

Resort Trades

Every Resort; Every Month

A Study in Leadership



- **Personalized Management Plus an EPIC Culture**

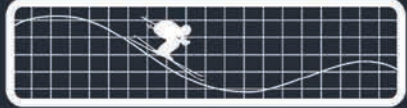
- **How to Use Social Networks to Attract Top Talent**

- **Karl Lange, a Study in Leadership**

- **Saltwater Lagoon Presents Unique Challenges**

- **Resort Design Tips from the Pro**

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Resort Trades... The Next Decade



Sharon Scott Wilson
Publisher

What happens to small towns throughout rural America when a Walmart comes to town? How about when small banks close and you're left with only large, nationwide conglomerates? Sadly, it's not so great for the people who are forced to find other ways to earn a living. But such is change. There are still consumers buying food and clothes, applying for loans. And, yes, a few smaller companies can leverage a niche location or service to survive.

Consolidation has hit the vacation ownership/timeshare industry in a similar way, causing a dynamic shift: There are no more 'new' developers. Older properties are either being acquired by larger companies or struggling to stay alive. And then there are the occasional success stories like Scottsdale Camelback Resort or Christie Lodge sustained by a loyal following. According to all the latest research, however, people are still seeing the value of buying a prepaid vacation at sought-after locations.

So, while many may decry the consolidation trend, we serve the same number of readers – proof-positive that while their titles and responsibilities may have changed, they're still there, working to provide unparalleled vacation experiences! Our audience hails from the back office to the front desk; from the sales room to the corporate office. Resort Trades' print and digital media is proud that for more than 30 years, we have sent free monthly subscriptions to the entire industry.

We were pretty encouraged by the results of a Reader Survey recently executed on behalf of Resort Trades by CustomerCount®. Allow me to recount some of our findings:

- Reader Interest: More than 88 percent respondents were loyal readers with 14.3 percent who said they "Read every word!"
- Digital Edition: 84.5 percent said they receive our weekly emailed digital magazine, Resort Trades Weekly.

- Audience Description: 30.1 percent CEOs/Chairmen/Presidents, 16.9 percent Vice Presidents
- Greater Than 50 percent Interest Ratings: New Developments (67.5%), Property Management and Operations (62.7%), People (56.6%), New Products & Services (55.4%), Industry Threats (55.4%)
- Greater Than 40 percent Interest Ratings: HOA Matters (48.2%), Resort Developments, architecture, design (48.2%), Marketing (47.0%), Legal (44.6%)
- Likely to Recommend: 96.4 percent

Our audience is still interested in the industry and in defining their role in it. I share this data in the hope that if anyone reading it is worried about their personal future in the vacation ownership industry, it might encourage you. This is still an active, vibrant industry with growth potential. There's still plenty of opportunity out there for personal development.

This year Resort Trades is undertaking a research effort which we hope will result in two series. The first of these is our "State of the Industry," in which we conduct interviews with resort professionals to gain insight into their perspectives. The second will be a study of recruiting and human resources, with a particular focus on attracting and mentoring newcomers – young and not-so-young.

I invite you to participate by writing me at Sharon@TheTrades.com or calling me at 310-923-1269. (Please leave me a voice mail message if I don't answer!) I really want to hear from you. Thank you, in advance!



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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© 2020 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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A decorative graphic consisting of three white circles of equal size arranged horizontally on a solid blue background.

A photograph of three business professionals in an office setting. A man in a white shirt and tie is gesturing with his hands while speaking to two women, one in a yellow top and another in a red top, who are listening attentively.



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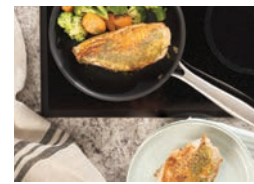
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Grand Pacific Resorts: Personalized Management Plus an EPIC Culture

By Marge Lennon

At Grand Pacific Resorts, associates embrace each day with a purpose of Enriching lives by creating experiences worth sharing. It's their mission and something they think about every day in their interactions with guests and with each other. Their BE EPIC values - Balance, Empowerment, Enthusiasm, Passion, Integrity, and Consistency - define who they are on and off the job.

Grand Pacific Resorts is one of the few developers within the vacation ownership industry who maintains long-term partnerships with developed resorts through their operations management team, Grand Pacific Resorts Management (GPRM). Highly respected for their Corporate Social Responsibility programs and financially savvy leadership, GPRM manages resort operations

under contracts with each vacation ownership association and focuses on maintaining their award-winning service culture. They also recognize that during this time of industry consolidation under publicly held corporate brands, HOAs want to remain independent. This led to the creation of an exciting new offering called Vacation Services, powered by Grand Pacific Resorts. The organization is proud to offer personalized services to self-managed resorts that want to remain independent. They have accomplished this by deploying a suite of HOA solutions that guarantee a resort will be 100% fully funded along with realizing an increase in Owner, Guest, and Associate satisfaction. Their support services launch seamlessly in the background while the resort carries on the day-to-day operations.

Employee longevity and dedication are other special qualities with associates remaining with the company for many years, developing a serious passion for owners and guests. This is most likely because GPR offers great opportunities for growth not found elsewhere. Here, there is a unique ability to grow within the company, moving from Administrative Assistant to General Manager, or from Activities Intern to Senior Director of Owner Loyalty.

Commented Nigel Lobo, Chief Operating Officer: "We're very proud of the fact that our associates stay with us for a significant amount of time. Any company should expect a small level of turnover, especially in the hospitality industry, and while we're not immune to it, we have reduced it by finding associates





who not only have the right skill sets for their position, but those who perform with excellence, embody our BE EPIC values and fit well within our unique culture. This is a big part of our employee retention strategy. We want people who love coming to work every day, because when they love what they do it's not really work."

Our Associates Say it Best

Shared GPR associate Josh L., "I'm so fortunate to be part of a team that feels like family. Every day I get to work with people who genuinely care about each other. I feel supported both professionally and personally and my 'office' has the best view of the Pacific Ocean."

"When I started at Grand Pacific Resorts, I came with little timeshare experience," added Mark D. "My manager gave me wise direction and encouraged me to try new things. This made work fun and in just a couple of years, I was happily promoted."

Tell them you saw it in The Trades

Dexter C. added more reasons why he thinks GPR is a great place to work. "When I come to work each day, I am grateful for the endless opportunities I have to converse with our AWESOME guests! Plus, I have the beautiful ocean on one side, EPIC co-workers on the other side, and our awesome guests in front of me...I'm simply always surrounded by greatness!"

Associate Benefits & Continued Learning

- From \$39 for 3-night stays at any GPR managed resort, to tuition reimbursement, leadership training programs, and financial literacy and English as a Second Language (ESL) programs, GPR has robust benefits for its employees. Equally important, employees are encouraged to pursue their passions and participate in charity events and programs.
- Extremely thorough training pro-

THE HIGHLIGHTS

Established: Over 25 years ago...1985

Headquarters: Carlsbad, California

Employees: 1,500 management professionals

Resorts: Management provided for 19,000 units in 18 resorts, located in California and Hawaii

Guests/Owners served: Serving over 70,000 timeshare owners/guests

Parent Organization: Grand Pacific Resorts

Special Alliances: Christel House, Send Me on Vacation, Clean the World

Website: <https://grandpacificresorts.com/>

Careers Website: <https://careers.grandpacificresorts.com/>

WHO'S RUNNING THE SHOW

Nigel Lobo, RRP, Chief Operating Officer

Nigel Lobo provides the overall leadership of resort management, Grand Pacific Vacation Services and business development. He is responsible for the strategic growth and profitability of the management company as well as the brand's service standards and excellence across all resorts.

David S. Brown, Co-President Grand Pacific Resorts

David S. Brown is Co-President of Grand Pacific Resorts and its affiliated companies. He oversees resort operations and co-manages development and sales and marketing functions with his business partner of 25 years, Timothy Stripe. Together, they have developed and managed over 20 vacation ownership/timeshare properties and resort hotels comprising over 1,900 units.

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// ...our associates and our timeshare owners will continue to be our number one priority, as the business wouldn't exist without them."



grams ensure that all individuals at all levels are knowledgeable about the guest experience. Depending on the type of position, associates follow different training trajectories. Each new hire benefits from an orientation program with the Learning and Development Manager, which introduces associates from all different areas (housekeeping to marketing to admins) to Grand Pacific Resorts and its service style. Then each level dives deep into their training, with 30-60-90-180-day development goals that training managers use to ensure appropriate and efficient onboarding. The intention is to give associates all the tools they need to find success. The result is that through these onboarding processes, associates are happier and more confident in their work.

- When it is clear that associates are living the BE EPIC values, they are nominated by Owners/Guests as well as their peers for a BE EPIC Moments recognition. Be Epic Moments honors and recognizes those who are EPIC with Owners/Guests or are going out of their way to do something great, without the expectation of being noticed. This helps us call attention to these individuals that are truly making a difference and creat-

ing experiences worth sharing!

- BE EPIC Champions are nominated quarterly; each resort and the home office selects a BE EPIC Champion. Of those individuals one per resort/home office is named the BE EPIC Champion of the year. Three Be EPIC Champions of the Year are invited along with their spouse or significant other to a grand Best of the Best Gala celebration in Carlsbad, CA where they are given a red carpet “night at the Oscars” type recognition on stage in front of their peers and company leaders.

Philanthropic Endeavors & Look Ahead

Grand Pacific Resorts is proud of its huge focus on philanthropic programs. This includes smaller local events like the Carlsbad Lagoon Cleanup to large national scale programs like Send Me on Vacation and Christel House. GPR hosted two interns from Christel House this past summer and will do so again in the future; they also held a charity golf tournament for the non-profit and raised over \$100k for the organization. Associates are encouraged to participate in philanthropic endeavors, and have the opportunity to volunteer for events like

Holiday Baskets in Del Mar or even take time out of their schedule to volunteer for non-profits like Girls on the Run.

Concluded Nigel Lobo, “The vacation industry is changing rapidly, and we’re evolving with the changes and leaning into the parts of our business that will help us thrive in the future. As we move ahead, our associates and our timeshare owners will continue to be our number one priority, as the business wouldn’t exist without them. Improve our products and processes along the way, and look forward to a bright future ahead!”



Marge Lennon has been writing about the timeshare industry since 1978. If you’d like to share how your company is helping save the planet, connect with her at Marge@Lenon-Communications.com

HOW TO USE SOCIAL NETWORKS TO ATTRACT TOP TALENT

In a tight labor market employers must use every tool at their disposal to land the best talent. Social media, in particular, provide effective platforms for reaching the “passive candidate” who is not looking for a new position but might be lured by an attractive offer. Employers need to lay the groundwork for their social recruiting efforts by creating a brand presence that will attract the best performing people.

By Phillip M. Perry

Hiring top talent has never been easy. With the current tightening of the labor market, though, it's tougher than ever to find the best people. Gone are the days when an employer could post a help-wanted ad and enjoy the luxury of a long line of applicants.

“The nation is short workers,” says Mel Kleiman, director of Houston-based Humetrics, an employment consulting firm

(humetrics.com). “With unemployment hovering around four percent, basically anyone who wants a job can get one.” That means there are fewer people around to fill your ranks.

The solution? Be more proactive in your recruiting. “A lot of people are not unhappy enough with their current positions to search out new ones,” says Kleiman. “But

they might well be interested if jobs came looking.”

To grab the best people, then, you have to take the initiative. And that means taking full advantage of the Internet. “If you are looking to hire people, you have to go where they congregate,” says management consultant Terry Brock, Orlando, Florida (terrybrock.com). “And today people



congregate on social media.”

Network for success

At one level, social media represent a dramatic shift by the recruiting environment onto the Internet. At another level, they are just the latest version of the old tried-and-true networking paradigm. “Twenty years ago, the value of recruiters was often determined by the quality of their personal networks,” says Toronto-based management consultant Randall Craig (randallcraig.com). “And, really, it’s the same today. What’s different is the degree of visibility: Social media have, for the first time in history, exposed those networks for everyone to see.”

On the plus side, the modern-day networks are far larger than the old telephone and surface mail-based systems, so you enjoy an enlarged hunting ground. And there are plenty of social media to choose from. At one time LinkedIn ruled the roost, but today there’s a place in your recruiting arsenal for Twitter, Facebook, and a bunch of upstarts such as Instagram, Snapchat, and Pinterest (See sidebar, “Pick Your Social Network.”)

What do all of these electronic marketplaces offer that you can’t get with the familiar job boards such as CareerBuilder, Monster and ZipRecruiter? “If you post a notice on the job boards, you only reach people who are actively looking for new positions,” says Nate Riggs, CEO of NR Media Group, a consulting firm in Columbus (nrmedia.biz). “But if you reach out on a social network, you can attract the attention of top performing people who might not be looking to move on, but who are intrigued by an unexpected opportunity. This can greatly expand your candidate pool and can help you land valuable talent.”

There’s yet another way social media can put you in touch with more prospects: referrals. Most employers already realize the value of asking current employees for leads. Social media allow you to leverage that dynamic substantially. “Facebook, Twitter and other platforms let you invite your customers to help you in your recruiting efforts,” says Rebecca Mazin, a cofounder of the Tarrytown, NY-based human resources firm Recruit Right (recruitright.net). “You might post a comment that says something like this: ‘We are looking for an individual with the following skills. Do you happen to know anyone like that who might like working for us?’”

Pick your platform

How do you know which social media to use? Your first thought is probably

Social media, in particular, provide effective platforms for reaching the “passive candidate” who is not looking for a new position but might be lured by an attractive offer.



LinkedIn, which pioneered the concept of social recruiting some fifteen years ago. And that’s not a bad thought: While the platform once catered exclusively to professionals, it has recently expanded its reach to include employees at pretty much any level. “LinkedIn remains one of the top go-to social media sites for recruiting,” says Mazin. “You can find everyone from interns and administrative candidates, all the way up to vice presidents and CEOs.”

But is LinkedIn the best platform for you? Maybe the people who can best answer that question are sitting a few feet away from you. Ask your employees where they hang out in cyberspace, because your most promising job candidates are likely populating the same venues. Maybe they are posting images on Instagram, or using popular hashtags on Twitter, or posting comments in a career group on LinkedIn. Wherever they go, you follow suit.

Lay the groundwork

You want to become an active social media player far in advance of your candidate search. That’s because recruiting today is a two-way street: It’s not just you looking for a new employee; it’s a whole group of potential employees getting to know your business as a quality place to work. “It is not only you finding candidates but candidates finding you,” says Craig. “And they perform their due diligence also. They might decide you are not a good fit for them.”

People will be looking at the posts you make over time on your company Facebook page, and at what you do on all of the other networks. “Establishing a long-term presence will give potential candidates a lot to see and digest,” says Riggs. “They will

be answering the question, “Would I enjoy working with these people?” Your task is to establish your reputation as the best place to work. “The most common mistake is to focus only on the job at hand, rather than on establishing relationships with people,” says Riggs.

If you make a professional effort to create an attractive online image, you can demand an equal level of professionalism from people who apply for work. “You can help assess the seriousness of each candidate by finding out how closely each has studied your social media presence,” says Riggs. “Try asking a question such as this: ‘Tell me one thing on our Facebook page that you thought was interesting or made you want to talk with us?’ Anyone who can’t give a good answer may not be a promising enough contender.”

A related point: As you build a social media presence, think about more than just recruiting. “Ask how your social media activity fits into the rest of your organization,” says Mazin. “Be aware that what you post will impact your company’s marketing, sales and operations. Coordinate with others in your organization so you do not send out conflicting messages.”

Build your presence

Part of the secret to improving your online presence is to tie together all your Internet activities. Your social media posts can invite people to visit your web site, for example. And once there, those people should be invited to view employment information. “There should be an easy way for visitors to

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find out where the job information is,” says Mazin. “This can be as simple as a tab labeled ‘Join Our Team’ that takes visitors to your employment page.”

You can profile your business in other ways. “Establish company pages on LinkedIn and Facebook, and other social media as appropriate,” says Kleiman. On each, post invitations to visit your other sites, complete with links. “Each can complement the others in a complete recruiting effort.”

You can also connect with promising candidates by being active in your alumni and industry groups that are hosted by LinkedIn, Facebook and other platforms. “Post items about new activities, locations, launches, or whatever else is newsworthy about your business,” says Mazin.

You can post messages in those same group forums about your need for people with specific expertise. This gives everyone the chance to get involved with your success. “Everyone likes to receive a job invitation,” says Craig. “And people will appreciate the opportunity to make brownie points with their friends by suggesting them for available positions.”

Pay for play

Informal messaging isn’t the only way you can mine social media for new talent. You can also pay for employment ads. That can be especially effective when you are in a hurry to fill an opening. “Sometimes ads are successful and sometimes not,” says Mazin. “It doesn’t cost a fortune to try—maybe a few hundred dollars. Ads are good ways to reach candidates who are not actively looking for new positions.”

If you make a professional effort to create an attractive online image, you can demand an equal level of professionalism from people who apply for work.

The key to success here is to pinpoint your efforts. “You can buy ads that can be targeted to your specific market and demographics,” says Kleiman. For example, you may want your ad to be seen only by people who live in nearby zip codes, work at a certain employer, or have experience in a specific job category such as sales. Ordering your ad this way will give you the most bang for your buck, or in modern day terms, the best candidate for your “pay per click.”

Design your ad well. “Get expertise from a person who has done recruiting, and who knows what words and techniques to use,” says Brock. “Maybe it would be smart to link your ad to a video, or to a web page that talks about the benefits of working with your business.”

Due diligence

The value of social media goes beyond just extending your recruiting efforts to new pools of top prospects. You can also use the platforms to perform due diligence prior to hiring.

“In the past, due diligence meant nothing more than calling references,” says Craig. “You still do that, but you can go further with social media. Check if candidates’ profiles are consistent with their resumes and what they say in their interviews. Did

they claim to have certain levels of expertise that conflict with their online descriptions?”

And there’s more. “Take a look at candidates’ blog posts,” says Craig. “Are they active in forums where they answer questions posted by others? This can be a real indication of expertise and enthusiasm.”

As the above comments suggest, the successful recruiting effort begins with understanding how your current employees are consuming social media, then designing your interactions accordingly. The key word there is interaction. “This is not about blasting out a message to people,” says Craig. “We don’t like to be blasted upon; we like to interact with others and develop relationships.”



Phillip M. Perry is an award-winning business journalist based in New York City. He covers management, employment law, finance, and marketing for scores of business magazines.

Pick Your Social Network

Use social media to search for top performing talent. Start by asking your employees which platforms they prefer, because your best prospects are using the same ones. Here are the most common ones:

LinkedIn pioneered the concept of social recruiting some fifteen years ago. Still the most popular platform for top level professional networking, the platform has in recent years become a more popular hunting ground for lower level job candidates. Today its 560 mil-

lion users happily connect with fellow employees while getting a leg up on new job openings.

Tips and tricks:

- * Participate in groups. LinkedIn groups help you establish your busi-

ness presence. Many are good places to post job openings.

- * Use “LinkedIn recruiter” to find passive candidates. The system recommends the best search filters to find the candidates you need.

Facebook is the world’s biggest social network. How can you argue with 2.2 billion monthly users? The atmosphere is a bit more “friends and family” than the more professionally minded LinkedIn.

Tips and tricks:

- * Chat with your customers. You are more likely to meet your current customers here than on LinkedIn. Invite them to assist your recruiting efforts with posts such as this: “Do you happen to know anyone with the following skills who might like working for us?”

- * Place paid Facebook ads customized for display only to users with specific demographics such as location by zip code, current job position or employer, degree obtained, and previous experience.

Twitter boasts 330 million monthly users posting on everything imaginable. Twitter tends to have a more “open communications” environment, meaning you can reach out to people in your target employment pool without seeming too intrusive. Just watch

how other users behave, then follow suit.

Tip and tricks:

- * Use Twitter hashtags such as #hiring or #jobs to help people quickly find your job postings.

- * Use the lingo. Twitter is more free-wheeling than LinkedIn. Think “Computer Nerd” not “Software Engineer;” and “The Big Apple” not “New York City.”

Instagram is a “photos only” social network with 813 million users. If your current employees and customers utilize it to share images, you may want to establish a presence as well.

Tip and tricks:

- * Establish brand awareness by sharing “behind the scenes” pictures of your workplace.

- * Combine Instagram images with other social media. For example, a Twitter post can include an Instagram picture.

Snapchat is another photo network, but the difference is that the images of its 330 million users disappear after a set period of time. Like Instagram, Snapchat is a vehicle for showing off your business brand to potential job candidates.

Tips and tricks:

- * Use “snaps” to tell stories about your company events and share your interactions with candidates at job fairs.

- * Close each story with an invitation to visit your web site or to participate in your other social media activities.



KARL LANGE, A STUDY IN LEADERSHIP

“The challenge of leadership is to be strong, but not rude; be kind, but not weak; be bold, but not a bully; be thoughtful, but not lazy; be humble, but not timid; be proud, but not arrogant; have humor, but without folly.” – Jim Rohn, American entrepreneur, author and motivational speaker

By Sharon Scott Wilson, RRP

Founder of timeshare/vacation ownership software company, Systems Products International (SPI), Karl Lange passed away on December 28, 2019. Karl had stepped back from the corporate spotlight during the past decade, so there may be many who never had the privilege to know him. That's a true loss, because he was a veritable icon. The high respect and esteem with which he was regarded is emblematic of the impression he made on those of us fortunate enough to have known him.

I met him in the early '90s, when the software company he had created in the mid-70s was well on its way to becoming the premier provider that it is, today. It was at an ARDA convention (the association was known as the American Resort & Residential Development Association in those days). I was new to my job working as ARRDA's membership director, but of all the folks I met that day, he made the most striking impression. Tall – head and shoulders above others, really – and boasting a great smile, you could tell at once this was a special guy. He covered a distance in one stride that took others about five or six steps! He was welcoming and engaging even to those of us (like myself) who were neophytes in the industry. His kindness and friendliness were selfless and it didn't matter to him whether or not someone was a top-rate client or just there to water the plants.

Humor, Without Folly

During this particular trade show (I believe the year was 1990), SPI had hired a performer who arrived dressed like a robot. The fellow did his act for an hour or so in front of the booth – I

seem to remember magic tricks of some kind – and became the buzz of the exhibit hall. I don't imagine this was Karl's original idea; it probably came from his partner who was handling the marketing. And it obviously wasn't very effective as the mechanical man was never invited back to any other SPI exhibit booth after that. But here it is thirty years later and you can bet I'm not the only one who remembers it with a grin. And it surely did grab everyone's attention!

In my way of thinking it's one more example of how Karl was a risk-taker. Starting his own software company is an even better example of a man confident in his own ability and judgement. Although years later he did admit to me that the result could have been disastrous and was perhaps not a well-advised move on his part. “I had a wife and two kids; my new company was not well funded,” he admitted to me with an eyeroll.

Be Bold

Karl was a high-creative, if that's a term. In the mid-70s as a young naval officer, he was charged with working on establishing a joint control center to enforce rerouting of messages between the Navy and the other services. Until then, the services were relying on archaic technology like teletype machines, telegraph, and radio.

“One day a guy came in wearing these huge glasses and bringing in a big cabinet, which he said was a computer,” Karl told me about that time. “He said, ‘You know when you have to convert switching messages, the computer will do it.’ I was immediately sold!”

Karl confessed that he had an ulterior motive in learning all he could about this new phenomenon. He felt computer science might prove to be an avenue out



of the dim aspect of working for the rest of his life in the Goodyear plant in Akron, Ohio, like his father and grandfather before him.

Fresh out of the service he enrolled in Wharton at the University of Pennsylvania and got his MBA. He became a consultant. As he put it, he

became more or less a gun for hire. No doubt it was not the most steady gig in the world. Computers were still an emerging phenomena and many viewed them as a passing fad.

“I was working for Martino Associates in Philly when one day I got caught up in a snowstorm and couldn't get up my driveway,” Karl once told me. “That very day I trudged uphill to get to the house and told my wife and kids we're moving to Florida!”



Tall – head and shoulders above others, really – and boasting a great smile, you could tell at once this was a special guy.



“I ... realized that I had to make a choice: Either I could continue to climb the corporate ladder or launch my own company. I decided it was now or never. I walked out one day without a prior plan.”

Thoughtful, Not Lazy

Not too much later after moving, he was hired by a computer sharing company. Karl spoke about the day he made another precipitous decision: “I was sitting in a bar after work and realized that I had to make a choice: Either I could continue to climb the corporate ladder or launch my own company. I decided it was now or never. I walked out one day without a prior plan.”

Perhaps the best lesson he learned over the course of all this was the importance of sales. From the time he arrived in Florida, he began schooling himself by talking to salesmen, which gave him the confidence he needed to continue building a cadre of clients. Lange eventually found a good client in Freeport, Nassau. When the client wanted to invoice him, he realized it was time to find a name for the company.

“My lawyer observed that we were in the business of selling computer systems and products,” he said. “We were doing a lot of work in the Bahamas, making ours an international company. He said, look, you’re selling systems; you also selling products; plus you’re working out of the country. Why not call it Systems Products International. That sounded like a good idea. Eventually, it came to be shortened to SPI and, 45 years later, we’re now known as SPI Software.”

One of his clients was a CPA firm that needed mortgage software for a resort. “My first question was why did they need mortgage software for a hotel?” After learning about the new phenomenon of timeshare, he decided to host a booth at an early Interval International seminar in Hollywood, Florida. There he met Bob Burns from Vacation Internationale who told him to jump in, explaining how it was an underserved market.

Be Strong, But Not Rude

It took a few years and, for the high achiever that he was, even decades before he felt the company had truly ‘arrived.’ I asked Karl to what he attributed his success. He didn’t hesitate: the desire to succeed.

“Next, you’ve got to enjoy the people,” he said emphatically. “Whether they’re involved in the technical, financial, sales, operations, or marketing of SPI Software; I love being around the people. That’s why I’m not retired.”

He might have added the need to remain flexible. When the recession hit the U.S., he deployed his sales force to market the software to resorts overseas. True to SPI’s name, the company is more international than ever with clients in Mexico, Canada, New Zealand, Dubai, Europe, and the Far East.

SPI remains the dominant software in the industry because it always has an eye to the future, he added proudly. “Every five to seven years there’s a technology platform change.

We’ve evolved from the days of using main frame technology to mini-computers, to DOS database, to .Net, and now to the current Cloud phase. No one knows what’s next, but SPI has always been self-funded. That’s been important. We’re always on the leading edge; never following behind.”

Today, the company remains under the direction of a strong management team that – in true Karl Lange style – serves more resort developers and operators of timeshare, vacation club and mixed-use properties with comprehensive software solutions than any other entity of its type.

The company’s flagship software product, SPI Orange System, is a testament to Karl’s expansive, creative mind and to his supportive, embracing management style which endeared him to his team and customers. From his early interest in computer technology and through almost fifty years, Karl’s life has been one of the true success stories in the industry.

Be Proud, But Not Arrogant

In 2017 Lange passed the responsibilities of delivering advanced technology to the resort industry to his team; it’s a group who is well-versed in the Karl way of doing things. He had long since stepped back from holding SPI’s management reins, but even as his health declined, had managed to visit the Miami office frequently. He left his mark – a sign of a true leader.

I had the privilege of working with Karl for almost ten years providing public relations and marketing assistance as an outside contractor. What a marvelous experience! I witnessed first-hand the esteem and respect he engendered among his staff and throughout his acquaintanceship. You couldn’t help but recognize his brilliance, and yet, he never made you feel inferior or second-rate. You always felt you were special. It was the same with others on his team; we all felt like family.

Karl is survived by his daughter Christine, his son Scott, three grandchildren, and his wife Barbara. His family and friends cherish time spent with Karl but are heartbroken that his laughter and insights will no longer brighten our lives. A celebration of life was held on January 12, 2020, at the Plymouth Congregational Church, in Coconut Grove, FL.



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SALTWATER LAGOON PRESENTS UNIQUE CHALLENGES

-by Juan Padilla, Pentair

Nestled between sapphire seas and dramatic desert landscapes, Grand Solmar at Rancho San Lucas offers its guests a massive lagoon pool with a lazy river, waterslides, several infinity pools and multiple swim-up bars for casual dining. Comfortably hidden away within the exclusive Rancho San Lucas private resort community, just north of bustling Cabo San Lucas, this luxury resort is above and beyond ordinary.

The lagoon is particularly impressive because it is essentially an artificial seawater reservoir filled completely with saltwater from the adjacent Pacific Ocean. It offers users a beach entry complete with sandy shores to imitate the feel of the ocean within the resort. But the location of the lagoon and its unique features provided multiple challenges to the construction and maintenance of the

pool. From the challenge of building on top of a sand dune to battling the corrosion and sanitation issues associated with saltwater, this lagoon construction was anything but simple.

The Concept

The Grand Solmar is a half-acre project located on the Pacific Ocean side of Baja California. However, the beach near the resort has rough waters so the developers wanted to create the feel of the ocean within the resort itself. As a result, the lagoon was conceived from the necessity to create the feeling of the ocean, complete with ocean saltwater pumped directly into the lagoon. The resort itself has its own desalination plant that supplies the resort's water, so a portion of the water is pumped directly into the pool from the same pumping system used by the desalination plant. This

lagoon reservoir, according to the landscape architect, was created to provide users with a beach experience while also acting as a reservoir to be used by the development desalination plant. The salt seawater is pumped directly from the ocean from a well located at the beach.

The Construction

Baja California is essentially a desert next to the ocean and building a pool in the desert isn't easy. "One of the biggest challenges was building this pool on top of what is essentially a sand dune," says Xavier Alvarez,

owner of MAXA Watershapes, the design, engineering and builder of the lagoon at the Grand Solmar. "Dealing with all the sand and high winds was a constant struggle, especially from October through February when the area experiences particularly high winds."

Overall the lagoon is composed of 4,560 square meters of water surface and holds roughly 900,000 gallons of water. Depths of the lagoon range from a maximum depth of almost ten feet in some areas with beach entries in several areas as well as

shallow portions where the water is only 6" to 3ft in depth.

The pool was built using reinforced concrete walls lined with PVC that was then covered with a layer of shotcrete to protect the vinyl. To help control the sand from getting into the lagoon, MAXA also built a berm around the pool to help control invading sand.

The lagoon also offers multiple water features throughout, including cascading rock water features that spray and aerate the water which simultaneously help with water circulation and flow. There

The lagoon is particularly impressive because it is essentially an artificial seawater reservoir filled completely with saltwater from the adjacent Pacific Ocean.



is also a ten-foot deep area with a diving tower. The two main water features—installed on opposite ends—provide the appearance of a natural waterfall and help to oxygenate the water.

Due to the amount of water required to feed these features, four specialized pumps, offering a total flowrate of 2,400 gallons per minute, were installed. Additional features adjacent to the lagoon that use non-saltwater including a show fountain with 14 bubblers and two spas—one on each end. Also, there are two waterslides and a children’s water play area next to the lagoon. All these additional features require a separate equipment room far away from the main lagoon pump room to avoid long plumbing runs as well as to minimize the saltwater effects on the equipment. The water supply for these features comes directly from its own desalinization plant.

Ocean Water

The biggest challenge on this project has been the use of ocean water within the lagoon. “To begin with, saltwater corrodes everything, and I mean everything,” explains Alvarez. “From hinges and rails to pump room equipment, even wood is adversely affected by saltwater.” This called for a lot of research and adjustments to come up with a pump room design configuration that could deal with the ocean saltwater as well as create a maintenance and cleaning program for the lagoon.

“We couldn’t use the same type of pump room equipment on this project that we would use with a standard, non-salt-water pool,” says Alvarez. “We ended up working very closely with Pentair to choose the correct mix of equipment that, not only would work in this situation but would also have readily available parts in Cabo for repair and maintenance.” Cabo San Lucas is almost like an island as it is far from large distribution centers and therefore MAXA must be sure to choose equipment that can be easily serviced with warranties that support

the product, operation and reputation.”

Water chemistry: The water chemistry of the ocean saltwater in the lagoon has been one of the biggest challenges for MAXA, because they replace the ocean water entirely every 72 hours. As a result, it becomes challenging to balance the water. The pH in the water is extremely high because the water is ocean saltwater. “With pH levels at 8-8.2, the sanitizers can become ineffective, so we decided to install two, very large Pentair BioShield UV units that are 12”-inches in diameter,” explains Alvarez. The UV has been highly effective at enhancing the power of the chemicals in the water especially if there are longer stretches of time between the replacement of the water. The UV is also helpful during the rainy season in Cabo San Lucas. “Our rainy season is almost like having multiple small hurricanes,” says Alvarez. The winds and rain introduce large amounts of dirt, sand and rain that quickly alter the chemical balance of the lagoon water.

Sand: Especially when the lagoon first opened, the sand entering the lagoon was a serious challenge. “Sometimes we had to bring in an army of workers as we drained the lagoon to quickly, manually clean up all the sand in the vessel and refill it with water from the ocean in less than 12 hours.” This was especially the case after storms in the rainy season. Eventually MAXA was able to introduce the use of robotic cleaners into the lagoon vessel to reduce the amount of manual cleaning labor. “The robotic cleaners are terrific but unfortunately we are constantly replacing parts on the cleaners because the ocean saltwater corrodes the metal components of the cleaners,” explains Alvarez.

Water Flow

Because of the size, shape and varying depths of the lagoon, water flow and circulation were very strategically planned. To ensure proper circulation,

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the pool builder designed 87 floor returns fed with seven 6-inch lines, nine 6-inch anti-entrapment engineered floor suction lines, two 8-inch floor suction lines, eight 6-inch return lines for the water features, and six 6-inch skimmer lines. The flowrate was estimated at 4,872 gpm, and the total water feature flowrate was 2,400 gpm.

The circulation system was designed to provide for a fast turnover rate when required, such as moments after a storm or high winds. Under normal circumstances, the equipment functions at an optimal flowrate to keep the water quality in check. "We also designed our own special skimmer returns," says Alvarez. In conjunction with the landscape architect's directions, the custom skimmers were made of masonry to blend in with the lagoon's esthetic design.

Equipment Room Maintenance

The equipment for the lagoon is comprised of 8 Pentair THS sand filters, 7 Pentair EQ pumps each of which is 10HP in size, 3 Variable Frequency drives (VFDs) and 2 BioShield UV units. Both the filters and pumps require some special maintenance routines due to the nature of the ocean's saltwater in the lagoon as well

as the sand and silt that flows regularly into the lagoon's waters.

B*aja California is essentially a desert next to the ocean and building a pool in the desert isn't easy.*

Filters: Basically, the lagoon's environment requires a lot of backwashing. "One of the reasons we really like using the THS horizontal sand filters is that they have a hatch that allows us to visually inspect the sand directly, to see how dirty it is getting," explains Alvarez. "Sometimes the sand looks like chocolate!" As a result, maintaining the sand sometimes requires that the maintenance team manually clean the sand in the filters. The sand in the lagoon's filters is backwashed weekly and manually cleaned about every two months—though most of the debris tends to accumulate at the top of the filter.

Pumps: The EQ pumps have very few parts that corrode because even the motor on these pumps is totally enclosed and fan cooled (TEFC). However, there is quite a bit of plumbing both for the lagoon as well as

for the many water features included in the lagoon—both waterfalls and water bubblers. Initially, the plumbing was experiencing an extreme 'hammer effect' and so MAXA worked with Pentair and determined that three variable frequency drives (VFDs) could give the pumps the soft start needed to stop the 'hammer effect.' Prior to adding the drives, the plumbing was experiencing some violent shaking and the pressure was such that it caused the plumbing connection to fail. However, the VFDs allow the pump to 'soft start' allowing the system to be pressurized little by little. And conversely, it also allows the system to soft stop as well, decreasing the pressure and eliminating the hammer effect. In addition, the soft start and stop help protect the pump motor reducing the amount of maintenance and replacement of parts. This is particularly important in an area that is fairly isolated from major distribution centers, potentially making replacement parts scarce.

There has been a learning curve associated with the VFDs in this operation, as standard protocol in Mexico has always been to change the pump motor bearings annually, as a part of a regular maintenance program. With

the VFDs, it's important that maintenance personnel understand they no longer need open the pump motor. That, in fact, it will reduce the life of the motor to so.

Variable Frequency Drives: In addition to the protection to the pumps and the removing of the hammer effect on the plumbing, the variable frequency drives have also provided added energy savings to the property owners. By being able to dial the pumps to the exact flow rate required, the pumps use less energy.

Becoming 'Lagoon' Experts

The lagoon at Grand Solmar has now been operating for two years. MAXA Watershapes took care of every detail in house until every kink was worked out of the system. Last year, MAXA Watershapes turned everything over to the resort's maintenance department and supervised as needed. The results are so success and the owners of the resort have been so pleased with the results that they are now building an extension or 'Lagoon Part 2' within the resort. "We have now become 'experts' on ocean saltwater pools," explains Alvarez. "Because we do all the building and engineering, we are able to control the outcome and ensure success."

About the author:

Juan Padilla is a Commercial and Automation Specialist for Pentair in LATAM (Latin American) & the Caribbean. He has been with the company since 2012, starting his career as Territory Service Manager for LATAM. With more than 16 years in the industry. Padilla has held several positions including everything from service tech and installation manager to account manager. He can be reached via e-mail at juan.padilla@pentair.com.



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ALL ABOUT THE DETAILS

RESORT DESIGN TIPS FROM THE PROS

By Judy Kenninger

What's the first thing your owners and potential owners notice when they walk into your resort? It could be an expansive ocean view or a roaring fire in the lobby. But as their eyes take in the entire scene, they'll soon start focusing in on the details, from the upholstery on the furniture to the curtains on the windows. That's where the wow moments begin to build, and where you can create the desire to come back again and again.

When designing the entrance of the new Pro Football Hall of Fame Hotel in Canton, Ohio, Los Angeles, California-based CRA Design sought to evoke the legacy of football. "We thought about how the game started, who were its earliest characters," explains Mike Lindenlaub, managing partner. "We thought about these guys who worked in factories and put on the leather helmets and played in the muddy fields."

So, the lobby has an industrial vibe with soaring ceilings, metal girders and brick. When you drill down, every detail helps create the emotion the designers are going for. "On the front door handles, the leather wrap is the leather of a football, and as you grip it, the back side has the laces of the football. It's really a subliminal wow moment," he says.

Of course, the details will vary according to the location and brand of a resort, but arrivals and departures are always important. "We love the wow of the arrival, and we love the memory of the departure, so we think about those areas and how we can create a connection," he adds. "We also try to create public areas for a social moment, after people go to their villas, we want them to come back and be together. We want flexible and comfortable furnishings so people



come together to share what they're doing on vacation. Even if they're not talking to each other, they're being part of the energy of that space."

For Mary Daust, vice president and interior designer at Hospitality Resources & Design Inc. of Orlando, Florida, getting the details right starts at the very beginning, with a detailed visual concept. "This way you truly can see what the entire room will look like when everything is installed and completed" she says. "It's imperative that the exact dimensions of all items to be removed and replaced are documented so they're not too big or too small. The firm you retain to specify and order new items should create dimensioned drawings that show exact

locations. That way, your new items will fit exactly right in the units and/or public spaces."

But it doesn't end with how the rooms and common spaces will look; functionality is also a key consideration. "An extremely important part of commercial design is all the technical data that needs to be considered," she adds. "Timeshare resorts can come in for some hard use, and if products are going to last their intended lifespan, they have to be selected to meet commercial standards. Units can appear homelike while still incorporating materials that have undergone rigorous testing for fire-rating requirements, double rubs, slippage ratio, color fastness, etc. Make sure that the company that's specifying and purchasing your products creates and documents this technical data for your review and approval."

As an example, Daust supplied a "tear sheet" for an arm chair that provides information on all materials used in the chair, from high-density poly foam cushions that meet California standards to kiln-dried hardwood.

Finally, once items have been sized, specified and sources, it's equally important to ensure that your resort's staff understands how to properly care for each item to be installed. "For all of our projects we create a care, maintenance and warranty binder," she adds. "This is one of the most crucial aspects of the process. Many times poor performance has been shown to be related to a lack of planning and control of the maintenance program. So often fabrics get cleaned with the wrong chemicals—the same thing can happen to carpets and flooring—and the items are then destroyed."

A sample guide for carpets lists four steps from reducing soil entering the building to cleaning by hot-water extraction. It details suggested intervals



for these steps based on wear patterns in the areas where they are installed.

A final detail that can be overlooked is sourcing for sustainability. “When it comes to design and FF&E, sustainable items tend to cost more, so they often get negated,” Daust says. “Still, I know a lot of properties are sourcing towel systems and cleaning products that are better for the environment, and they are also installing LED lightbulbs that use less energy and don’t have to be replaced as often as incandescent bulbs.”

That’s also true for outdoor areas, says Liz Gaston, a sales and marketing representative for Safari Thatch Inc., which was the first company to bring thatch roofing to the United States and has become the country’s largest supplier of tropically themed architectural materials. “All of our materials are environmentally friendly and responsibly sourced from over 15 countries,” she says. “Providing outstanding value to our customers is at the heart of Safari’s mission, and we accomplish this through our unique product offering and consultative approach to customer service.”

In addition to thatch products, they supply rustic timbers hewn from eucalyptus and cedar, hand-made mosaics, and woven materials that can be used as wall coverings, netting, and ropes. “Some of our matting will last 25 years or more,” Gaston says.

Since many resorts aim for a tropical vibe, thatched roof cabanas, tiki bars and other buildings fit right in. An even better detail, thatched coverings deliver significantly cooler shade than alternatives, as warm air rises through the thatch, rather than being trapped beneath it. Some options can withstand heavy snow loads; the local environment and timeline will determine the best materials for an individual property. “Natural thatch typically has a shorter lifespan,” she says. “If the location is humid or rainy, our synthetic material that’s maintenance-free and lasts 25 years or more may be a better choice.”

Even the synthetic material is a sustainable choice because the materials used are completely recyclable, and since they are UV-stable, their appearance stays the same



year after year. “This is a major draw for our customers,” Gaston adds.

Safari Thatch products are also used for miniature golf courses, fencing, screens and other resort fixtures.

When you think of resort vacations, pool decks are often the image that comes to mind. Getting the details right here is important as it’s much more enjoyable to bask on a pool deck where shade is available. “Our umbrellas’ flexible fiberglass ribs were designed and tested so they bend in a high wind,” says Jordan Beckner, president of sales for Ft. Lauderdale, Florida-based FiberBuilt Umbrellas & Cushions. “They also feature rust-resistant hardware, heavy duty hubs, nylon end tips, and many models have one-piece poles so you don’t lose parts when they are stored for winter or for a storm. They’ll provide years of durable service.”

Other details to consider when sourcing umbrellas include materials, safety and ease of use.

“Resorts that want the look of wood without the drawbacks should consider our FiberTeak simulated wood models, available in three

finishes,” he says. “Sunbrella’s marine-grade fabrics are fade, mold and mildew resistant and perfect for fashionable umbrella canopies.” For high-wind locations, FiberBuilt’s double-vent and Aruba vent systems provide superior air flow.

When choosing the base, what’s appropriate in terms of size and weight will vary by the location and use. Beach umbrellas, of course, are often inserted into the sand so they don’t require a base. Poolside, umbrellas can be used beside individual chaise lounges or shared between them. In a dining area, the base can be under the table or the umbrella can be cantilevered over the area. “It’s really crucial that the base be heavy enough to prevent the umbrella from becoming unstable, which is a safety hazard,” Beckner says. “When bases have through-bolts, they should be used to secure the umbrella to the base. For convenience, consider wheels where umbrellas with heavier bases with will be moved frequently.”

The durable materials FiberBuilt has developed for umbrellas are also available to replace outdated furniture cushions. Furniture-grade fabrics are softer, less likely to wrinkle, and weigh less, making them more comfortable for cushions and pillows. “Often the frames for outdoor furniture are still in great shape, but the cushions are worn or the color palette is out of date,” Beckner says. “Resorts can select from a wide range of fabrics, and if standard cushions don’t fit, we can produce custom cushions to the property’s exact specifications. These will refresh the look and add greater comfort to pool, dining or lounge areas.” There also improvements in fill. “Our Duralastic fill lasts longer than polyurethane foam, is breathable and doesn’t hold water so it drains and dries quickly.”

He adds, “These are the details you want to get right because an attractive pool deck and outdoor spaces help keep guests satisfied and on your property.”



Judy Kenninger of Kenninger Communications has been writing about the vacation real estate industry for nearly two decades.

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Unique opportunity to run your own program answering directly to the company president. We have a state registered, inventory backed, Points Club with a special value proposition offered exclusively to our owners and RCI guests. Over 300 check-ins per week. You must have;
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INVENTORY MARKETPLACE

Pure Points, "10,000 to 100,000 Points"

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They keep their timeshare, we pay their maintenance fees
Be RCI compliant and go back to selling
10,000 to 100,000 Points packages
Free contract software
Financing with (NO FEES)
Merchant account
Barclay credit card
You do the selling and we do the rest

OTHER



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AMENITIES



Essential Amenities
Phone 1: 800-541-6775
Email: diana.johnson@essentialamenities.com
Website: www.essentialamenities.com
Contact: Ms. Diana Johnson
Specialty: Essential Amenities, Inc. is a well established guest amenity company providing high quality guest room toiletry products and accessories to boutique hotels, bed & breakfast inns, and resort properties. We offer a wide range of exclusively licensed collections that include Hermes from France, Exotic Coral, Poggesi, Ecru New York, Little Green, Dickens & Hawthorne Cucumber & Acai, Joseph Abboud, Whytemor & Keach, and Lanvin Orange Ambre. All of our products are in stock and ship within 24 hours.

APPLIANCES



Make any day a weekend

Kenyon International, Inc
P.O. Box 925, Clinton, CT 06413
Phone 1: (860)664-4906 FAX: (860)664-4907
Email: sowens@cookwithkenyon.com
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.

ARTICLES, BLOGS, WRITING



THE TRADES INK Content Marketing
P.O. Box 261, Crossville, TN 38557
Phone: 310-923-1269
Email: Sharon@TheTrades.com
Website: www.TheTrades.com
Contact: Sharon Scott Wilson, RRP
Specialty: Print and online marketing content, including blog and social media posts, feature articles, news releases, and advertorial. Full service marketing packages available including assistance with strategy and planning, writing and design, media contact, and ad creation and placement.

BUSINESS INTELLIGENCE



CustomerCount
3925 River Crossing Parkway, Ste 60
Indianapolis, IN USA
Ph: 317-816-6000 FAX: 317-816-6006
Email: bobbobek@customercount.com
Website: www.customercount.com
Specialty: CustomerCount is a flexible online customer feedback solution providing intuitive real time reporting, fast turnaround on updates, detailed and dynamic data gathering with comprehensive reporting for process improvement and customer loyalty to improve your bottom line. It is the only feedback system designed specifically for the timeshare industry and is capable of segmenting satisfaction report data for any and all prospect, owner and guest touch points

CERTIFICATE FULFILLMENT



LogiCall Marketing
4411 S 40th St, Ste D-10
Phoenix, AZ 85040 USA
Phone: 602-483-5555 xt. 101
Email: tpranger@logiCALL.net
Contact: Thomas Pranger
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.

COLLECTION SERVICES



Blackwell Recovery
4150 N. Drinkwater Blvd., Suite 200
Scottsdale, AZ 85251
Ph: 480-214-2995 Fax: 480-951-8879
Email: KDerry@blackwellrecovery.com
Website: www.BlackwellRecovery.com
Contact: Kyle Derry
Specialty: Better debt recovery. You owe it to yourself. There's no reason for your portfolio to suffer financial headaches from non-performing obligations. Through propriety software, a consumer-focused approach and innovative tactics, our customized solutions for recovering debt will minimize your delinquent accounts and maximize your portfolio's performance. And in a tightly regulated industry, a debt recovery partner that puts compliance at the forefront is mandatory. Give us a call - we're ready to pay you back.

COLLECTION SERVICES



Collections Unlimited of Texas, Inc
2000 S Dairy Ashford Road, Suite 680
Houston, TX 77077
Ph: (800) 723-2331 Fax: (281) 588-1028
Email: contactus@collectionsunlimitedtx.com
Website: www.collectionsunlimitedtx.com
Specialty: Collections Unlimited of Texas is your third party collection agency. We understand the bottom line- bad debt directly affects your ability to provide the best service for your customers and that's where we can help. With our dedicated timeshare collectors and staff, we offer you unparalleled collection services. From pre collection notices at no charge to a full array of collection services, we are your agency. Everything from skip tracing to credit reporting, online payment service to credit and collection counseling we make it happen.



Meridian Financial Services Inc.
1636 Hendersonville Rd Ste 135
Asheville, NC 28803 USA
Phone 1: (866)294-7120 ext. 6705
FAX: (828)575-9570
Email: gsheperd@merid.com
Website: www.merid.com
Contact: Gregory Sheperd
Specialty: Meridian Financial Services, Inc. is a sophisticated third-party collection agency able to provide service to whole and partial portfolios. Meridian understands the impact of bad debt, as well as the importance of keeping your owners' accounts current, and preserving their confidence in the purchase decision. Services include third-party collections for domestic and international clients, no-cost-to-client recovery program, customized industry collection strategies, credit reporting, skip tracing, online services, and credit and collection consulting

COMPUTERS AND SOFTWARE



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

CONSULTING



TrackResults Software
5442 South 900 East Suite 203
Salt Lake City, UT 84107 USA
Phone 1: 888-819-4807
Email: sales@trackresults.net
Website: www.trackresults.net
Contact: Ryan Williams
Specialty: TrackResults tracks and reports sales and marketing activity for people with no time to waste. Used in over 100 travel club and 50 timeshare sales centers because it is easy to use, fool-proof, and intuitive. Plus, it includes both custom dashboard and blazing fast analytical reporting to uncover the gaps and inefficiencies that slow you down.
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Phone: 310-923-1269
Email: Sharon@TheTrades.com
Website: www.TheTrades.com
Contact: Sharon Scott Wilson, RRP
Specialty: Print and online marketing content, including blog and social media posts, feature articles, news releases, and advertorial. Full service marketing packages available including assistance with strategy and planning, writing and design, media contact, and ad creation and placement.

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Merchant Services Made Easy
Phone: (888) 999-6461
Email: Liza@MerchantServicesMadeEasy.com
Website: www.merchantservicesmadeeasy.com
Contact: Liza Taylor
Specialty: VISA * MASTER CARD * AMERICAN EXPRESS
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DIRECT MAIL AND MARKETING

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.

EXCHANGE COMPANIES

A Better Way to Exchange

Resort Travel & Xchange
521 College St., Asheville, NC 28801
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.

FINANCIAL SERVICES

Alliance Association Bank
717 Old Trolley Rd, Ste 6
Summerville, SC 29485
Phone: (888)734-4567
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.

FINANCIAL SERVICES

WithumSmith+Brown, PC
1417 E Concord St,
Orlando, FL 32803
Ph: (407)849-1569 Fax: (407)849-1119
Email: lcombs@withum.com
Website: www.withum.com
Contact: Lena Combs
Specialty: Withum is a forward-thinking, technology-driven advisory and accounting firm, committed to helping clients in the hospitality industry be more profitable, efficient and productive. With office locations in major cities across the country, and as an independent member of HLB, the global advisory and accounting network, Withum serves businesses and individuals on a local-to-global scale. Our professionals provide the expert advice and innovative solutions you need to Be in a Position of StrengthSM. Get to know us at www.withum.com.

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

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

INSURANCE

Leavitt Recreation & Hospitality Ins
942 14th St., Sturgis, SD 57785
Phone: (800)525-2060
Email: info-lrhi@leavitt.com
Website: www.lrhinsurance.com
Contact: Chris Hipple
Specialty: Specialty: For over 40 years, Leavitt Recreation & Hospitality Insurance has been the premier independent agent for Resorts, RV Parks, and various other recreation & hospitality oriented businesses across the U.S. Insuring over 3,500 locations, LRHI offers Liability, Property, Crime, Commercial Auto, Employment Practices Liability, and Work Comp Coverage through several preferred carriers, some of which are exclusive to Leavitt Rec. Centrally located in the heart of America, our home office is based in Sturgis, SD; however, Leavitt Rec.'s employees are stationed around the country and have years of experience working in the territories they serve. Call today to receive your FREE NO OBLIGATION QUOTE!

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

LEAD GENERATION

LogiCall Marketing
4411 S 40th St, Ste D-10
Phoenix, AZ 85040 USA
Phone: 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

Colebrook Financial Company, LLC
100 Riverview Center Ste 203
Middletown, CT 06457 USA
Ph: (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



Pacific Western Bank
5404 Wisconsin Avenue, 2nd Floor
Chevy Chase, MD 20815 USA
Ph 301-841-2717 Ph: 800-699-7085
Email: jgalle@pacwest.com
Website: www.pacwest.com
Contact: Jeff Galle
Specialty: Pacific Western Bank is a commercial bank with over \$26 billion in assets. Our National Lending Group provides asset-based, equipment, real estate and security cash flow loans to established middle-market businesses. With a resort portfolio of more than \$1 billion, we are a leading lender in the resort industry. We provide \$5-\$30 million inventory loan and \$10-60 million hypothecation loan. Find an opportunity, not just a bank.



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.

LENDING INSTITUTIONS



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



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



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
Ph: 760-827-4181 FAX: 760-431-4580
Email: success@gpresorts.com
Website: www.gprmgmt.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
Ph 1: 800-542-3648 Ph 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.



Resort Management Group
475 Broad Creek Rd
New Bern, NC 28560
Phone: 252-638-8011
Email: sarah@ncrmg.com
Website: www.ncrmg.com
Contact: Aaron Maune
SPECIALTY:
With over 100 years of combined management, compliance, human resource, accounting, sales, activities, and maintenance experience, RMG provides the ultimate peace of mind when it comes to making sure your property is the perfect resort destination. Board members and developers can trust that RMG always has their best interests in mind. If you would like to experience the professional management that Resort Management Group provides, give us a call to discuss your association's needs.

MANAGEMENT & OPERATIONS



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.

OUTDOOR AMENITIES



Kay Park Recreation Corp.
Janesville, IA 50647 | USA
Phone: 800-553-2476
FAX: 319-987-2900
Email: marilee@kaypark.co=nm
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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Norwell Outdoor Fitness by Sterling West
917 W 7th St.,
Gothenburg, NE 69138
Ph: 308-537-3470
Fax: 308-537-4382
Contact: Loren Block
Email: sales@sterlingwest.net
Website: www.norwelloutdoorfitness.com
Specialty: Sterling West is a Nebraska-based firm that helps resorts, HOA's, luxury apartments, parks departments, and architects across North America design and installs their outdoor fitness equipment projects. Norwell Outdoor Fitness is a Danish manufacturer of outdoor fitness equipment. Norwell combines Danish minimalist design form and full functionality in its premium fitness products. Norwell's exceptional quality stainless-steel construction is highly adapted to suit our discerning clients. Find out more at www.sterlingwest.net or www.norwelloutdoorfitness.com

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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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.

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.

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Whitebriar Financial Corporation
575 Mystic Drive PO Box 764
Marstons Mills, MA 02648
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(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.

REFURBISHMENT & DESIGN



Hospitality Resources & Design, Inc.
919 Outer Road Suite A,
Orlando, FL 32814
Ph: 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.

RENOVATION



CRA
11500 W Olympic Blvd, Ste 610
Los Angeles, CA 90064
Phone: (818)577-4320
Email: info@cradesign.com
Website: www.cradesign.com
Contact: Michael Lindenlaub
Specialty: Renovation, interior design, and furnishing services. With 25-years in the hospitality and vacation ownership world, CRA has the project experience, the team and the pricing clout to complete your improvement projects. Designers for major brands and innovators of marquee new-build projects nationwide, together with your ideas, we can create the perfect vacation environment! From collaborative ideation and thoughtful pre-planning to interior design and installation, CRA can guide you through a seamless process – start to finish.

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 25 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
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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.

SOFTWARE



ResortCleaning.com
P.O. Box 1155
Orange Beach, AL 36561
Phone: 205-399-6498
Email: danny@resortcleaning.com
Website: www.resortcleaning.com
Contact: Danny Bradford
SPECIALTY: ResortCleaning is a technology platform for resort operations, providing custom integrations with resort PMS systems. We offer a full-suite of operational management tools to help you drive your housekeeping operation including online scheduling, payroll tracking, invoicing, mobile applications, custom inspection checklists, productivity management, inventory control and housekeeper grading just to name a few features.

TECHNOLOGY



iTicket Solutions
294 Treemonte Dr.
Orange City, FL 32763
Phone: 407.347.4310
Contact: Bryan Griffin
Email:
bryan.griffin@iticketsolutions.com
Website: www.iticketsolutions.com
Specialty: Designed for today's timeshare resorts, our software solution streamlines the entire gifting process from the OPC to the gift room. Encompassing multiple applications, iTicket offers today's timeshare a better way to manage their gift program. Today's market requires more than simple preprinted vouchers and hard inventory, provide your guests with direct to turnstile tickets and on-demand vouchers. Since 1992 we have set the industry standard for timeshare resorts across the globe for gift management.



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

TELEMARKETING



LogiCall Marketing
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.

TOUR GENERATION



LogiCall Marketing
4411 S 40th St, Ste D-10
Phoenix, AZ 85040 USA
Phone: 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.

TRANSPORTATION VEHICLES



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Club Car Custom Solutions
Department
4125 Washington Rd. Evans, GA.
30809
Phone: 800-258-2227
Website: http://www.clubcar.com
Contact: Your Local Club Car Dealer
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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@gcitavel.net
Website: http://www.exploreGCI.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.



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Marge Lennon
President Lennon Communications Group

TRAVEL INCENTIVES



Executive Tour and Travel Services, Inc.
301 Indigo Drive
Daytona Beach, FL 32114 USA
Phone 1: 866-224-9650
Email: Frank@ettsi.com
Website: www.ETTSI.com
Contact: Frank Bertalli
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Email: cgring@true-incentive.com
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Contact: Clayton Gring
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6601 Cypresswood Ste 200
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