

Resort **Trades**

Every Resort; Every Month

The Makings of a Great Resort

Rhoda Landry
Staff Accountant,
VSA Resorts

Return to Happiness

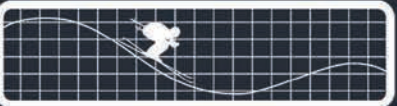
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The Trades

35 Years Young



Sharon Scott Wilson
Publisher

Jack Richardson at The Trades Publishing Company gave me a call in 1993 to ask if I would begin writing a monthly column for its publication Resort Trades. The magazine had started out as Developmental Trades in 1986 (or '85, depending on whom you ask).

I had met Jack and his boss, Trades Owner/Publisher Tim Wilson, in 1989 while I worked for ARDA (or, ARRDA at that time). I was highly flattered and, of course, Jack got a big fat YES! No negotiation required.

Jack passed away several years later, but not before he came to symbolize for me the very essence of what Resort Trades represented: For the both of us, the magazine meant being able to stay active and engaged with those who exude a type-A personality and a dedication to putting people on vacation. And what can be healthier for folks than that? Think of the last time you attended an industry conference amidst the hub-bub of gregarious, lively people there: you know what I mean!

After Jack passed, Tim and I continued to remember him fondly and I kept writing for The Trades. Tim and I married in 2013 and in 2017 Tim asked me to take over as publisher of The

Trades' two publications, Resort Trades and Golf Course Trades. Resort Trades' audience consists of vacation providers, including timeshare resorts, travel companies, membership clubs, and vacation rental companies. Readers of Golf Course Trades are course owners, operators, and superintendents interested in staying current with their peers and the industry.

The Next Frontier

With the advent of digital media, The Trades can now offer a multi-channel approach to help vendors use both the power of print and the reach of the Internet to promote their products.

Jack probably would have led the charge in exploring our next frontier: search engine optimization (SEO) and Content Marketing. He'd have been delighted to see Carrie Vandever (a 24-year veteran of The Trades) promoted to the position of Digital Media Manager. (She will be in charge of managing and leading content for the company's various digital assets including ResortTrades.com, the Resort Trades Weekly eNewsletter, and our associated social media platforms. She will also provide leadership in directing the development of The Trades' search engine optimization (SEO) activities.)

Jack was in no way afraid of innovation. He had watched Tim create several magazine titles, plus a unique retirement community dedicated exclusively to RVers – the Gardens RV Village. I think Jack would have been enthralled with Resort Trades' development of its internet resources. (Although, knowing his need to connect with people, he would still be on the phone all day.)

In her book, Heart And Sell, Shari Levitin says, "We all desire health and well-being, freedom, adventure, revitalization, and self-improvement, but most of all, we crave significance – a sense of purpose."

Jack possessed a strong sense of purpose. He would have been thrilled to see how resort professionals – no matter whether they are in sales, marketing, management, or development – have more ways than ever to gain a leg up in their business through The Trades Publishing Company.

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

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Board Members: Don't get caught in a scam in making your last decisions. Beware of any one that says, "we can do it all, and you will make a lot of \$\$. Marty Kandel is a former Assistant Attorney General, member of the Board of ARDA, timeshare developer and consumer advocate. Re-purposing does not have to be the new "re-sale scam" and might not be the right solution for your resort. TARS works with you towards the best solution for your resort!

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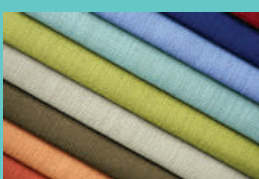
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Rhoda Landry, Staff Accountant, VSA Resorts

by Marge Lennon

For more than 18 years, Rhoda Landry has served in various accounting positions with VSA Resorts. She admits that she truly enjoys the structure of an accounting position but also the flexibility to learn new things. With her extensive experience, she takes pleasure in interacting with fellow team members and helping them grow in their own positions.

“I really like working with numbers,” she says. “I also love conducting the investigative process when the numbers don’t precisely jive. When this happens, finding the right answers is something like reading a good mystery book.”

Rhoda started her VSA career in 2000 at the company’s headquarters in Virginia Beach, Virginia. Since then, she has served in accounts payable, accounts receivable and bookkeeping. Working with about ten team members in VSA’s accounting department, she supports

Resort Operations, Collections, Marketing and Administration.

As Staff Accountant, her primary role is to handle monthly bank reconciliations for 16 accounts, verify various accounts for



It is quite refreshing to know that if you give Rhoda a task, she is going to dig in and get it done timely and accurately.”

receivables and payables as well as fixed assets. This supremely efficient lady of numbers also verifies and reconciles mortgage receivable balances, records interest and income and verifies timeshare sales by property and month-end accruals.

Adds Rhoda, “Since I’m something of a perfectionist, it is often challenging to ensure that everything is ‘perfect,’ but I really like

the challenge of making everything come out right at the end. Sometimes communications with team members on the properties may be difficult due to varying schedules, but we can always work this out, since I am here to support them.”

Several years ago, when the accounting department had several new team members in training at the end of the year, Rhoda stepped up and completed year-end financials while simultaneously preparing for the upcoming audit in March. While it was a rough three-month time period, she felt great at the end because she had managed to complete the task almost single handedly, giving her great personal satisfaction.



Although she is extremely humble about the important role she plays within the accounting department, her co-workers applaud her for the many times she provides them with assistance.

“Rhoda has been a great teacher for me,” says colleague Jamie Peachock, “She always makes herself available to assist anytime I ask, no matter how inconvenient it may be for her.

She is always willing to explain how to complete a task and the process and reasoning behind it, which makes learning much easier. She really is the definition of someone going the extra mile.”

Adds Lori Overholt, President, CFO of VSA resorts, “Rhoda was recently honored for her outstanding team work with our Employee Making Me Empowered Award, given for her can-do attitude, qualities of self-motivation, supreme organization and her ability to meet every deadline and consistently go the extra mile.”

VSA Controller Dana McManus agrees with Lori. “I have been with VSA since August 2018. It did not take me long to realize how valuable Rhoda is to our company. She is the type of worker every employer dreams of having. Her long

tenure here has enabled her to learn many aspects of our department while becoming extremely proficient in various software systems. It is quite refreshing to know that if you give Rhoda a task, she is going to dig in and get it done timely and accurately.”

Originally from Biloxi, Mississippi, she has lived in Virginia Beach most of her adult life and enjoys roller skating with her grandchildren and spending time with her family. Her favorite holiday is Halloween, and she often decorates her office and hallways with spooky decorations, making a visit to her office during this time a true adventure. She has also been known to climb a ladder to replace a light bulb or pull out her handy tool kit when a need arises and a maintenance person isn’t immediately available.

She participates in company fund raisers for local charities, such as Samaritan House, which provides support and emergency shelter for women and families of violence and abuse. She also works with PIN Ministries, which provides clothing, food and shelter for the homeless in the Hampton Roads area. On the weekends, she may be “chilling” with her favorite brew ... a Kona beer ... after spending time with the grandchildren.



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Currently, more than 13,000 families have become members of VSA Resorts and we are growing daily. We continually strive to offer our members new and exciting ways to vacation, as well as expand our first-class amenities.

Marge Lennon is owner of Lennon Communications Group, Inc., in Fort Myers, Florida. She can be contacted for more information at (239) 482-3891 or by e-mail at Marge@LennonCommunications.com. www.lennoncommunications.com

Return to Happiness

By Harry Van Sciver



*"Happiness is only real when shared."
~ John Krakauer, Into the Wild*

Long ago, as an idealistic young finance geek learning the timeshare business, I was discouraged by bad industry press. Wandering into my boss' office, I asked him about exaggerated television reports of high-pressure timeshare sales, and sensational newspaper articles alleging vacation rip-offs. Was it wrong for me to push financial services personnel to collect delinquent payments, or to demand high close rates from our salespeople? Were we in an unethical

Despite our best efforts, some customers still fall prey to Timeshare Exit scams.

business?

He smiled and told me, "Just walk around our resorts. That's what I do. I see happy people in our pools, on our ski slopes, playing golf, at the barbecue pits. I

watch people having fun, partying on the back decks of our villas, taking their kids canoeing, biking, playing ball and tennis."

"Harry, we're in the business of making people happy. As long as our customers have fun, the vacations we sell have value. So you can hold your head high, and our business will be successful. Because if they play, they will pay."

"If they play, they will pay" has since become a core principle for me. In different ways, we have used that principle at every resort or development business where I have been involved for the past 33 years, also in Whitebriar's actively-managed lender portfolios.

Getting disaffected customers happy and back on vacation is a huge profit driver. Happy customers who receive what they bargained-for (or sometimes a little more) rarely default. Even those with tight budgets find a way to make their payments if they value what they own. I am not referring just to economic

value, although affordability is certainly a benefit for many timeshare buyers. I am referring also to intrinsic value. The value of time spent with their family, the value of something more personal than an OTA, the value of belonging somewhere that in turn values them.

The economics are compelling. Here are a few of our Examples:

A) A customer has been struggling financially, and needs motivation to pay \$500 and bring their loan under 60 days past due. If they do, our eligible portfolio increases by thousands of dollars, and the customer is half-way back to being current. They have not vacationed with us in years, so we offer a 'complimentary' 3Day/2 Night stay (not in peak time so we don't take away a prime reservation or tour) at their home resort in return for the \$500. We spend about \$60 on housekeeping. The customer gets a taste of what they paid-for, and we significantly increase their incentive to become current.

B) A delinquent maintenance obligor has been 'blocked', and lost their 2019 prime week. In order to collect their \$900 maintenance fee we offer an instant reservation. This customer will not get their prime vacation this year, but they will get a decent week that keeps them in the game and having fun, while reminding them that to enjoy their full benefits next year, they must pay on time.

C) A defaulted customer expresses some interest in refinancing. In order to close the transaction, our financial services department requires a \$500 payment of intent. This also entitles the customer to a 4 day/3Night stay after they return their completed





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D) A customer with excellent credit and liquidity grows dissatisfied with their interval, points, unit or vacation package. They are looking for something better. Rather than dunning them into a default, we invite them up, either for a day with an amenity pass, or overnight in a nice unit. Either way, they meet with a top reload salesperson whom we have briefed on their situation. This often results in a big upgrade, at a low marginal cost. And we have a happy customer again.

Keeping customers happy is our best hedge against Timeshare Exit companies. We see so many developers and industry groups litigating and lobbying against blind trusts, predatory law firms and other scams. But the simplest way to fight them is to mitigate consumers'

vulnerability to their pitches. Happy customers aren't susceptible to internet, television and radio charlatans blathering about how awful timesharing is. Because they LIKE their resort, their exchange, their vacation memories. After all, they just took a vacation,

upgraded, rented some bonus time, banked points, brought friends up for a weekend, or planned next year's getaway.

Again the economics are compelling. We know that the combined costs of acquiring a lead,

converting it to a tour, converting that tour to a sale, and finally solidifying that sale into a customer - can exceed 50% of the selling price. Subsequently losing that customer to some Timeshare Exit outfit because the customer

Continued on page 12





could not book a vacation, get an exchange, or have some simple complaint resolved, is a huge waste for a developer. It can be an even greater tragedy for a mature project, where HOA deficits balloon when the Timeshare Exit predators sink in their teeth. Not to mention the exponentially higher cost, for everyone but the lawyers, if an unhappy customer joins a lawsuit or creates negative publicity.

Despite our best efforts, some customers still fall prey to Timeshare Exit scams. So Whitebriar figured out how to cost-effectively link key resort departments like customer service, reservations, financial services and legal. All are on the look-out for any customer being pressured to give up their timeshare. Wherever possible, we get such customers on vacation, in the pool, on the ski slopes or to the beach. Even if we suspect the Timeshare Exit firm already has poisoned the relationship with our customer, we make multiple efforts to get the consumer everything to which they are entitled, and make certain we document those efforts. Rare complaints, from customers who simply refuse to pay, are very different from frequent complaints where customers were not given what they bargained-for.

Keeping customers happy also is the best way to generate 'referrals'. Satisfied owners, proud of their resort and eager for an extra weekend there with friends, are ideal ambassadors. The leads they generate convert to high quality referral sales at a very favorable rate.

Finally, every happy customer who is not an

owner....is a potential owner. Making sure mini-vac and day tour prospects are happy is obvious to us all. But exchange guests, owners' guests, and retail renters are also more likely to tour and buy when they have fun at our resorts. Keep your resort at or above 90% occupancy all the time, filled with people enjoying their vacation and (wherever feasible) paying-into your amenities. Then your 'worst case' is that some customers with no interest in timesharing keep coming back and spending money. Who doesn't want loyal, high-ADR renters who also generate extra property revenues, good social media and positive word-of mouth marketing?

If the key to success in our business is maximizing the number of happy resort customers, why isn't everyone doing it? I hear several misguided reasons:

1. "We are in the Sales business, we're not a hotel. We need the inventory for tours." We are all sales-driven. But the cost of losing one financed customer is far higher than the 'opportunity cost' of not booking one tour, and the cost of a consumer complaint or Timeshare Exit can be even worse. But you should almost never have to curtail marketing to keep owners happy. Whitebriar has facilitated appropriate, company-wide access to updated, interactive resort inventory matrices. Even our most popular resorts have periods with low occupancy, and even our most consistent marketing programs have dips and no-shows. The marginal cost of filling an empty unit with a 'complimentary' stay is not much more than housekeeping. Notwithstanding the big economic end game of solving a delinquency, sales or customer service problem, we also try to win the little economic game of marginal profit on every transaction. So as noted above, we rarely allow a 'complimentary' stay without first receiving a payment.
2. "The Contract states that if the obligor is delinquent on any payment, we don't have to let them in." We see this misguided

approach often. It is technically correct but very short-sighted. Breakage may be good for travel cert issuers and providers of frequent flyer miles, but it is bad for resorts. Ultimately, breakage can destroy a vacation company which hypothecates, securitizes or pledges receivables or contracts. Do everything you can to maximize customer occupancy, especially owner occupancy. You invested thousands of dollars to acquire each owner, and in many cases you have since borrowed millions or even billions on them. You don't have to give 'freebies', and never reward delinquency. But take every opportunity to meet a delinquent and/or dissatisfied owner half-way. To repeat the mantra: If they play, they will pay.

3. "They get the minimum they are entitled-to, and nothing more." Virtually every timeshare contract and/or declaration allows for extra owner occupancy based on availability. It's a great way to keep your customers happy and connected to your resorts. Whether you call such programs 'bonus time', 'owner rentals' or 'member getaways', we recommend expanding owner occupancy wherever you can. We



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price such rentals so that they are attractive to the consumer, but still profitable for us. We don't let these programs burn inventory needed for contractually-mandated occupancy or exchange. Nor do we let them interfere with marketing occupancy like mini-vacs or referrals, but to repeat a point - every time a customer enjoys a happy stay at your resort, you have successfully marketed. We also use discounted certificates at our restaurants and for-pay amenities, usually targeted to the customer's closest or 'home' resort. These increase traffic and customer satisfaction, are still profitable, and are tracked back to the originating department (financial services,

reservations, customer service, sales, etc.)

- "We're trying to reduce operating costs." Anyone in our business who sees adding guests as a net cost, or who can't manage their project so that revenues from improved customer satisfaction exceed the expenses of improving customer satisfaction....is in the wrong business.

Harry Van Sciver has been a receivables financier since 1986, and a developer since 1995. He is the President of Whitebriar Financial Corporation (see www.whitebriar.com), and also a Director of Resorts Group, Inc. Whitebriar offers receivables financing, portfolio valuation, CRO services, resort consulting, and resort equity. Harry can be reached at 508- 428-3458.

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Not long after my son's heart surgery and birth of my second daughter, I found a lump in my breast at 34. Doctors didn't think much of it at my age but it hurt and it grew. After testing, I learned it was stage 2 triple negative ductal carcinoma. I had chemotherapy, double mastectomy. My kids were 2, 6 & 7 years old. Then, my only sister commits suicide in 2006. My husband's excessive drinking worsened and in 2009, scars reveal a tumor in my lung. Metastatic breast cancer was the diagnosis. I had another 18 treatments of chemotherapy & radiation. Triple negative is highly aggressive. Since this diagnosis, my husband and I are divorcing. I have raised my kids as a single parent for 9 years. My baby is graduating high school this year! I have been on disability and cannot afford a much needed vacation. I have been physically, mentally and emotionally exhausted and feel that this exciting opportunity of a vacation would be extremely beneficial to my over all health and well being. We all experience good and bad experiences through our lives and I'm so ready for some good times, good feelings and good luck. I have been told by others that your program changes lives for the better, one vacation at a time. I pray my time has come.



Kim

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Fundamentals of Resort Operation and Revenue Generation

By Carrington Junior



Do they have any allergies food or otherwise? Are they coming for an event? Birthday, honeymoon, anniversary? This information should be automatically loaded to the guest profile in your property management system.

Executing a "Curb to Curb" Experience

Bringing me to my second revenue generation tool. Expanding the guest experience. When you make an experience thoughtful and simple it is much easier for our consumers to justify paying more for enjoyable treatment, it also subliminally sells our other activities and add-ons as well. When the guest is happy and carefree experiencing your resort to the fullest they are much more likely to become a repeat customer but much more importantly they are also likely to become advocates for your business with their friends and family.

So how do we design and execute a "curb to curb" experience this starts well before the guest arrives as I have mentioned above were capturing data about the customer pre arrival so that when they arrive, our front desk staff can greet them with a happy anniversary per the reservation notes on check-in. If their room isn't ready or they got in early we can do a pre check-in sending them to the pool or bar with a voucher for drinks and their room keys while we hold their bags. Make sure that your management system will text them when their room is ready and they can go

Revenue

When you make an experience thoughtful and simple it is much easier for our consumers to justify paying more for enjoyable treatment, it also subliminally sells our other activities and add-ons as well.

In the resort industry it is often a question of "heads in beds" or ADR (Average Daily Rate) that seem to consume conversations about Year-Over-Year goals and new projects. The reality is that diversification should be at the apex of your focus. When we think about milking a current revenue stream for all its worth, the issue is not how much you can get from it, it is rather sustainability. At some point every service can evolve to leave guests with a "nickel and dime" taste in their mouth. The key is to never push that boundary. where does this line reside? As I'm sure most of you know it varies in almost every case and almost every consumer is different. So, what can we do to not only define how much revenue we should be asking for the customer experience but expand that number with humble intentions, fully considering the product a resort provides is more experiential than simply a place to stay?

Have a Centralized Dataset

First and foremost, we need to understand who our customer base is. How it's changing from season to

season, and most importantly how the consumer is interacting with your resort environment. To do this you need to have a solid data stream in place capturing not only staying customer information but also prospect customer information. This is typically handled by a property management system or multiple systems. For reporting purposes, it is highly beneficial to have a single centralized dataset so that you can cross reference data seamlessly.

So what's to be done with all this information? Mostly demand generation because the single fastest way to increase revenue is to increase the volume of the pipeline. Once we know that guest X stayed at time Y we can now target segments of your dataset with specialized content. This includes emails, print marketing, promotions, and resort incentives, Google adds. The key here is that you are not using a blanket approach to marketing which can be costly with very little return, but rather a more precise targeted approach.

Sure that all sounds fine and good, but you may say I don't

have that time or I would have to hire people to do this. Not at all. Your property management system should take care of most of this for you with automation and start to finish pipeline tracking.

So what does that look like? If I were a guest and I google lodging in your area, I should see an add that stands out from the rest with personalized info. This would gain my interest and lead me to your marketing site, at which point I'm confronted with your content and hopefully a clear concise location to select a product and pay for it. Essentially we want to have the simplest experience from shopping to purchasing. who, what, when, we will get to the why after the purchase is complete. At this point I will receive an automated email greeting me, informing me, and allowing me to inform.

Everyone has their own idea about how this should look so make it your own but we need to welcome the guest, inform them about the "Experience" or events happening during their stay, and finally allow them to disclose information pertaining to their stay.



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up to find their bags in their room. From there we focus on the in-stay experience. This boils down to maintenance, housekeeping, activities and dining. First, handle any issues the guest may have sink, toilet, shower, lights, TV. Maintenance needs to have a clear concise ticketing system that they can use and update real time allowing them to focus on more pressing issues first and resolve them quickly. Your property management system should assign, update, and log all things regarding an issue and

restrict placing guests in rooms with maintenance issues. Furthermore, your maintenance staff should be able to update the problem items from their smart phones allowing all interested parties to view progress real time.

Housekeeping will have auto generated boards each morning and night with different clean types and times created so that your housekeepers time is spent cleaning and not scrambling to finish rooms.

Activities upsell the experience

Take out a jet ski or grab a round of golf while your wife enjoys the spa, charge it back to the room account with a fully integrated POS allowing F&B, Gift shops, and activities/rentals items to all be charged back to the room seamlessly. This makes it far easier for someone to purchase an add-on and it also allows for packaging and upsell reporting which will equal opportunities.

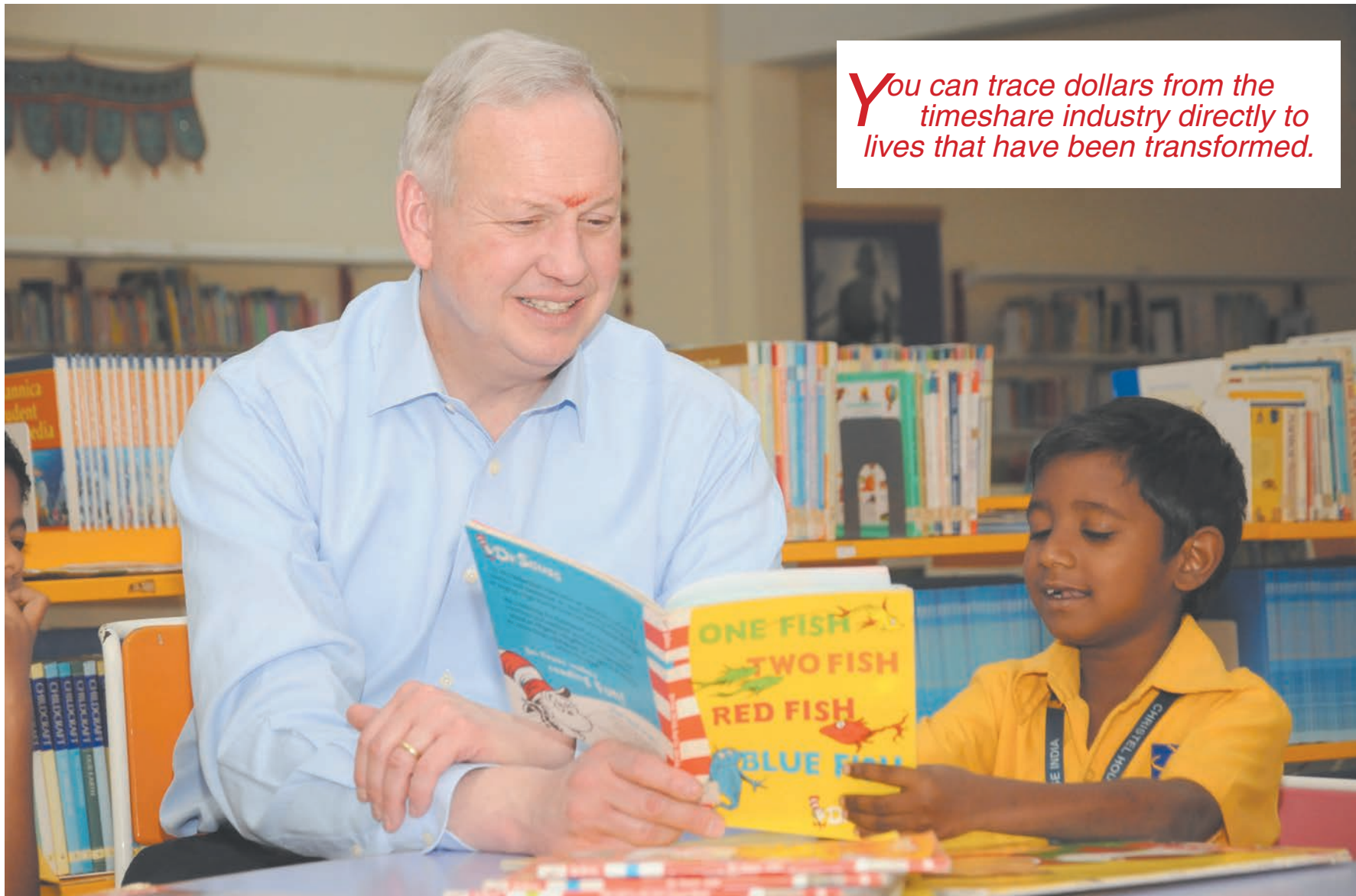
Finally, the second the guest checks out our work is not over. They will receive a post stay email with an option to fill out a survey for some additional resort points, or some percentage off promotion for their next stay. We also want them to share the great experience they had, so how can we incentivize them to share and ultimately increase our demand? This is where social advocacy platforms come into play. Your property management system should interface with these platforms allowing guests

to be rewarded for sharing a simple story about their stay with you. Some of our largest success stories revolve around creating a "buzz" in often cases doubling revenue. Have a photo contest, inspire people to post great photos of your property for a chance to win a free stay or some other incentive. This is where the resort industry is moving and quickly at that. So if you want to make the jump from incremental YOY increases to doubling revenue, brand diversify with superior service and guest experience, act on the bigger picture, automate your sustainability, and think full suite property management software. Your guests will thank you with dollars and your staff will greet them with smiles.

Carrington Junior is VP of Marketing and Analytics with Resort Data Processing, Inc. (RDP). RDP was named the "#1 Resort Management Software 2019" by Tech Times and was recently acknowledged as one of CIO Review's "20 Most Promising Travel and Hospitality Tech Solution Providers."

Transforming Lives Through Christel House

By Sharon Scott Wilson



You can trace dollars from the timeshare industry directly to lives that have been transformed.

Newly appointed Christel House International President & CEO Bart Peterson takes his mandate – helping transform lives by giving underprivileged kids a hand up, rather than a hand-out – pretty darned seriously. Founded in 1998 by Christel DeHaan, who personally underwrites all administrative expenses, the non-profit organization has been unique in using 100% of donated funds exclusively to provide programs and services for children. During its last twenty years, Christel House has steadily built a network of schools to serve children from extremely disadvantaged backgrounds. And when it comes to public service, Mr. Peterson is no slouch.

He served two terms as Mayor of Indianapolis from 2000 to 2007, and in 2007 was President of the National League of Cities. His accomplishments as mayor include working with Indiana University, Purdue University, Eli Lilly (where from 2009 to 2017 he was SVP of Corporate Affairs and Communications and a member of its Executive Committee), and the Central Indiana Corporate Partnership to create BioCrossroads, an Indiana life-sciences initiative.

It turns out that Purdue University produces more than just great basketball players; Peterson got his bachelor's degree there before going on to earn a

JD from the University of Michigan.

Peterson's list of achievements is stellar: Prior to running for office, Mr. Peterson was a member of Indiana Governor Evan Bayh's leadership team, first as his advisor for environmental affairs and later as his Chief of Staff. He also served stints as Managing Director of Strategic Capital Partners, as a Fellow with the Institute of Politics at Harvard's Kennedy School of Government, and as a Distinguished Visiting Professor of Public Policy at Ball State University.

The list continues: Presently, Mr. Peterson serves on the boards of the Regenstreif Foundation, 16 Tech

Community Corporation, and Kite Realty Group. Previously, he was an appointee to the U.S. Department of State's Asia-Pacific Economic Cooperation (APEC) Business Advisory Council.

RESORT TRADES: How tough was it for Christel to convince you to take over at Christel House in this position? It looks like a pretty formidable undertaking that will require a lot of thankless hours and tedious travel.

PETERSON: It wasn't too tough to convince me, because it is such a remarkable organization. Plus, Christel herself is such an inspiration. She has created a phenomenal network of transformative

schools for which she provides significant funding. She is continuing as Chairman of the Board.

I had recently retired from Eli Lilly a couple years ago, when she gave me a call. At that time, I was content to volunteer for various non-profits; I was a board member and chair for several philanthropies that I felt were important. The only thing that would compel me to step back into the workforce would be that the organizational impact had to be exceptional. The more I thought about it, though, Christel House became the only thing I considered in the next year and a half as we both evaluated whether it was the right fit. I became more and more impressed over time.

RESORT TRADES: What are your immediate goals? Are there any new initiatives you're hoping to launch right off the bat?

PETERSON: I have no intention of changing the fundamental model. We will continue to provide a rigorous K-12 education with equal emphasis given to mastering academics and developing good character. Christel House provides children with meals and nutrition while at school, and makes sure their health care needs are met.

Our support for the students continues for another 5 years after high school graduation. We help students develop career plans, provide assistance with post-secondary decisions, whether vocational or college, and even provide some financial support in appropriate circumstances. Christel House also counsels its graduates through their first year in the workforce to maximize their success. Our kids typically come from severely underprivileged homes. Often, they will be the first in their family to earn a high school diploma, and almost always the first to attend university. As a rule, they don't have solid role models and usually are surrounded by significant negative influences in their communities. Our primary goal is their success in life. I endorse and support that model 100 percent.

As for new initiatives, we do have a couple: Christel House will open a new school in Jamaica in August 2020. We're also taking an intensive look at establishing a combined high school to serve students from our two charter schools in Indianapolis.

RESORT TRADES: How about the long-term? What do you see for the future growth of Christel House?

PETERSON: We believe we can expand by adding a new school every two to four years. There's a need to develop additional human resources and funding sources for expansion. Opening a school takes substantial preparation and planning to understand the educational and cultural norms, to develop financial support, and to cultivate government and business relationships so that operations begin smoothly. We need to be doing our long-term planning now for the next twenty years.

When starting a new school, if we go to a country where we now have a presence, it's easier. But if we want to start a school in a new country, it takes several years of planning.

In speaking with people from other organizations connected with education, everyone is concerned with ongoing financial support. Christel House is extremely grateful to Founder Christel DeHaan who has personally funded our overhead and fundraising expenses since the organization began. She's devoted her life to this cause over the last twenty years. Her generosity is profound, and through her estate planning we are assured of continued support.

This said, we still need to raise the majority of the programs and services budget for our kids from other philanthropic sources. Christel has created a model where every donor knows that 100% of their support will directly benefit the children, since she funds our overhead. This allows her resources to be leveraged in a way that will serve the greatest number of children possible and lets many other



stakeholders participate. The timeshare industry is one of our most dedicated partners and has supported Christel House since its founding. We have a development department that is very creative in tailoring win-win programs that benefit both the resort developer and Christel House kids.

We are so grateful to our donors. From employees in the timeshare industry who do automatic deductions from their payroll, to companies who provide sponsorships of major events, to individuals who include Christel House in their estate planning, the support from this industry is really quite overwhelming. I'm seeing it for the first time, and I think it is quite a remarkable story and quite unlike anything I've seen with any other charity. It's an ongoing effort; a lot of our work goes into fundraising. But it is well worth it when we see thousands of severely impoverished children growing up to be self-sufficient and productive members of society. I really can't think of anything more rewarding.

Resort Trades Helps Lend Support

You can trace dollars from the timeshare industry directly to lives that have been transformed. Christel DeHaan has always pointed out that when you give a child a step up, you help break the cycle of poverty. It pays ongoing dividends to families and communities. Over the years, Resort Trades has provided support to her efforts to improve lives one child at a time by contributing editorial and advertising. Our hope and prayer is that you will go to <https://christelhouse.org/>, click on "Donate Now," and commit to a monthly automatic donation. We can truly make a tremendous difference that will not only make us feel good for giving, but that will make the world a better place. Thank you for taking this vital step.

Sharon Scott Wilson is Publisher of Resort Trades and Golf Course Trades magazines. Skype: SharonScottWilson; twitter.com/SharonINKpr; facebook.com/SharonPRandWriter; linkedin.com/in/sharonscottwilson. Subscribe to Resort Trades Weekly -- <https://resorttrades.com/resortnation>.



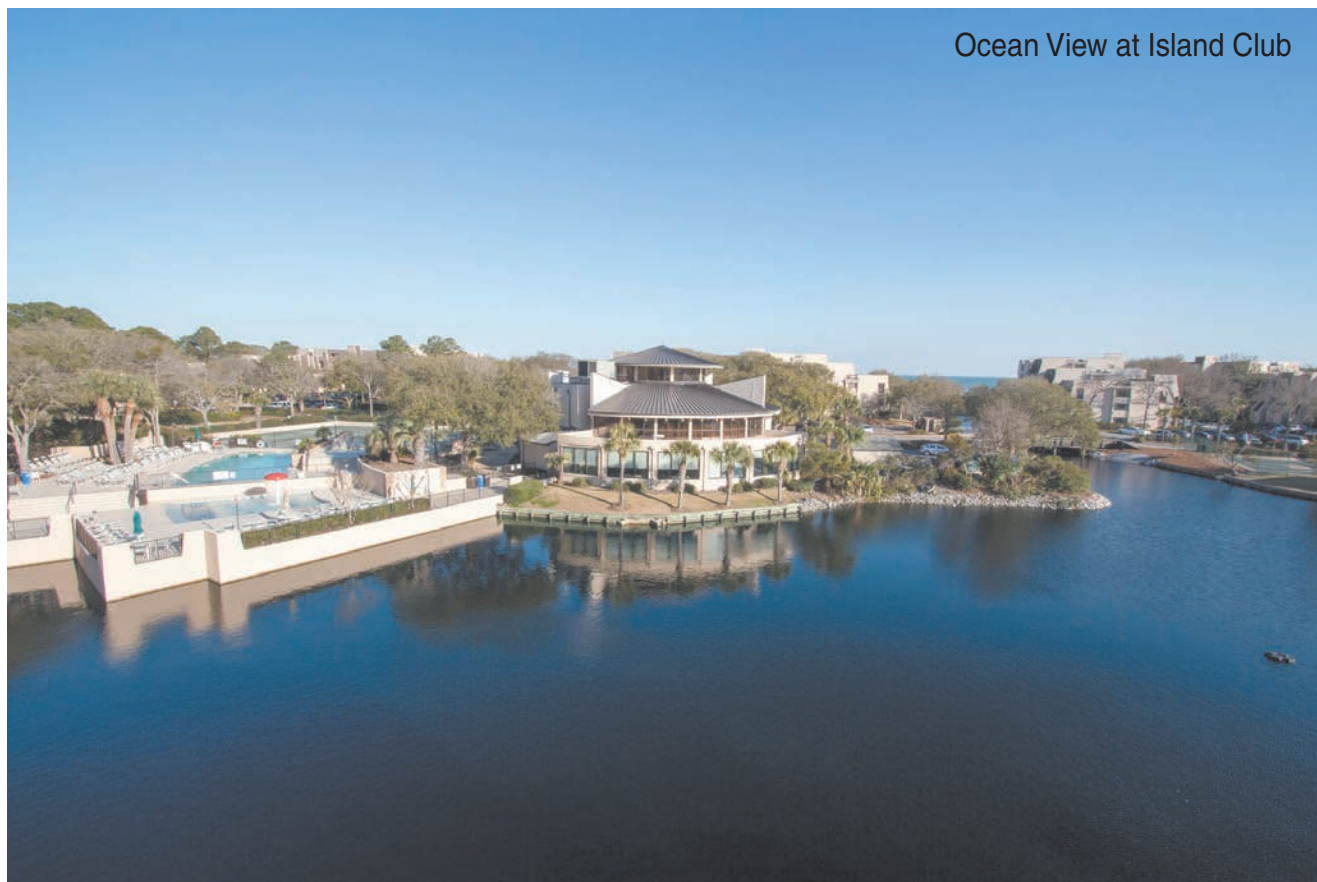
The Makings of a Great Resort

By Kelley Ellert

There's no single element that embodies a great resort, instead it's a mashup. The strengths of a resort will vary depending on its assets, but all properties have opportunities to look hard at what makes them great and capitalize on it. This month I'm focusing on three properties with very different characteristics and examining what makes them great.

People Make a Difference

Even the most beautiful, luxurious resort in the world, would fail if the people running it weren't exceptional. Hollywood Beach Tower is a legacy timeshare resort located in Hollywood, Florida – near the popular destinations of Fort Lauderdale and Miami. In a booming area with lots of competition (Jimmy Buffet built a Margaritaville resort just down the street) this resort stands out with their exceptional staff, led by General Manager Yva Saint Louis. Guests and employees both rave about Yva's outstanding customer service, kindness, attention to detail and hardworking demeanor. She's always



Ocean View at Island Club

attentive to guests and has trained her staff to be the same way. Under Yva's direction the resort has implemented a variety of customer service and entertainment initiatives such as curbside check-in for owners to alleviate the pain of waiting in line on busy check-in days.

By having a General Manager that sets a good example and motivates others to work hard and be friendly Yva creates a positive working environment that radiates from her staff to the guests – creating memorable vacation experiences through exceptional customer service.

Make sure to pay attention to the staff working at your resort and work to keep them happy and motivated. The great things about a resort aren't always the amenities, sometimes it's the smiling and helpful person behind the desk that makes travel more enjoyable.

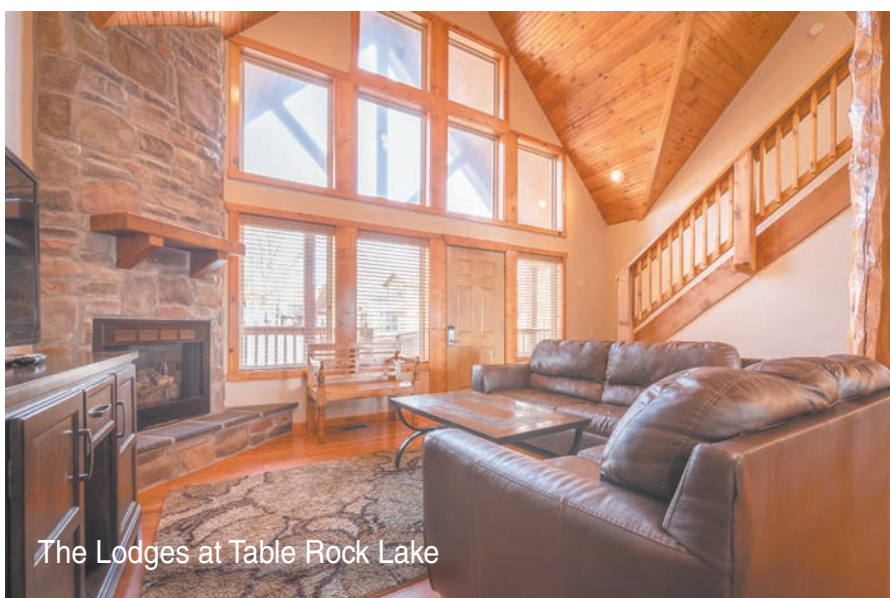
Willingness to Pivot

In the legacy timeshare industry, one quality many successful resorts have is the ability to pivot. The world and the travel industry has changed drastically

in the years since legacy timeshare resorts were first developed. If a business is unwilling or unable to pivot to meet the market, then their future is not as bright as it could be (looking at you Blockbuster).

Ocean View at Island Club in Hilton Head Island, South Carolina is a resort that has embraced the need to pivot and change the way they sell unused inventory. This resort decided to work with the Capital Vacations Club to sell some of their inventory. By using this vacation club, 7% of their maintenance fee collections improved by a beneficial 7%.

With this increased income, Ocean View is positioned better financially to invest in their future, make improvements, add amenities and extend the lifeline of their property well into the future.



The Lodges at Table Rock Lake

Hollywood Beach Towers



Embrace the Sharing Economy

I heard ARDA's Howard Nussbaum speak at the ARDA Conference and he said something very valuable – as an industry we should not look at growing platforms such as Airbnb and VRBO as competitors, instead we should take the growth of the sharing economy as a positive. Timeshare was the sharing economy before it was even a thing. While Airbnb and VRBO have made it mainstream to live and travel a little different than generations past, they also highlight the benefits of vacationing in units bigger than traditional hotel rooms – and that is a strength that most legacy resorts have which they can capitalize on.

In Branson, Missouri, there are two properties The Lodges at Table Rock Lake and Stormy Point Village that are timeshare resorts, but they were built as stand-alone cottages. This asset is a special one that truly makes them both great resorts.

By having stand-alone cottages, guests receive the benefits of renting a private house coupled with

the benefits of being at a resort and enjoying grouped amenities such as pools, a waterpark, onsite restaurant and dock access to coveted Table Rock Lake.

While your resort may not be able to be stand-alone cottages, it can learn to really capitalize on the larger units and use platforms such as Airbnb and VRBO as a tool instead of a competitor. Units, whether stand alone or not that sleep more guests and offer more privacy

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through separate sleeping, living and cooking areas are in higher demand than ever before.

These are just a few things that make a great resort, from the people behind the desk to the ability to look at trends and adjust business models to meet them and looking at the physical assets of your resort a determining what makes it

special and desirable. These aren't the only makings of a great resort though. Every single property has to have something that makes it stand out from the crowd and be a place where people will have memorable vacation experiences. I encourage you to figure out what exactly makes your resort amazing and different and embrace that.



Stormy Point Resort

Why Should We C.A.R.E.?

By Sharon Scott Wilson



(L. to R.) Resort Trades Founder & CEO Tim Wilson, Publisher Sharon Scott Wilson, RRP, and President & CEO of CustomerCount Bob Kobek, RRP.

We, at Resort Trades, are niche media people who have been heavily invested in the resort industry for 30-plus years. In our opinion, C.A.R.E. conferences have long been an undervalued resource for networking and learning about the current state of our industry. When you attend a C.A.R.E. conference, not only will you not be lost in a crowd, but you will be heard.

It's a laid-back, fun, and easy-going long weekend. By contrast, ARDA World, which occurred a month before, was almost frenetic with activity as high-level decision makers met together and swapped ideas. The feeling you get at an ARDA convention is that you are surrounded principally by 'C-suite' professionals, whereas C.A.R.E.'s 68th conference

in Indianapolis included individuals from every different organizational level. Whereas ARDA World tended to give attendees a wide-angle lens view of the vacation ownership industry, the C.A.R.E. meeting allowed you into the trenches. Both views are of value: If ARDA World can be compared to fine wine and caviar; we might liken C.A.R.E. to burgers and wings. Either event left you feeling plump and full, according to your appetite.

C.A.R.E. (CARE-online.org) stands for Cooperative Association of Resort Exchangers. The trade association was established in 1985 by representatives of timeshare resorts who found that by exchanging vacation inventory among themselves, they were

better able to satisfy their owners with increased vacation opportunities. The term "cooperative" still applies. The tenor of the meeting harkens back to the ARDA conventions of the '90s before the

public companies and their lawyers began running the show.

The organization's Board of Directors, headed up by President Linda Mayhugh and of Gunn Marketing Group, Inc., has long been an energetic (and energizing to others) group including Secretary Deborah Sansom, ICS Management, Inc.; Treasurer Jeff Ingram, ARC Resorts, LLC; VP Sarah Ferguson, VacationCondos.com; VP Tina Hill, Hilton Head Accommodations; VP Corina Violette, RTX-Resort Travel & Xchanges; VP Amanda Wainwright, Southern Journeys, LLC; and VP Brandy West, RSI Vacations. Also serving as associate advisory board members are Gregory G. Crist, AVO-Association of Vacation Owners, and Paul Mattimoe, Perspective Group.

These days, member companies are principally involved in C.A.R.E. in order to utilize inventory and generate revenue through wholesale rentals, they're also continuing to offer expanded exchange



AMDETUR President Carlos Trujillo (center) flanked by Alejandro Garza, Bahia Mar Tower, LLC., on the left, and Davilla Guillermo, Club Integra on the right.

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and fulfillment options. And then, there are the associate members including Resort Trades.

Attendees at this year's conference included a wide variety of interests; almost a cross section of the vacation accommodation industry. They included representatives from major developers, management companies, and travel clubs. But we also found many others who are

involved in a myriad of interests to be in attendance.

Thought Leadership

The conference included a keynote speaker on Sunday and Monday. The first of these, "The 5 Best Decisions the Beatles Ever Made...and Why You Should Make Them, Too!" was presented by motivational speaker and author Bill Stainton. Stainton

compared various smart decisions the Fab Four made to wise practices in leadership, such as cutting the breakaway album, Sgt. Pepper's Lonely Hearts Club Band, instead of continuing to tour like other iconic bands, to leaders daring to take risks. An enormously engaging and entertaining speaker, Stainton reminded us of the last line of the last song ever recorded collectively by all four Beatles: "And in

the end, the love you take is equal to the love you make."

President of Indianapolis based-Mobius Vendor Partners (MVP) and CustomerCount Robert A. Kobek, RRP, put together a panel of experts to discuss, "Compliance in the Year of Class Action Litigators." Speakers included Bob Thompson, VP of Catalyst Technology Group USA, based in Knoxville,

Continued on page 22

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Bill Stainton shares tips from the Beatles



(L. to R.) C.A.R.E. President Linda Mayhugh presents Diamond Resorts' Maria Kalber with award as Platinum Sponsor.



Jeff Ingram from ARC Resorts;
Tina Hill, Hilton Head Accommodations



Marina Kalber and Spence Witten



Meridian Financial Services'
Greg Sheperd on left, with Bob Kobek

Tennessee, who discussed how the European Union is enforcing the General Data Protection Regulation. Under the General Data Protection Regulation and forthcoming ePrivacy Regulation, website owners are legally obliged to ensure that a legal basis for processing personal data is established with all European visitors.

Another panelist, Mitch Roth, Esq., a partner at Roth Jackson Gibbons Conklin, PLC, spoke on the efforts by the Telephone Consumer Protection Act (TCPA) to regulate telemarketing calls, auto-dialed calls, prerecorded calls, text messages, and unsolicited faxes.

We understood, later, that Bob had personally gone to the expense of flying one of the panelists in from Virginia the evening before. His generosity was rewarded by a well-deserved round of applause. With Bob's assistance, Resort Trades is

planning to launch a series of articles to examine these and other regulations to help professionals protect their businesses from exposure.

A second keynote speaker, Andy Masters, MA, CSP, delivered a presentation, "Kiss Your Customer: 77 Reasons Why Sales & Services Are Just Like Dating & Relationships." Among his many suggestions was an idea that is always applauded, but rarely undertaken – building customer by sending handwritten notes. Another good take-away from his list was about overcoming objections by saying, "I see how you feel. Others have felt that, until they found...."

C.A.R.E. gave our Resort Trades team an excellent opportunity to get feedback from our readers. We asked what topics they'd like The Trades to cover. With less than 10 minutes, we still managed to get some solid suggestions:



(L. to R.) Corina Violette, RTX; Rebekah Chipps -
2019 Richard Gallardo Award Winner



Sharon Wilson accepts Resort Trades' media sponsor
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- Here are some others we've come across recently:
- Resort Services
- Club Operations
- Reputation Management
- OTAs, Vacation Home Providers
- Customer Surveys
- Online Reviews

- Inventory Pricing
- Financing

One topic we've recently introduced is receiving rave reviews – our Best Place to Work series. If your company does employee benefits, corporate culture, and educational opportunities well; then we'd like to know it. We'd welcome your suggestions for a Best Place to Work

candidate company and please send us any other ideas for editorial topics that would be of interest to you to: Sharon@TheTrades.com.

During the conference, Greg Crist announced the organization he manages, AVO, and C.A.R.E. have recently launched the Global Secondary Market Coalition. It will be an ambitious initiative to bring in line the best practices in the secondary market. Originally formed in 1997 as the National Timeshare Owners Association, the Association of Vacation Owners (AVO) is a social purpose organization, dedicated to educating vacation owners and advocating on behalf of its owner/members.

The 68th c.a.r.e. Conference will take place in Philadelphia....details to come!



Kris Gunn-Hedstrom,
2019 Pinnacle Award
Winner



Beatles impersonators ham it up as Bill Stainton directs

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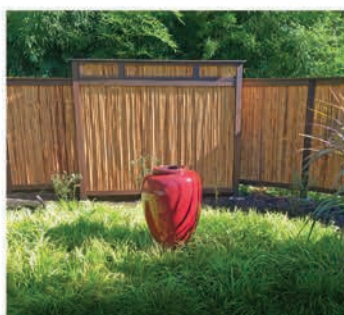
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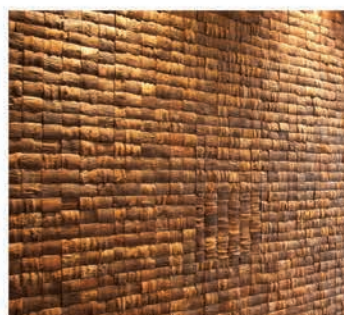
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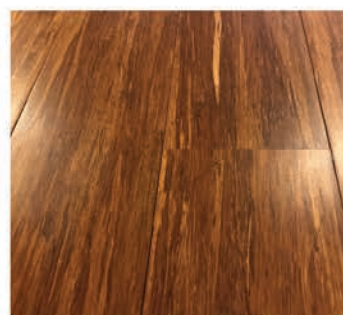
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Website: www.ParadiseApproved.org
Contact: Patrick Dougherty
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I think the Trades has taken the lead in cutting edge reporting on issues that really matter to independent resorts.

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Email: Sharon@TheTrades.com
Website: www.TheTrades.com
Contact: Sharon Scott Wilson, RRP
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Email: anna@hotelvanities.com
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FAX: 317-816-6006
Email: bobkobek@customercount.com
Website: www.customercount.com
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CERTIFICATE FULFILLMENT



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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
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Scottsdale, AZ 85251
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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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Website: www.merid.com
Contact: Gregory Sheperd
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Bradenton, FL 34209
Phone 1: (941)746-7228 x107
FAX: (941)748-1860
Email: boba@rental-network.com
Website: www.TimeshareManagementSoftware.com
Contact: Bob Ackerman
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Contact: Ryan Williams
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COMPUTERS AND SOFTWARE



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Bountiful, UT 84011
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Email: info@timesharesoft.com
Website: www.TimeShareSoft.com
Contact: Monika Voutov
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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 our generation.

“ 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

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Phoenix, AZ 85020 USA
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Phone 2: 602-516-7682
FAX: 602-674-2645
Email: michelle.caron@daelive.com
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A Better Way to Exchange
Resort Travel & Xchange
521 College St
Asheville, NC 28801 USA
Phone 1: 828-350-2105 Ext. 4448
Email: cviolette@rtx.travel
Website: www.rtx.travel
Contact: Corina J. Violette, Director of Resort Partnerships
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EXCHANGE COMPANIES



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

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Website: www.allianceassociationbank.com
Contact: Stacy Dyer
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Website: www.ConcordServicing.com
Contact: Kyle Derry
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Website: www.mussonrubber.com
Contact: Bob Segers
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Orlando, FL 32814
Phone: 407-855-0350
Fax: 407-855-0352
Email: rich@hrdorlando.com
Website: www.hrdorlando.com
Contact: Rich Budnik
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Addison, TX 75001 USA
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Phone 2: 972-991-0900
Email: enewburn@janiking.com
Website: www.janiking.com
Contact: Eric Newburn, Director of Hospitality
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Sun Hospitality Resort Services
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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 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

INSURANCE



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Email: info-lrhi@leavitt.com Website: www.lrhinsuranc.com
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



LogiCall Marketing

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Phone 1: 602-483-5555 xt. 101
Email: tpranger@logicall.net
Website: www.logicall.net
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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 tour generation.

LENDING INSTITUTIONS



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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
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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: sbrydge@wellington-financial.com
Website: www.wellington-financial.com
Specialty: Wellington Financial has financed the timeshare industry without interruption since 1981. Specializing in receivables hypothecation, inventory and development loans of \$10,000,000 and up, we've funded over \$5 Billion with our group of lenders. Focused solely on lending to resort developers, we are the exclusive Resort Finance correspondent for Liberty Bank. With over 35 years of expertise in the vacation ownership industry, we lend to credit-worthy borrowers at attractive banks rates.



Whitebriar Financial Corporation

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



Liberté Resort Management Group

118 107th Ave
Treasure Island, FL 33706 USA
Phone 1: 800-542-3648
Phone 2: 727-360-2006
Email: libertecoo@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.



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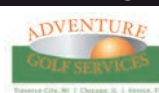
P.O. Box 2489
Myrtle Beach, SC 29578
Phone 1: (843)238-5000 ext 3080
FAX: (843)238-5001
Email: byoung@capitalvacations.com
Website: CapitalVacations.com
Contact: Bill Young
Specialty: Capital Vacations is a vacation ownership and hospitality organization which provides quality, customized management 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.

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!

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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
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Email: appliedsciencelabs@att.net
Website: www.ASL88.com
Contact: Rodger Williams
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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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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.

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POOL & WATER FEATURES EQUIP. & MAINT



LaMotte Company

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

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.

RENTALS AND RESALE



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.

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.

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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:
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• 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



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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.

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

Gregory Crist
CEO, National Timeshare Owners

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.

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Orlando, FL 32803
Phone: 407-751-5550 ext. 1105
Email: dave@timeshareresaleclosings.com
Website: www.Timeshareresaleclosings.com
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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.

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TOUR 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.

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

TRAVEL CLUBS AND EXIT PROGRAMS



Travel To Go

7964-B Arjans 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.
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Email: randyf@AssuredTravel.com
Website: www.AssuredTravel.com
Category: Travel Clubs and Exit Programs, Travel Incentives
SPECIALTY: Assured Travel is an Accredited A+ BBB Rated business boasting a 4.5 star YELP rating. Assured Travel specializes in tour premiums, exit program and First Day Incentive's. Our newest product is our CLIX Collection which provides Resort and Luxury Resort Accommodations. Our Holiday Passports Collection is an excellent choice for tour generation as well as an exit package. Our licensed and bonded travel agency can customize virtually any type of travel incentive you desire.



Executive Tour and Travel Services, Inc.

301 Indigo Drive
Daytona Beach, FL 32114 USA
Phone 1: 866-224-9650
Email: Frank@ettsi.com
Website: www.ETTSI.com
Contact: Frank Bertalli
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Fort Lauderdale, FL 33304
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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



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