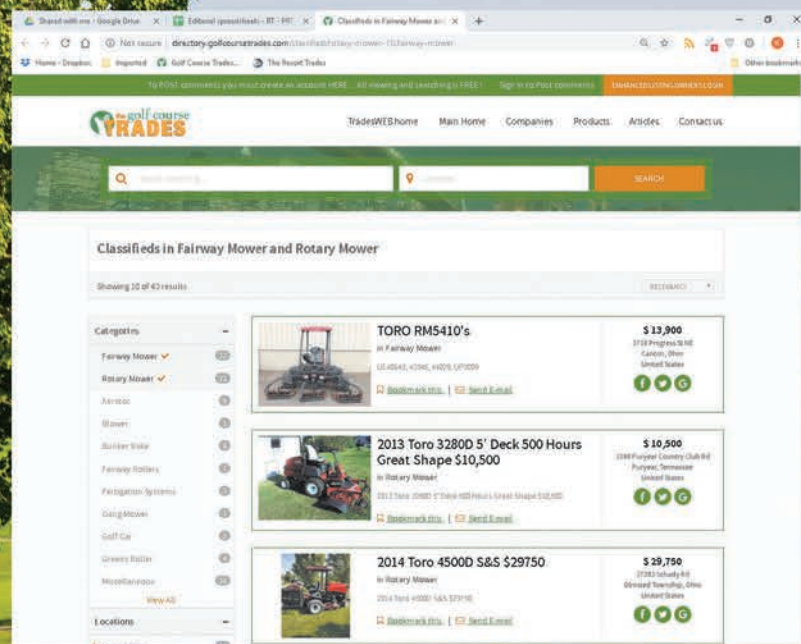
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BUSINESS DIRECTORY

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Davie, FL USA 33317
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Website: www.safarithatch.com

Contact: Nicholas Wight

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International Fair TimeShare Agency®

International Fair Timeshare Agency

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Email: patrick@paradiseapproved.org
Website: www.ParadiseApproved.org

Contact: Patrick Dougherty

Specialty: International Fair Timeshare Agency® (IFTA) is an organization, providing mediation and arbitration (B2B, B2C), company ratings and consumer reviews for the timeshare/vacation ownership marketplace. Through a comprehensive application process, timeshare/vacation ownership companies can become Paradise Approved®, ensuring that the company adheres to a strict Code of Ethics and Business Practices. Consumers and companies alike know they can trust an organization that has the IFTA Paradise Approved® Seal. Visit www.ParadiseApproved.org to learn more.

AMENITIES



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Phone 1: 800-541-6775
Email: diana.johnson@essentialamenities.com
Website: www.essentialamenities.com
Contact: Ms. Diana Johnson

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I think the Trades has taken the lead in cutting edge reporting on issues that really matter to independent resorts.

R. Scott MacGregor of CaryMacGegor The Asset & Property Management Group, Inc.

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

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Contact: Sharon Scott Wilson, RRP
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Hotel Vanities International, LLC

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Email: anna@hotelvanities.com
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BUSINESS INTELLIGENCE



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Website: www.customercount.com
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CERTIFICATE FULFILLMENT



LogiCall Marketing

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Contact: Thomas Pranger
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Fax: (604)607-1107
Email: sales@iplayco.com
Website: www.internationalplayco.com
Contact: Kathleen Kuryliw
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Email: enewburn@janiking.com
Website: www.janiking.com
Contact: Eric Newburn, Director of Hospitality
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CLIENT GENERATION



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Website: www.logiCall.net
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Fax: 480-951-8879
Email: KDerry@blackwellrecovery.com
Website: www.BlackwellRecovery.com
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Asheville, NC 28803 USA
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FAX: (828)575-9570
Email: gsheperd@merid.com
Website: www.merid.com
Contact: Gregory Sheperd
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Bradenton, FL 34209
Phone 1: (941)746-7228 x107
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Website: www.TimeshareManagementSoftware.com
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Contact: Ryan Williams
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COMPUTERS AND SOFTWARE



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Phone: 310-923-1269
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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 your generation.

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

Jon Fredricks, CEO Welk Resorts LLC

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Phone 2: 602-516-7682
FAX: 602-674-2645
Email: michelle.caron@daelive.com
Website: www.daelive.com
Contact: Michelle Caron
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Resort Travel & Xchange

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

EXCHANGE COMPANIES



Trading Places International

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

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Email: Sdyer@allianceassociationbank.com
Website: www.allianceassociationbank.com
Contact: Stacy Dyer
Specialty: Alliance Association Bank is designed to provide a dynamic portfolio of financial services specific to the Timeshare HOA industry. Our products provide a blueprint to accelerate efficiency, reduce costs and increase revenue. AAB's desire is to be your business partner by continuously offering the innovative solutions necessitated by the Timeshare HOA industry. To learn more about AAB's services, please visit www.allianceassociationbank.com or call Stacy Dyer at 843-637-7181.



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Scottsdale, AZ 85251
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Fax: 480-951-8879
Email: KDerry@concordservicing.com
Website: www.ConcordServicing.com
Contact: Kyle Derry
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Email: lcombs@withum.com
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Contact: Lena Combs
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Akron, OH 44306 USA
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Email: rsegers@mussonrubber.com
Website: www.mussonrubber.com
Contact: Bob Segers
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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.

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Jani-King International Inc.

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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.



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
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“For important news, insights and opinions on the vacation ownership industry, I read Resort Trades Magazine.”

**Gregory Crist
CEO, National Timeshare Owners**

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Contact: Chris Hipple
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FAX: (706)375-8531
Email: hgjones@nexband.com
Website: www.thebrookfieldco.com
Contact: Hilda Jones
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LEAD GENERATION



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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.

LENDING INSTITUTIONS



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

LENDING INSTITUTIONS



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



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



Whitebriar Financial Corporation
575 Mystic Drive PO Box 764
Marstons Mills, MA 02648
Phone: (508)428-3458
Fax: (508)428-0607
Email: hvswwhitebriar@aol.com
Website: www.whitebriar.com
Contact: Harry Van Sciver
Specialty: 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.

MANAGEMENT & OPERATIONS



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.



Liberte 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.



Capital Vacations
P.O. Box 2489
Myrtle Beach, SC 29578
Phone 1: (843)238-5000 ext 3080
FAX: (843)238-5001
Email: byoung@capitalvacations.com
Website: CapitalVacations.com
Contact: Bill Young
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.

MINIATURE GOLF



Adventure Golf Services
PO Box 6319
Traverse City MI 49696
Phone: (888)725-4386
Email: cathy@adventureandfun.com
Website: www.adventureandfun.com
Contact: Cathy Wooten
Specialty: AGS is an international design/build company with over 35 years of experience offering the widest line of miniature golf products and services in the world; specializing in outdoor concrete miniature golf, Splash Golf™, and portable/ modular courses as well as a series of game courts and golf practice products.

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

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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!

OUTDOOR FURNITURE



2WayChaise

2430 Deloraine Trail
Maitland FL 32751
Phone: (407)801-4680
Email: patrick@paradiseapproved.org
Website: www.2waychaise.com
Contact: Kate Clarke
Specialty: Designed exclusively by Kate Clarke, 2WayChaise is the only dual-sided luxury chaise lounge available. The unique, patent-pending design is both expertly designed and can be customized in several ways to match your brand and style through color, material, and branding. 2WayChaise is available in three design styles. Its features include weather-resistant fabric, metal and faux-wicker frames, add-on features and accessories. Each lounge is eco-friendly, supports up to 350 lbs and comes with a 5-year warranty. Learn more at www.2waychaise.com, call 407-801-4680 or email us at info@2waychaise.com

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!
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• Because it is 100% nontoxic.....you can Do It Yourself and save!
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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

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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!

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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.

RECEIVABLE FINANCING



Whitebriar Financial Corporation

575 Mystic Drive PO Box 764
Marstons Mills, MA 02648
Phone: (508)428-3458
Fax: (508)428-0607
Email: hvswhitebriar@aol.com
Website: www.whitebriar.com
Contact: Harry Van Sciver
Specialty: 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.

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

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.



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.



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

**Cunningham Management
Vice President Kevin Mattoni**

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.



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

**Marge Lennon
President Lennon
Communications Group**

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.

SPLASHPADS/SPRAYPARKS



Empex 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: Empex 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
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- 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.

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.

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TRAVEL CLUB



Global Connections, Inc.

5360 College Blvd, Suite 200

Overland Park, KS 66211

Phone 1: 913-498-0960

Email: mgring@gcitravel.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!

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company
HERE?
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931.484.8819**

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

Specialty: True Incentive, known for its incentive product innovation and quality service, offers a dynamic online catalog of its products such as land vacations, airfare and cruises designed to impact a company's marketing and sales objectives. True Incentive has recently expanded its services to stimulate consumer motivation with: TruePerk, TrueAir and TrueLead. For more information www.true-incentive.com or salesinfo@true-incentive.com

ResortTrades.com Resort Industry Connection 24/7

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Every Thursday, Resort Trades Weekly provides subscribers with topical, original content, plus curated news about the people, places, and events concerning all-thing-timeshare. Visit

resorttrades.com/resortnation

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resorttrades.com/business-directory

Original Content

For more than 30 years, the only independent print/digital publication dedicated to the timeshare professional has purchased editorial focusing specifically on the industry. Searchable content about issues affecting the way you operate, market, sell, and serve written by professionals familiar with our world... the world of resorts.

resorttrades.com/category/articles

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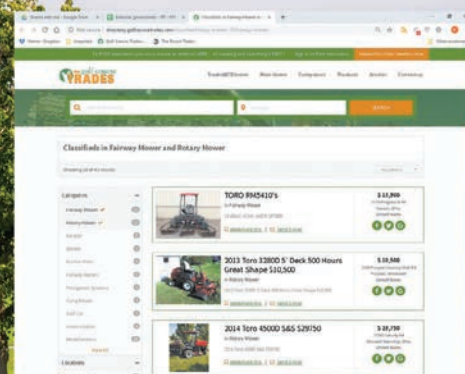
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iPlayCo www.iplayco.com	7		

A photograph of three men laughing and smiling while sitting in the back of an open-top vehicle, possibly a jeep, during a sunset or sunrise. The man on the left is wearing a grey hoodie, the man in the middle is wearing a white hoodie, and the man on the right is wearing a brown hoodie. The background is a bright, hazy sky with the sun low on the horizon.

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