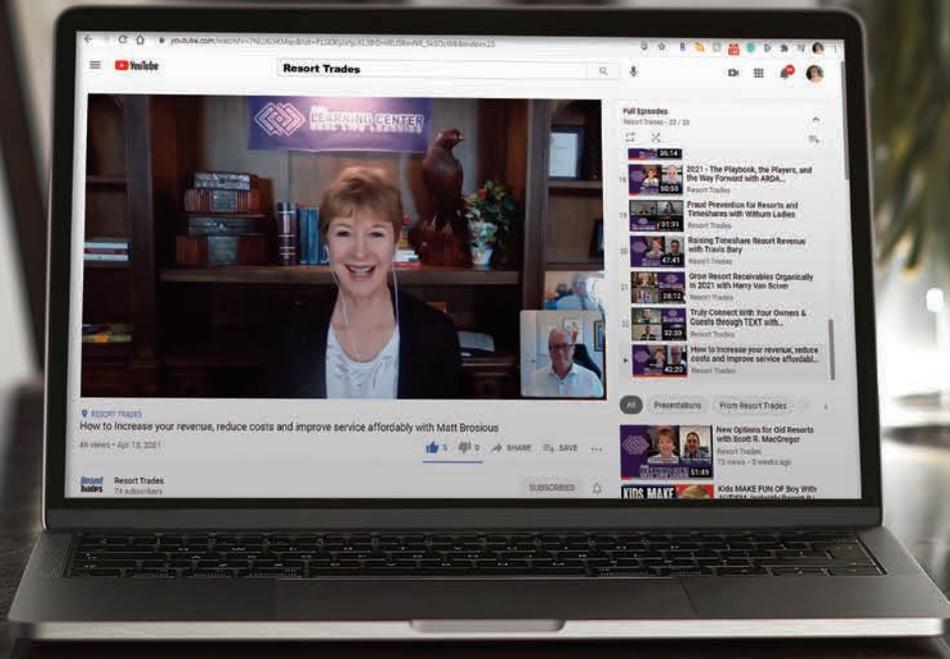


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ANNUAL REPORT: MAY '20-MAY '21



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May 4 -- "Do's & Don'ts of Renovations," with Margit Whitlock, Architectural Concepts, Inc.

May 11 -- "How Can PR Help Me Market My Business?" with Georgi Gordon, GBG & Associates

May 19 -- ARDA Chairman & Travel + Leisure President Michael Brown

May 20 -- Improve your Sales & Marketing with This Quick 15 Minutes with Dave Stroeve



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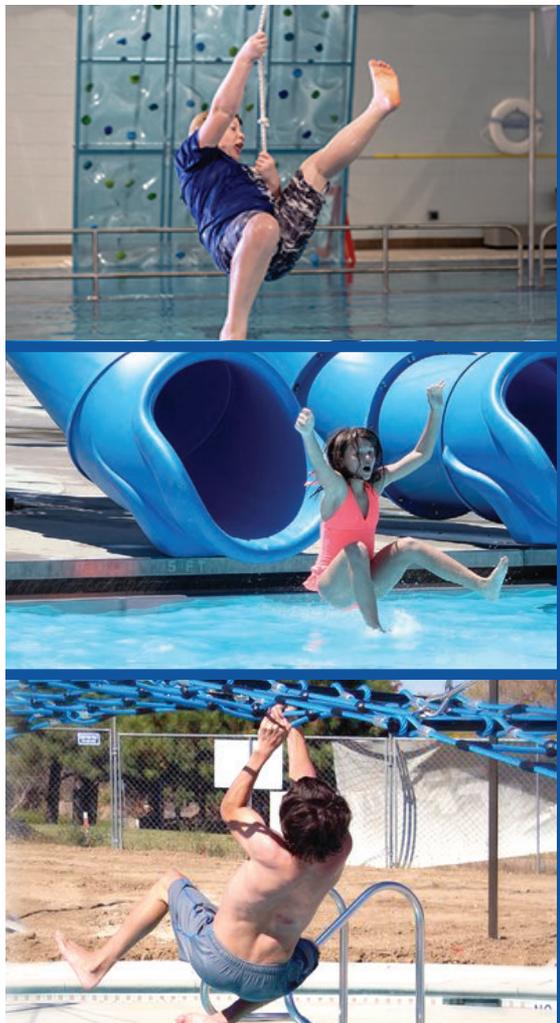
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Gathering Timeshare Professionals Back Together!

by Sharon Scott Wilson, RRP

ARDA SPRING CONFERENCE 2021

ARDA World is now the "Timeshare Together ARDA Spring Conference 2021." As the timeshare universe appears to be reemerging after a hard-go-of-it through the pandemic, ARDA's annual event is scheduled to be held June 6-10, 2021 at the JW Marriott at Grande Lakes Orlando. As ARDA says, it's the "same great industry event with a new name, new format, and new location. Face-to-face or virtual — your choice!"

The storm clouds are parting! Smiles are returning; bags are being packed; reservations are starting to pour back in; the timeshare resort industry is showing its resiliency; as ARDA once again rolls out the red carpet! Folks...we are back!

Here's what's in store:

Registration begins on Sunday, June 6, from 4:00 p.m. - 6:00 p.m. ET, but you can begin

hobnobbing with your buddies and building relationships throughout the day in one of the many food and beverage venues on site. There are several choices including The Lobby Lounge & Sushi Bar; the fine dining spot, Primo, with its view of the organic garden; Quench Poolside Bar & Grill; Whisper Creek Farm: The Kitchen; Café Bodega; Citron, An American Brasserie; and Starbucks®.

The fun begins early each day with networking opportunities in various (heavily sanitized and socially distanced) gathering areas including a Zoono Safety Zone, the VIP Lounge, and invitation-only lounges sponsored by RCI, Interval International, and arrivia.

MONDAY

Kaplan Mobray, an executive coach, best-selling author, and personal branding expert will lead the "Together with TYPG Workshop"



Kaplan Mobray,



Siri Lindley

beginning at 10:00 a.m. (TYPG [The Timeshare Young Professionals Group] is dedicated to integrating young professionals and new industry entrants into ARDA through networking opportunities and educational initiatives.) Mobray is often referred to as one of the world's most dynamic and inspirational business speakers. He is the award-winning author of *The 10Ks of Personal Branding*.

Later that day, the "Together With WIN Workshop with Speaker Siri Lindley" begins at 12:30 p.m. Lindley is a world champion triathlete and high-performance coach. She will share the fear-shattering strategies for changing the thoughts, habits, and behaviors that hold people and organizations back that she created after overcoming adversity including surviving cancer. In her book, *Surfacing: From the Depths of Self-Doubt to Winning Big and Living Fearlessly*, Siri offers a breathtakingly honest and bold account of her journey to self-belief and self-discovery and unlocking the champion within. Siri is currently working on her second book.

Keynote speaker for the day's General Session (from 3:30 p.m. - 5:00 p.m.) is Shark Tank reality TV judge Daymond John. As a motivational speaker, Daymond's quintessential rags-to-riches success story of sacrifice, hard work, and perseverance as well as the unique



Daymond John.

and charismatic way he communicates it, will inspire any audience. Much more than a business advisor, Daymond shares his unique goal setting and achieving strategies, which will empower audience members to make positive changes in every aspect of their lives for immediate and long-term success.

From 5:00 p.m. to 6:00 p.m. there is a reception scheduled in honor of ARDA's "Love My Timeshare" initiative. You can learn more about the consumer-oriented social media campaign from ARDA President & CEO Jason Gamel, RRP, on the Resort Trades YouTube channel (https://youtu.be/_12L_8UB_Po).

TUESDAY

Each year previously, the ARDA World Convention would present a general session during which senior executives from various disciplines within the timeshare industry shared their insights. This year, the "General Session: Leadership Line-up" is scheduled from 9:00 a.m. to 10:15 a.m. ARDA CEO Jason Gamel will host one-on-one lightning round interviews with leaders from several top development companies.

Later, from 2:00 p.m. to 3:00 p.m., some of Florida's top legislative and regulatory leaders discuss the unique challenges that COVID presented in the "General Session: Florida's Economic Recovery: A Path Forward." Attendees will be able to learn what actions set Florida apart from the rest of the nation and their path forward first-hand from these decision-makers.

Tuesday's final general session, "Chief Sales and Marketing Officers Update," will take place

from 4:00 p.m. to 5:00 p.m. The session will be moderated by Diamond Resorts CEO Mike Flaskey who will lead a panel exchanging ideas on selling and marketing through the pandemic and looking ahead for what's in store for our industry.

Interval International holds its 45th Anniversary Reception to wrap up the day, from 5:00 p.m. to 7:00 p.m., after which attendees will have a much awaited opportunity to dine and network with their peers.

WEDNESDAY

The day's first general session is from 9:00 a.m. to 10:30 a.m. and features "Timeshare Stories: Great Campaigns and Innovations." ARDA members will share how they were able to innovate and adapt to the many challenges brought on by the Coronavirus pandemic and their plans for moving forward.

Later in the day, from 1:00 p.m. to 2:00 p.m., attendees have the opportunity to hear from the NFL's first female official. During the "General Session: Diversity, Equity, & Inclusion," speaker Sarah Thomas tells how she attained the honor of being named one of Sports Illustrated's "100 Most Influential NFL Figures of All Time." On April 8, 2015, Sarah Thomas was one of nine new game officials added to the NFL officiating roster for the 2015 season, becoming the first full-time female official in NFL history.

There will be an ARDA Awards Ceremony from 6:00 p.m. to 7:00 p.m., followed by the ARDA Awards Celebration from 7:00 p.m. to 9:30 p.m. While the ceremony is open to just companies which participated by submitting nominations or 2021 Awards program sponsors, the celebration is open to all Timeshare Together attendees. The latter will be an "outdoor event with full food and beverage service, live music and lots of fun and surprises." The dress code for both events is "Florida's Best Resort Attire." Attendees are advised to "Dress in your finest, or come in your sundress and sport coat!"



Sarah Thomas

THURSDAY

ARDA attendees are invited to "grab some breakfast before you head home!" The Grab and Go Breakfast will be available between 8:00 a.m. and 9:30 a.m.

Resort Trades plans to attend 'face-to-face' and invites you to do the same!



Resort Trades

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For advertising information
call 931-484-8819 or
email adrep@thetrades.com.

CEO/Founding Publisher
James "Tim" Wilson

Publisher
Sharon Scott Wilson
SharonINK@thetrades.com

Digital Marketing and Consulting
Teresa Daniels
TD@thetrades.com

Sales
Marla Carroll
Marla@thetrades.com

Interim Design Director
Tiffany Lewis

Art Director
Carrie Vandever
Carrie@thetrades.com

Contributing Writers
Marge Lennon
Marino Parascenzo
Margit Whitlock
Sheryl Cattell
Sharon Scott Wilson



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Hilton Grand Vacations Opens Charleston Resort

by Marge Lennon



Positioned within walking distance of the South Carolina Aquarium and The Battery, Charleston's most prominent landmark overlooking the harbor and home to well-known stately colonial mansions, boasting gardens, local eateries, shops and entertainment.



Liberty Place Charleston by Hilton Club

In a joint venture between Hilton Grand Vacations (HGV) and Strand Capital Group, the Liberty Place Charleston by Hilton Club is a vacation ownership resort scheduled to make its debut in June 2021. With management by HGV, the purpose-built five-story resort will showcase 100 spacious and modern studios and one- and two-bedroom suites, accompanied by on-site amenities including a lobby bar, owners' lounge and fitness center.

Liberty Place is HGV's first property in this low country city, a low-lying region of the state. Charleston has been at the top of Travel + Leisure magazine's Best U.S. Cities list for the past seven years, attracting nearly seven million annual visitors.

Liberty Place will be part of the expanding Hilton Grand Vacations' portfolio and its diverse network of 56 upscale and luxury vacation ownership properties with over 325,000 club members. This will be the fifth South Carolina timeshare resort for HGV. Liberty Place will have an onsite gallery and the sales team will include eight sales Team Members.

History permeates every corner of the timeless city, which embodies historic charm. Located at East Bay Street, Liberty Place sits near the site of the iconic Liberty Tree, where the Declaration of Independence was first read to Charleston's citizens.

Since 1680, Charleston has been a significant port town along South Carolina's Atlantic coastline and an epicenter of historic southern charm with its cobblestone streets, centuries-old romantic oak trees, historic landmarks and gas lamp-lit streets. The city celebrates the best of the classic and contemporary, surrounded by antebellum architecture, upscale restaurants and retailers, waterfront parks and world-class festivals.

About Hilton Grand Vacations Inc.

Hilton Grand Vacations Inc. (NYSE:HGV) is recognized as a leading global timeshare company. With headquarters in Orlando, Florida, Hilton Grand Vacations develops, markets and operates a system of brand-name, high-quality vacation ownership resorts in select vacation destinations. The Company also manages and operates two innovative club membership programs: Hilton Grand Vacations Club® and The Hilton Club®, providing exclusive exchange, leisure travel

Liberty Place Charleston by Hilton Club

and reservation services for more than 325,000 club members. For more information, visit www.hiltongrandvacations.com.

Marge Lennon has been writing about the timeshare industry and its resorts since forever. She can be reached at Marge@LennonCommunications.com.

Liberty Place is [Hilton Grand Vacation]'s first property in this low country city, a low-lying region of the state. Charleston has been at the top of Travel + Leisure magazine's Best U.S. Cities list for the past seven years, attracting nearly seven million annual visitors.

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How Deke influenced his son, Arnold Palmer, to change the face of golf

By Marino Parascenzo

EDITOR'S NOTE: In its infancy, timeshare resort development meant your resort absolutely HAD to have a golf course. If you ask a number of today's resort owners and guests about it (Welk Resorts and Orange Lake Country Club – a.k.a. Holiday Inn Club Vacations for example), they would agree. Not to mention, many of us in the industry are either avid golfers, ourselves, or at least wannabe avid players. So, with those of our readers who are golf enthusiasts in mind, we are proud to share the article below about one of the – if not the – most important figure in the game. We hope you'll enjoy

Milford "Deacon" Palmer, father of Arnold Palmer and also the superintendent at Latrobe Country Club for over 40 years, was a classic example of the golf course superintendent also having to be a master diplomat – if one's idea of diplomacy happens to be a 10-pound sledge.

There was the time, for example, when young Arnie, then in charge of the Latrobe pro shop, had closed up early to sneak out and hit balls. And sure enough, along came that lone member wanting to play. And not just any member. Brass doesn't come any brassier. J.R. Larson was chairman of the grounds committee and an executive at Latrobe Steel, which pretty much owned the club. That is, he was Deacon's boss a couple times over. And Mr. Larson generously offered to discipline the wayward young Arnie for him.

To which offer Deke (his other nickname) responded to his boss: "Don't tell me what to do with my kid. You take care of your business, Mr. Larson, and I'll take care of mine."

This tale came from Arnie himself, in his book, "A Golfer's Life," where he also tells of the invitation Deke once extended to Harry Saxman, none other than the club president. "Harry," Deke said, "if you don't like the way I'm doing the job, feel free to go hire somebody else."

No – Deke didn't have a death wish or a guardian angel or any juicy leverage on anyone on the board. You simply took Deke Palmer on his terms, or not. And they did. As Arnold summed up his dad: fierce independence, a rigid sense of right and wrong, demands of honesty and duty.



Milfred Jerome "Deacon" or "Deke" Palmer demanded a lot from his son, and Arnold delivered!

And if some of Deke's ideas seemed petty, they were nonetheless characteristic. For instance, pity the guy he caught wearing a cap indoors. A sin. God forbid. Take it off or get out, and for Arnie, that was an inherited trait.

As sometimes happens, a superintendent comes to think of the course as his personal jewel. And so it was with Deke Palmer.

"Pap was a tyrant about people chipping around his greens," Arnie wrote. "He preached relentlessly on the importance of replacing divots and repairing pitch marks, and woe be unto the player -- regardless of whether it was his own son or the club president – who failed to treat the golf course with the kind of respect Pap deemed necessary and proper."

Deke was a complex man, but he was direct.

"Pap's personality and character ..." Palmer said, "...undoubtedly was shaped by those years struggling to teach himself to walk

again ... he developed even more rigid beliefs about what was right and what was wrong...You didn't borrow money. You didn't take what wasn't yours; you didn't lie, cheat, or steal."

If ever there was a golf course superintendent without portfolio, Deke Palmer was it. Deke, son of a housepainter, came from the fields and mines of the foothills of the Alleghenies in Pennsylvania, not far from Latrobe. First, the awful burden. Deke suffered an attack of polio as a kid, and it left him with a deformed foot and a limp. He vowed he would walk again. He slaved and struggled, but he did walk. And if his lower body was weakened, his upper body was super. He could chin himself one-handed, 10 times and more, with either hand.

He quit school at 15 and took a job as a mail runner in a mill. But he preferred the outdoors, and so he jumped at the chance to join the construction crew building Latrobe Country Club as an entry-level pick-and-shovel laborer. He knew this much about golf: That grass would grow if you let it. Otherwise, he didn't know a fairway from a highway. But he was stubborn and determined, and he learned well and fast.

He worked at the course in the summer while it was under construction, and in the winter, he worked in a mill, and later ran a pool hall, where word was he shot a pretty good stick. They loved him at the club. At 22, he became the head greenskeeper, and in 1931, at 27, somehow having learned the game, he became the golf professional as well, selling equipment and giving lessons. And when Arnie became old enough, he was a dawn-to-dusk guy on his Pap's crew. And he drove that old tractor. Arnie also worked in the steel mill, and he knew the bite of refractory brick in your hands when you're relining a furnace.

Being the superintendent's son did not make life simple for Arnie, by the way. The Palmers – Deke and Doris had two boys and two girls -- lived in a house on the club grounds and owned by the club. It did

"When he was rejected by the high school football coach, Arnold's] dad pretty much said, "Oh, quit crying. If you can't play football, play golf." And that was the historic moment when Arnie Palmer decided to become a golfer.

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Boca Delray Golf & Country Club

not have running water. Arnie had to carry water for his mom to wash clothes. And the guys he was pals with in school weren't his pals at the club. They were members' kids. He was an employee's kid. Arnie could golf early in the morning or late in the afternoon, when the members were gone, and he couldn't use the swimming pool. He won the caddie tournament five times, the first at age 11, but wasn't allowed to keep the trophy. "I secretly stewed about that for years," he said.

As for Deke, in the role of the superintendent as a social animal, he was at home in any company. One night, he would go to the club and play poker with ranking members and prominent citizens such as Harry Saxman and Dr. H.R. Mather. The next, he could go down to the fire hall and shoot some pool and have a shot and a beer with Slim Balko and Red Yazvec and the guys.

It was one such night that led to a crisis in the Palmer family. Deke had had a few too many, and he came home and "began picking at my mother," Arnie wrote. Arnie had turned 16 that day. He stood up to his dad, told him to leave her alone. Whereupon Deke reasserted his primacy in the household by picking Arnie up and slamming him into the stovepipe. Arnie ran away later that night, but before long he un-ran away and slipped back into the house.

And Deke, it turned out, was as shocked as his son.

"...he never laid a hand on me in anger again," Arnie wrote.

It was Deke who put his son on the path to changing the face of golf in the world, but not in any way you could guess.

Arnie was already a golfer and football player in junior high, and then he was a new ninth-grader at Latrobe High School, and he went out for varsity football. The coach rejected him. They didn't have a uniform small enough to fit him, he was so scrawny. Arnie was one crushed kid. He ran home to dad. This was the time for a heart-warming father-son talk. But this was Deacon Palmer. As Arnie told it, his dad pretty much said, "Oh, quit crying. If you can't play football, play golf." And that was the historic moment when Arnie Palmer decided to become a golfer.

Deke was, of course, Arnie's teacher, and he preached perhaps the most famous dictum in the game, based on the truism that golf is fundamentally an exercise in overcoming distance through force. Deke made the lesson simple.

"Hit it hard, boy," Deke told his kid, "and go find it and hit it hard again."

He also taught his boy golf etiquette. A strong lesson came when Arnie won the 1947 Western Pennsylvania Junior and expected a hero's ride home with mom and dad. But there was a stony silence in the car. It seems Arnie had missed a short putt at one point and threw his putter over the trees. "If you ever throw a club like that again," Deke said, "you'll never play in another golf tournament."

Time healed all wounds, and years later, Deke & Son were a key team in adding nine more holes to Latrobe CC. And in 1971, after Arnie had become rich and famous, he told his dad he was thinking about buying the club.

"Are you crazy?" Deke said.

It was home, after all, Arnie explained. Even if he'd had to sneak onto the course to play.

"Besides," Arnie told him, unable to resist a delicious needle, "it means you'd have to work for me."

And as Arnie told it, there was a strange streak in his dad. Deke simply refused to praise him. Not ever on his amateur championships, not on his victories in the U.S. Open, the Masters, the British Open

CONTINUE TO PAGE 16



Meet Amanda, May Survivor

On Oct 28th I was doing a self-exam and I found a lump in my right breast. I thought at first, I was imagining it but still I called my GP the next morning to schedule an appointment. Unfortunately my doctor felt the same lump. She sent in the request for a STAT mammogram and ultrasound and told me if I didn't hear from her by 10:30 a.m. Monday morning to call them back. I called and they were able to get me in that day. Much to my surprise, they saw additional lumps and scheduled me for a biopsy. Within a week, I went from being a 42 year wife and mother of three with no history of cancer to a breast cancer patient.



Survivor
Amanda

By Nov 12, I had a surgery date and game plan. On Dec 9, I had a double mastectomy with Lat Dorsi Flap reconstruction. On Feb 11th we started 20 weeks of chemo.

I am not only physically drained, but mentally and financially strapped. It would be great to get away with my husband without any worries of money or my diagnosis knowing that my time to still enjoy myself could be limited.

Amanda



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nor anywhere else, and not on his career in general nor on becoming rich and famous.

"I must admit," Palmer said, "I really burned inside to earn a simple compliment from my father. But that compliment never came, which probably explains why I tried all the harder to please him.

"I was always pestering Pap to come watch what I could do in hopes he would praise me, which of course he never really did. That simply wasn't his style."

Deke died in 1976, at 71.

Arnie had the last hurrah.

The original Latrobe CC was a built on largely open farmland. Deke planted most of the trees. And of all the trees he planted, his favorite was the red pine towering off the fairway, short of the 18th green.

Arnie was 6 when he planted it, and got to ride the root ball when the truck brought it in. Finally, in 1998, it had to be knocked down. Arnie had them leave a big enough stump, and called in a chain-saw artist to carve it into a statue of his dad. Deke Palmer still stands there, looking toward the final green.

As Arnie so plaintively closes his book, "I stood there looking up at him ... deeply moved to have him back ... wondering what my Pap would make of this golfer's life. I still hope he'd be pleased."

AUTHOR'S NOTE:

Marino Parascenzo, author of the book, *Oakmont 100 Years*, and recipient of the 2008 PGA Lifetime Achievement Award in Journalism, was host of an annual golf tournament called The Arnold Palmer Invitational for many years.

Jay Flemma says of him, "He was president of the GWAA when the first woman golf writer got into the tent and he brought her around to meet everyone, easing her transition. He fought for better conditions for writers while they were on the road covering tournaments, he was responsible for getting court reporting companies to handle doing interview transcripts, and he's written articles for every major magazine, including the programs for the U.S. Open



Arnold working on a stump which was later carved into a sculpture of Deke.

and Major championships. And yes, you're right, he's as humble and unassuming a man as you'd want to meet."

Plus he's a great story teller. If you ever need a firsthand account of some seminal golf history story, he was there. He gave me a great one about what it was like being in the media tent and the gallery at Southern hills when Hubert Green got those death threats in 1977. He's a primary source, invaluable.

Several years ago, Parascenzo is quoted in the *Pittsburgh Quarterly* saying, "Even now, at 81, I still do a little advertising work, and make speeches and appearances here and there, usually in connection with companies I represent, and mostly in the U.S. And I still travel internationally on business. Unfortunately, I'm not playing a lot of golf these days. Sure, I still hit some balls and practice. And I play occasionally with my friends. (They still get a kick out of that.) But naturally, my golf game keeps deteriorating because I'm getting older. The challenge is still there, however. And no matter what, the fact that I still can get up in the morning and look forward to going to work is a blessing at my age. I just try to hang in there and keep doing what I do."

NOTE TO GOLF COURSE

SUPERINTENDENTS: Are you familiar with *Golf Course Trades* magazine? If so, you may have seen this article on our website: <https://golfcoursetrades.com/deke-influenced-his-son-arnold-palmer-to-change-golf/>

Our thanks to Reade Tilley of Arnold Palmer Enterprises, who sent us this quote from A Golfer's Life, by Arnold Palmer, James Dodson.

"In the fall of 1963, as my most frustrating year on tour, to that point, was drawing to a close, Pap began building the new nine at Latrobe Country Club. He'd waited a long time for this project to begin, and not surprisingly, being the original hands-on boss, he did much of the manual labor and almost all of the design work himself. Nobody knew the character of that rolling Allegheny farmland any better than my father did, and he seemed to know exactly what he wanted to do with it from the very beginning. For my part, I suppose I was anxious to lend a helping hand, shaping some of the fairways and greens with a bulldozer, if for no other reason than it gave me time to ponder the mystery of my performance in 1963."

--Arnold Palmer



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Making the most of your outdoor space and entertainment

By Margit Whitlock AIA



COVID has required us to take to the outdoors for our socializing, dining, and entertainment, and it is time to spruce things up outside. As resort owners and operators, the call to adapt from indoor offerings to open air amenities may have come early depending on your climate. With Spring and Summer weather near and far, it's the perfect time to bring a little more excitement to the spaces and activities your guests can enjoy. Whether your budget requires you to work with the investment you have already made or you have room to spend, there are always options to make something memorable alfresco.

Defining the Outdoor Space:

No matter how large the outdoor real estate you are working with, you won't have success with your outdoor recreation or amenities until you define the space for your offerings. Define the perimeter with stanchions, lighting, or planters. Call out the space with an overhead shade structure or movable dancefloor! "Ready to roll" canopies now come complete with lighting and heating.

Program activities that engage your guest:

Once you have defined and set your space up well, make sure that investment does not go to waste. Entertain guests with socially distanced resort programming such as artist led Paint and Sip parties where adults follow instruction and leave with a personal canvas of the resort landscape. Start the mornings with an instructor led outdoor yoga class. And when it is safe to do so again, keep your outdoor space active with a Kid's Club during the day and dance parties at night.

Need an idea to keep your small tents out of storage and bringing something special to your guests? Convert smaller tents with electric into a Glamping experience. Consult a Design Professional to see how you might be able to use what you have to make an unforgettable night under the stars. And don't forget to deliver all the makings for S'mores!

Pool Parties Aren't Just for Vegas!

The pool area can be your biggest asset with pre-defined space and built-in activity. Turn it up a notch by bringing in a DJ and if you don't have a bar already in your pool space, bring in a rolling bar cart. For

family friendly fun, turn the pool into a Dive-In! Add some inflatables to the water, a giant movie screen, and popcorn maker for an unforgettable night at the resort.

Use your Location! Location! Location!

Your guests have come to your location for a reason. Capitalize on your natural environment and help visitors explore by providing a custom trail map for self-led hikes and walks. Establish meandering paths through your property that lead to your selling vistas. Add trail markers and stamp stations where younger explorers can collect memories in a custom passport.

Deliver Bike rentals direct to the unit door with a to-go picnic basket for the day. Make sure to provide a list of hot spots within biking distance and a bike lock for the road.

Don't leave the pets in the dog house!

Let's not forget about our furry four-legged guests. Make traveling with pets fun and inviting by providing a Pet Park at your resort. A well-defined space with fencing can become an exciting destination with a few obstacles to keep Fido fit. Don't forget a watering station and dog waste system.

Author Bio: Margit Whitlock is Principal and Creative Director for Architecture and Interior Design at Architectural Concepts Inc., a San Diego, CA based Architectural and Interior Design Firm specializing in hospitality design. Ms. Whitlock is an accomplished speaker with engagements at multiple ARDA conventions, HD Boutique



show as well as being frequently published in magazines such as Developments, Resort Trades, Hotel Business, Hiatus, Vacation Industry Review and Resort Management and Operations.

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May 4 -- "Do's & Don'ts of Renovations," with Margit Whitlock, Architectural Concepts, Inc.

May 11 -- "How Can PR Help Me Market My Business?" with Georgi Gordon, GBG & Associates

May 19 -- ARDA Chairman & Travel + Leisure President Michael Brown

May 20 -- Improve your Sales & Marketing with This Quick 15 Minutes with Dave Stroeve

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- Using Surveys with Sean Coogan of Welk Resorts
- Effective Owner Feedback and Communications by Lisa Kobek, CustomerCount
- Rules for Owner Communications with Lisa Kobek and Sean Coogan of CustomerCount
- Shari Levitin Talks to Resort Trades Learning Center about The Adaptive Seller

Practice “Microwave Meditations” to Get Started

By Sheryl Cattell

Meditation, as practiced for thousands of years, has provided support for the mental, physical and spiritual well-being of practitioners. Comprehensive studies have proven positive benefits to include alleviation of stress, anxiety and pain. Studies also show expanded creativity, improved memory, greater ability to focus and more balanced emotions. It’s also scientifically proven that those who meditate on a regular basis, have more gray matter in the prefrontal cortex, and who doesn’t want more gray matter? However, there is a wide range of beliefs over “how to do it right” and trepidation over meditating correctly and staying focused during meditation.

So, let’s first dispel the idea that there is a “right” or “wrong” way to meditate. This is like saying there is a right or wrong way to live your life. Only you know the way that is right for you, so I encourage you to experiment. Find the ways and places and methods that ring true for you. How you do it isn’t important. It’s saying to yourself and to spirit, “this is important to me.”

You can even practice meditating each time you use the microwave or toaster oven, or find yourself waiting for coffee to brew, standing in line or on hold or engaged in any other potentially mindless activity.

Focusing the Mind

I like to think of meditation as nothing more than “focus” training. We know from research that a wandering mind lacks focus. Left to its own devices, the mind will wander around, obsessing on things that are unimportant, and in some cases self-destructive thoughts. In meditation, we are telling the mind that there

Your mind will thank you for shutting down the endless babble that neither satisfies nor contributes to your happiness or true purpose.

is something greater than ourselves, and we direct the mind to let go of petty grievances, to focus on things that really matter in life. Your mind will thank you for shutting down the endless babble that neither satisfies nor contributes to your happiness or true purpose.

Second, the benefits of meditation are cumulative. Anytime you can capture time to meditate on something meaningful is like making a deposit into your spiritual bank account. The peace and focus you develop will add up like compound interest, and one day you will realize that this focused time is like oxygen for your soul, providing insight and energy for your real purpose to reveal itself and to be fulfilled.

Each person is a unique being, and your meditation should reflect that uniqueness. For example, we each experience the world differently and will react differently. Some are visual and therefore may respond better to guided visualizations that paint a wonderful picture of an idyllic location. Others are auditory and respond to sounds of nature, transformative music or the sound of crystal bowls tuned to the perfect pitch. In my case, I am kinesthetic, and I experience the world and meditation through my feelings, ideally ones of peace, connection and love.



My Practice

Here’s how my path in meditation began. When I went to take certification classes for pranayama and hatha yoga at the Integral Yoga Institute located in Yogaville, Virginia, I initially was trained in meditation, breathwork, chanting and co-creation. At the ashram, we had the luxury of time and focus to rise at sunrise, spend an hour in seated meditation and then another hour at sunset doing the same. What an indulgence to focus for a month solely on one’s body, mind and breath.

I am going to share my current daily practice, not because I think you should mimic it, but to see how I personalized my practice for my situation. I hope you will be encouraged to develop your own unique practice of meditation. After years of trial and error, I finally have a system that keeps me focused. Your system should be as personal as the clothes you wear, or the way you walk or talk. Try different practices on for size, and then develop one that works for you.

CONTINUE ON PAGE 24

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Part One

The first part of my meditation normally takes 8-10 minutes.

The biggest distractor for me is my emotions, and how they make me feel, I currently start by reciting the poem "The Guest House" by Rumi (see below). I've said it so many times, that it is now committed to memory. I focus on feeling and applying the words of the poem to calm my emotions and negative feelings inside of me. I am passionate about things that I feel are important, so emotions get most of my attention, which is not always good for my attention and focus.

The Guest House by Rumi

*This being human is a guest house.
Every morning a new arrival.*

*A joy, a depression, a meanness,
some momentary awareness comes
as an unexpected visitor.*

*Welcome and entertain them all!
Even if they're a crowd of sorrows,
who violently sweep your house
empty of its furniture,
still, treat each guest honorably.
They may be clearing you out
for some new delight.*

*The dark thought, the shame, the malice,
meet them at the door laughing,
and invite them in.*

*Be grateful for whatever comes,
because each has been sent
as a guide from beyond.*

This poem by Rumi helps to quiet and tame my emotions so that I can focus my energy on what matters most. I then do an "affirmative visualization." During this part of my meditation, I visualize the future that I want to I create and imagine that it is already so. I experience what the outcome looks and feels like, and then give thanks for that outcome, because I know in my mind and soul it has already come to pass. Doing this sets the stage for me to accomplish something great in my life and sets the focus for my intention.

Part Two

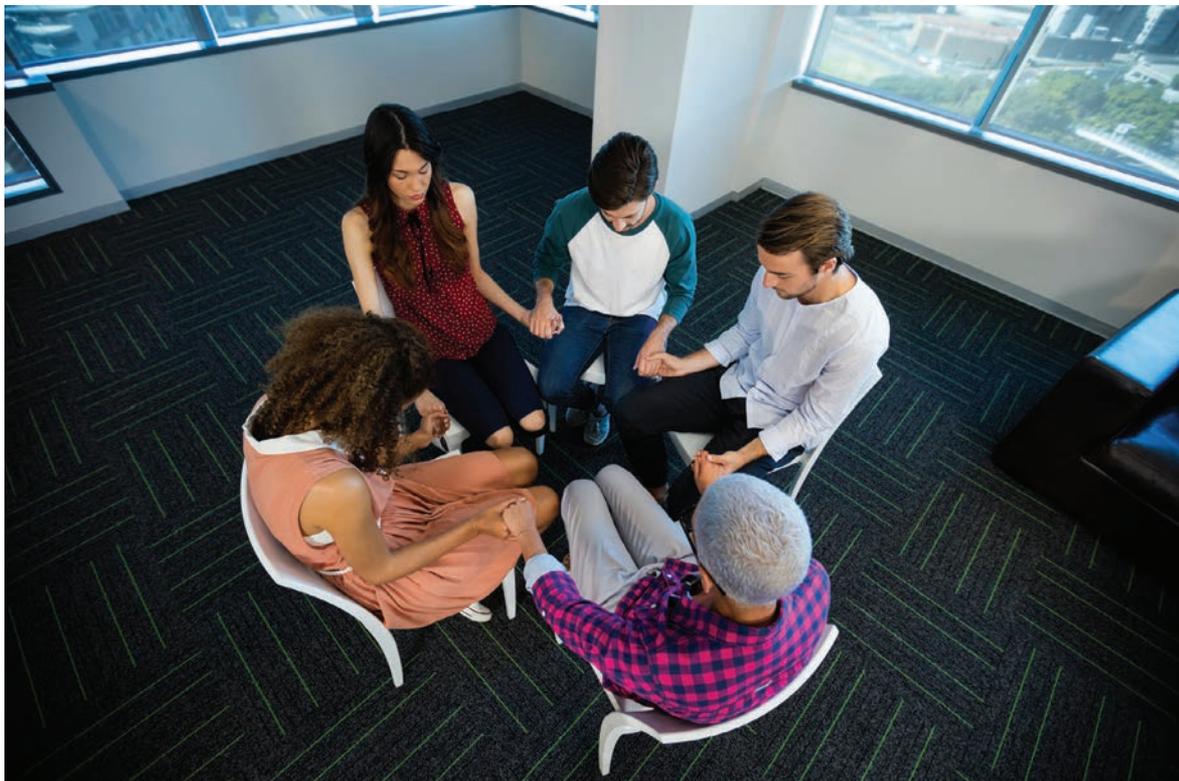
During the remaining 10-12 minutes, I focus on three words: existence, consciousness and bliss. These words are translated from an ancient Sanskrit mantra from Deepak Chopra in his 21-day abundance meditation challenge. I say these words repeatedly. If I get distracted by sounds or other thoughts, I gently go back to the three words and begin again. This is what's known as a mantra.

I try to feel each word as I repeat it. Most mantras are auditory. In my case, I am also using the words to evoke a feeling of focus. I strive to feel each word to the fullest:

- My existence as experienced by my body and where it touches the earth and things of the earth
- Consciousness in my connection to something greater than just myself and my small view of the world
- Bliss or the place I strive for as heaven on earth in my experience of life

Most of the time I use a noise canceling soundtrack with nature sounds, flowing water, chirping birds or wind chimes. Having the white noise allows me to stay focused inwardly and stops me from being distracted by every creak in the house.

Maybe once or twice a year, I will spice up my practice by following one of Deepak Chopra's 21-day challenges, however, this is more the exception than the rule. Again, there simply is no right or wrong way to meditate, but you



Your system should be as personal as the clothes you wear, or the way you walk or talk.

CONTINUE ON PAGE 26



transparency in timeshare

So what is TOWB anyway; what exactly does that stand for?

God created the world in six days. When He was finished He rested.

*God looked at what He had created and saw that it was **TOWB**;*

*He looked and saw that it was **GOOD**. (Genesis 1:32)*

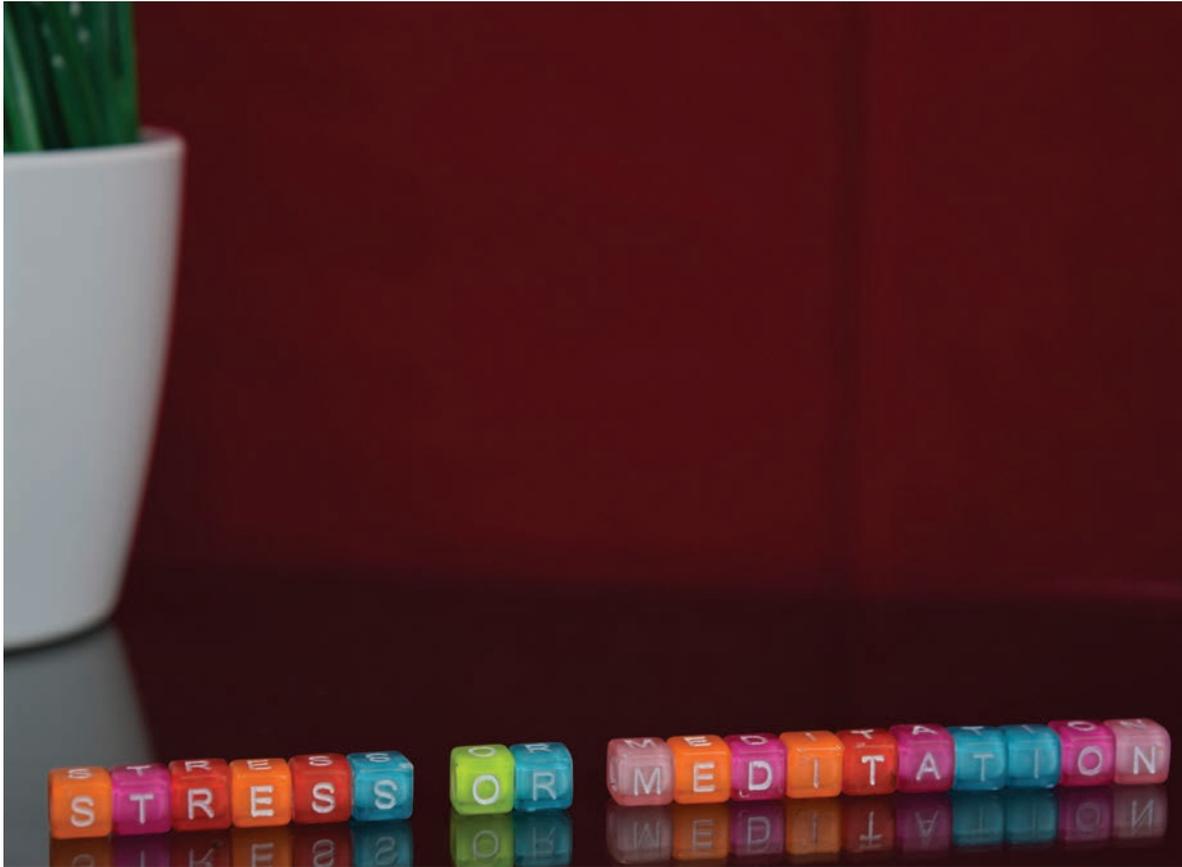
TOWB is therefore a Hebrew word that means good - but it is more than that. It is actually a VERB and a NOUN at the same time. So the thought is good now and continuing to be good. That is the lofty goal of TOWB; be good and continue to be good in the eyes of God and of course each person we come in contact with and serve.

Our goal is to be a place, a people, a company that boards can go to for simple conversation, hard answers to hard questions within a background of 40 years of experience.

Our first focus is always understanding where the resort is and what the board and owners want. The list of possible starting places and discussion points is longer than this page; but some ideas –

- How can we be better at **rentals**?
- Do we need an **onsite broker**?
- How do we stop our owners from being marketed to and **called**?
- What does a **management company** bring to the table?
- Can our weeks be **sold**?
- Should we be in RCI **points** or Interval (CIG) Club Interval Gold and which one is better?
- How do we **compare** to other legacy properties?
- Should we offer an **'exit' plan** for our owners?
- Should the resort consider a **repurpose** strategy?
What is that process specific to how it would affect our resort and owners?

In other words, what are our options and what do we do from here?
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can see how I have adapted my meditation practice specifically to me, my quirks, my inclinations, and my personal preferences. You should do the same. To help find your groove, go meditation shopping and have fun with it.

If you find this beneficial, take the next step and explore meditation teachers or apps on the list below:

- Dan Harris – 10% Happier
- Sharon Salzberg – Loving Kindness
- Deepak Chopra – 30-day Meditation Challenges
- Jon Kabat-Zin – Mindfulness Based Stress Reduction
- Insight Timer App – www.insighttimer.com
- Calm App - www.calm.com

Let's Get Started

I invite you this week to practice Microwave Meditations. During these precious moments when you're waiting for the microwave or on hold for another activity, do your best to shut down conversations your mind may be having, and use the time to mindfully make a momentary connection with something greater than your earthbound self. I like to make a mental connection by visualizing a peaceful white light streaming into me from above. You can sit or stand quietly with this connection until the timer dings, the alert sounds or the hold music stops.

Then, write a few sentences at the end of each day to capture how this made you feel or document anything that is revealed to you because of this focus training. Meditation is one of the greatest secrets of all time, and yet not enough people try it,

This article is an excerpt from Sheryl's soon to be published book, "Connecting Adversity to Purpose" coming to a bookstore near your mouse in 2021. Sheryl Cattell, MCLC, is founder of Personal Legend Coaching,

dedicated to help aspiring high achievers realize, and attain their "personal legend." Sheryl is a Master Certified Life Coach from the Certified Life Coach Institute, and a member of the International Federation of Coaching. She is also



the recipient of several ARDY Awards and spent ten years shaping the digital footprint of Bluegreen Vacations. For more information, please visit www.personallegendcoaching.com or find her on LinkedIn www.linkedin.com/in/scattell or email sheryl@personallegendcoaching.com.



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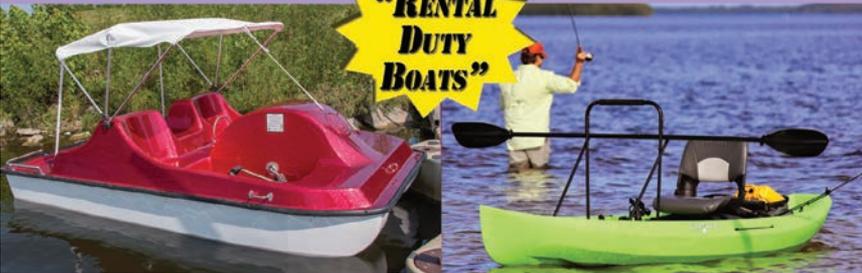


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ANNUAL REPORT: MAY 2020-MAY 2021

By Sharon Scott Wilson, RRP

Our team at Resort Trades launched the Trades Learning Center in May of last year in response to the pandemic and as a way for professionals working in the timeshare resort industry to maintain a sense of community. Now that a year has passed, it's time for a look back.

It all began with our "Trades Town Hall" sessions, which were hosted by The Contact Group's CEO David Costenbader. These first-of-their-kind events encouraged attendee participation and generated a great deal of interest.

Our opening session, "Resort Resilience Town Hall," was held on May 21, 2020. The event featured five industry leaders addressing issues facing resorts grappling with the restraints created by the COVID-19 pandemic.

The audience was encouraged to respond to several poll questions. In response to one of these, an audience of several hundred timeshare resort professionals revealed a strong interest in resort management topics. Another poll asked callers to report on whether or not their resorts were opened, yet. At that date only a few responded that they were open or preparing to open. In the final poll, participants were asked if they would recommend the teleconferencing forum to others as a means of communication, to which there was a 70-plus percent positive response.

Resort Trades relied heavily on Costenbader's expert leadership in organizing the event and were not surprised by their receptivity to the medium. "My team found this particularly interesting from the point of view of serving the resort industry," he said. The Trades' team was encouraged by this first venture and decided to continue the initiative. As shown on pages 20 and 21 of this issue, Resort Trades grew the Trades Learning Center considerably during the coming months.

7Across Plans to 'Get Your Travel On'



Amy Lipka, Managing Director, 7Across, January 22, 2021

As our number of sessions increased, so, too, did audience participation. For example, during an event titled, "7Across Plans to 'Get Your Travel

On'," as long-time RCI veteran and now managing director of 7Across Amy Lipka discussed Panorama's plans for the recently rebranded DAE, audience members asked a number of questions or left friendly comments. Comments ranged from Dan Killingback giving her a shout-out, "Amy, wonderful to hear your voice and see your smiling face!" to questions such as Karen Bond asking, "Can someone use points or just weeks?" Attendees enjoyed saying hello or, as Jodie Miller said, "Love the bright fun colors of 7Across!"

ARDA 2021 - The Playbook, the Players, and the Way Forward

With ARDA President and CEO Jason Gamel, January 29, 2021



When Jason Gamel stepped into the leading role for the American Resort Development Association (ARDA) in April 2019 as president and CEO, he could never have expected to face the maelstrom brought on by COVID a year later.

His leadership and strength in the face of challenge can be seen throughout the association's performance this past year. With so much depending on ARDA's work on behalf of the industry, Jason has a lot resting on himself and his team. He graciously shared some of ARDA's plans for the coming year and thoughts about the future of the industry with a live audience of online attendees.

Gamel served ARDA previously as the vice president of government affairs, but left for several years to work at Wyndham Destinations as SVP of Legal. Prior to his first stint at ARDA, Gamel was an associate at BakerHostetler, one of the nation's largest law firms, in their hospitality practice.

His Resort Trades Learning Center event generated several questions about the ARDA SPRING CONFERENCE 2021 Timeshare Together, being held online and in person, June 6-10, 2021, at The JW Marriott at Grande Lakes, Orlando, FL.

"Raising Resort Revenue"



With Travis Bary, Chief Operating Officer, Capital Vacations, February 16, 2021

Travis Bary, Chief Operating Officer at Capital Vacations – one of the largest and fastest growing resort management, development, and vacation club companies in North America -- discussed:

1. The top five things resorts can do to raise revenue;
2. How to counter rising resort costs;
3. Being prepared for the coming high demand in travel;
4. How resorts can ensure strength and longevity.

Travis Bary is the Chief Operating Officer at Capital Vacations, one of the largest and fastest growing resort management, development, and vacation club companies in North America. In his role, he is responsible for overseeing the company's strategic business operations including the areas of resort operations, resort development, product development, owner services, sales, brand and communications. Since joining Capital Vacations in 2018, Bary has played an integral role in developing and advancing the company's hospitality management offerings, which provides independent vacation ownership resorts with full-service solutions for their operating needs. With more than 65 managed resorts and over

30 vacation club properties across the United States and Caribbean, Capital Vacations is committed to delivering memorable vacation experiences to their owners and guests.

"Have you had any success with on-line or web-based 'stores' for leftover Inventory, versus traditional resale efforts?" asked Harry Van Sciver of Fairshare Solutions. SPI Software's Stephen Green asked, "Are there any communication automation tools that you use to communicate with guest and owners, you mentioned mail chimp, but anything automated?" "You talked about your employees," said Harrison L. Dunn. "What measures are you taking to attract and retain those employees?" Nick Borovich asked, "Are there any strategies to combat the heavy inflation of property insurance; i.e. risk and safety programs or Covid management?" To hear Travis Bary's answers, go to the Resort Trades channel on YouTube and search for the replies he gave during his Learning Center event.

Reimagining Resorts™ - New Options for Old Resorts



With R. Scott MacGregor, COO of Lemonjuice Capital & Solutions

In his talk on "Reimagining Resorts™ - New Options for Old Resorts," Lemonjuice Solutions EVP Operations Scott MacGregor addressed a number of

questions. "Has anyone designed an effective way to poll owners to get an accurate fix on how they perceive their resort?" asks John Byron. Harry Van Sciver asks, "Has Lemonjuice done bi-furcated or "mixed-use" workouts where you convert part of the project to whole or hotel or fractional, while revitalizing the rest as timeshare?" Lisa Ann Schreier wanted to know, "Question about the sunset clause: Was this built into the timeshare laws in Florida? Anywhere else?"

Resort Trades' host Sharon Scott Wilson, RRP, conducted the interview with Scott as they discussed current issues affecting mature, "legacy" resorts.

MacGregor has worked in the timeshare resort industry for more than 30 years. As a seasoned timeshare professional, he willingly shared his expertise, thoughts, and ideas about ways to support and assist suffering HOAs.

Marge Lennon inquired, "What percentage of 25-year-old resorts have been gobbled up by larger companies in recent consolidations? Do you believe the new resort owners will do what your company is doing to update the older resorts?" "HOA can be dissolved upon 75% 'Yes' votes among all Owners... good luck with that in a two thousand owner environment," observes another attendee.

Check Out The Resort Trades Channel on YouTube

After one of our online events, Resort Trades was especially gratified by this comment from Nigel Lobo, COO Grand Pacific Resorts, who said, "I have Resort Trades as my home page. :)" Thank you, Nigel!

If you missed any of our Trades Learning Center events, you can find them on the Resort Trades

YouTube channel. Be sure to hit the subscribe button and the notification bell to make sure you don't miss any of the industry's influencers.

We provide everything we do for free: the monthly print edition of Resort Trades, our weekly eZine – Resort Trades Weekly, our Business Directory and website, and our series of webinars, the Trades Lunch Bunch events.

If you'd like to support your industry, then please be sure to register for our Trades Learning Center events and consider becoming a presenter, yourself. Be sure to subscribe to the Resort Trades YouTube channel and share events you liked with your network. Write or call me with your ideas for events, speakers, and articles you'd like us to include. And, best of all, tell your suppliers you "I saw it in The Trades."

May 2021 Events

With the May 2021 edition, Resort Trades magazine celebrates completing twelve months of operating the Trades Learning Center – its series of live, interactive online sessions. Launched as a free service to professionals involved in the timeshare industry, videos from the past year are available on the Resort Trades channel of YouTube.com.

On May 21, 2020, the first event Trades Learning Center event was a Town Hall, which

focused on what steps resorts needed to take to address the challenges newly emerging at the time due to the Coronavirus pandemic. The interactive presentation featured Ann (Barker) Donahue, RRP, Senior Vice President, Resort Operations and Inventory Marketing, Raintree Resorts International; Lena Combs, CPA, CGMA, RRP, Partner, and Tom Durkee, CPA, CGMA, Partner, Withum; Melanie J. Gring, Chief Strategic Alliances and Brand Officer, Global

Connections, Inc.; and Jay Anderson, Vice President of Business Development & Operations Grand Pacific Resorts.

Throughout the summer the Learning Center began to increase its activity, eventually launching multiple events each month. This month, join us for these sessions (and bring your questions and comments):

Do's & Don'ts of Renovations

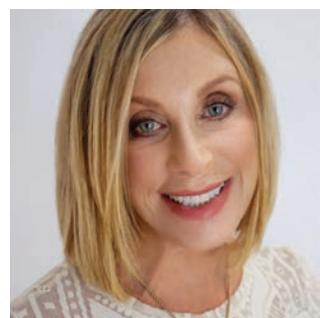


With Margit Whitlock, AIA, Architectural Concepts, Inc., scheduled for May 4, 2021

Architect and interior design expert Margit Whitlock AIA will be sharing valuable design insights with Resort Trades readers in an ongoing series we're calling "The Design Corner." Join us for the first of these in May as she discusses what works and what doesn't when it comes to your resort's interiors. Margit is Principal and Creative

Director for Architecture and Interior Design at Architectural Concepts Inc., a San Diego, CA based firm specializing in hospitality design.

How does PR fit into the marketing mix?



With Georgi Bohrod Gordon, RRP, CEO of GBG & Associates, scheduled for May 11, 2021

In Marketing 101.0, students learn there are four 'Ps' in marketing that will determine a project's success: Product, Pricing,

Place (also known as Position), and Promotion. Developers of a resort's product or service may tend to conflate public relations with overt

promotional efforts, or tend to overlook the value of a consistent, well-executed PR plan, altogether. Gordon, who operates an award-winning strategic planning, marketing and public relations company, GBG & Associates, will share from the experience of many years in the business, during which she and her team have consistently delivered measurable results for clients across a number of specialized markets including resort and hospitality, the cannabis industry and professional services companies.

Improve your Sales & Marketing with This Quick 15 Minutes with Dave Stroeve



David Stroeve, ADS Consulting Services, scheduled for May 20

David Stroeve is an empowerment speaker and owner of ADS Consulting Services. He has spoken at a number of industry conferences and will be a frequent contributor to the Trades Learning Center. We guarantee you will have a number of 'ah-hah' moments! In the month of May, he will deliver two sessions as parts of his upcoming series of marketing and sales 15-minute 'Quick Tips.' Join us to:

- Learn how to monetize your information to increase arrival conversion
- Learn how to identify your primary target audience
- Learn how to maximize your ad spending by iterating one variable at a time
- What considerations should you provide to attract a local audience
- Make the commitment to become the unicorn within your market

ARDA Chairman & Travel + Leisure President Michael Brown

Scheduled for May 19, 2021

Resort Trades is pleased to host a Trades Learning Center event featuring incoming ARDA Chairman Michael D. Brown. Brown serves as president and chief executive officer of Travel + Leisure Co. and is responsible for its performance, growth, and strategic direction. It's a tall order when you think of taking up the reigns of the world's leading membership and leisure travel company. That's a portfolio of nearly 20 resort, travel club, and lifestyle travel brands, including Wyndham Destinations, Panorama, and Travel + Leisure Group. Plus Michael's job includes oversight of 15,500 associates.

Brown joined the company in 2017, and oversaw its spin-off from Wyndham Hotels & Resorts to Wyndham Destinations the following year. Plus, just last year Wyndham Destinations acquired the iconic Travel + Leisure brand and rebranded itself as Travel + Leisure Co. Prior to joining the Wyndham family, Mike had worked in senior positions for Marriott International, Marriott Vacation Club International, and, later, Hilton Grand Vacations.

Brown's leadership is infused with a combination of strategic vision, operational expertise, authentic engagement, and industry knowledge. He drives the company's commitment to be responsive and engaged through socially conscious initiatives, and fosters its global spirit of hospitality and responsible tourism. Aligned with the culture of inclusion and diversity, Brown leads the company's Global Inclusion and Diversity Council.

Join us in May to meet Mike and get to know this leisure travel industry veteran of more than 25 years. We think you'll be as impressed as we are as he explains his vision for his company and plans for the association.



Why timeshare owners trust Lemonjuice

April 13, 2021; Orlando, FL and Orange County, FL – Since 2016, Lemonjuice Capital and Solutions has revitalized and restructured resorts located throughout the United States renewing timeshare owners' confidence through a process called, 'Reimagining Resorts™.' The company has earned the trust of owners by working with homeowner association boards, making capital improvements, and providing solutions for owners and resorts.

The company has invested more than \$20 million in restoring the infrastructure of aging resorts, helped generate approximately \$14.5 million for timeshare



R. Scott MacGregor, COO, Lemonjuice Capital & Solutions

owners, and has cleared thousands of defective titles created by 'exit companies.' (For over a decade, unscrupulous exit companies have been a scourge on the industry and preying on innocent timeshare owners by charging exorbitant amounts to place their real estate titles in here-today-gone-tomorrow corporations, which financially damage associations causing many to become insolvent.) By working through the Resort Reimagination™ process, Lemonjuice often revitalizes failing resorts and when a

board decides to restructure, Lemonjuice creates alternative solutions for the timeshare owners. Solutions can include swapping them into healthy, financially sound resorts or points-based travel clubs, or providing them a monetary distribution for their timeshare when their property is sold.

"Detractors have attempted to paint us as being 'anti-timeshare' and out to shut down resorts," says COO Scott MacGregor. "In fact, I'm pleased to be part of Lemonjuice as the capstone to a career in advocating for timeshare owners, resorts, and supporting operations because it is a great story for timeshare: We're giving owners real options and the opportunity to realize what was sold to them initially – the ability to sell it when they are done."

Through Resort Reimagination,™ Lemonjuice works to provide solutions for every facet of the vacation ownership resort, including:

- Owners— giving real vacationing options and not pushing them into the arms of the relief companies, or forcing them to walk away;
- Boards – providing them with tools, resources, and perspectives beyond traditional management to enable them to fulfill their mandates as board members in the service of their constituents;
- Associations— helping them to plan the logistics associated with sunsets, tenancies in common, or outdated termination provisions, navigating their aging infrastructure and changing environments, and infusing capital;
- Communities – aligning outdated and often blighted properties with their modern redevelopment, zoning, and environmental standards;
- Exchange companies – updating declining properties and re-engaging owners in products based on the flexible use, multi-site programs they have promoted for years;

- The timeshare industry as a whole – fulfilling the promise of products that will accommodate owners through their lives and changing vacation needs, provide them an exit with dignity when needed, removing the conditions which foster relief and resale scams, preventing resorts from declining and failing, and telling the story of how the industry has cared for its customers; and
- The traveling public in general – helping to promote "residential accommodations" with housekeeping, amenities, and professional services.



Liberty Bank Leads Through COVID-19 Pandemic, Funds \$400MM in 2020

Charlottesville, VA & Middletown, CT – April 2021: Wellington Financial, the exclusive Resort Finance

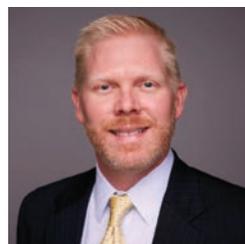


Donald Peruta, Sr. VP of Liberty Bank

correspondent for Liberty Bank, announced another strong year of lending to the vacation ownership industry. Since 1986, Liberty Bank has unwaveringly financed the timeshare industry through economic ups and downs. The COVID-19 pandemic, and resulting travel restrictions and shut-downs, greatly affected the vacation ownership industry, but one thing that didn't change was Liberty Bank's continued support of their

customers' needs. In 2020, Liberty Bank funded over \$400MM to its Resort Finance customers.

Liberty Bank's Resort Finance Division SVP, Donald Peruta says, "No one in the banking or timeshare industries could have envisioned the type of prolonged business interruption caused by the COVID-19 pandemic. However, we immediately talked to each of our customers and quickly provided flexibility so they could adapt their business practices to the rapidly changing environment."



Shawn N. Brydge, RRP, Exec. VP of Wellington Financial

In addition to working with existing customers to provide relief related to the pandemic, 2020 was a busy year for loan renewals and increases. By the time "Auld Lang Syne" was sung, Liberty Bank had closed \$218MM in loan commitments for receivables, inventory, and HOA financing to its existing Resort Finance customers including AA VOI Acquisition-1, Bluegreen Vacations, Breckenridge Grand Vacations, Capital Vacations, Holiday Inn Club Vacations, and OLLAF 2020-1.

Despite the uncertainty caused by COVID-19, Liberty Bank didn't hesitate to continue pursuing new lending opportunities, either. "We had loans for new relationships that were in the midst of underwriting in March of 2020 and there wasn't much of a slow-down. We worked diligently through the chaos and finished the year with strong growth. For the year, Liberty Bank originated relationships totaling \$223MM in loan commitments for receivables, inventory, and acquisitions to new customers" notes Wellington Financial President, Ron Goldberg.

Reflecting on a year unlike any other, Wellington Financial's Executive Vice President Shawn Brydge remarks, "2020 was a year that felt like a decade, and it was certainly a challenging time to be a lender in the hospitality space, but vacation ownership has proven to be resilient and adaptable time and time again. It's a testament to the quality product offered by our customers and everyone's desire to take a vacation. Since we were founded in 1981, vacation finance has been our focus. Since 1986, Liberty Bank has consistently financed the timeshare industry. Together since 1995, Liberty and Wellington are a formidable team with significant industry experience and institutional knowledge. That combination has served us extremely well through a multitude of economic booms and busts, and as a result, we've served our customers extremely well for 40 years."

Grand Pacific Resorts' Continues Along the California Coast

Grand Pacific Resorts will lend its three decades of timeshare management expertise to Mandalay Shores Resort, its second-managed resort in the Oxnard area, furthering its footprint in Southern California. Owners at Mandalay Shores Resort will now enjoy the unique Grand Pacific Resorts management experience starting April 1, 2021.

Located right on the beach in Oxnard, California, Mandalay Shores Resort is 30 minutes away from Santa Barbara and close to local shopping, restaurants, and water activities like standup paddleboarding and whale watching. Cozy yet modern cottage-style accommodations lend it a charming home-away-from-home appeal. Amenities include a pool, spa, and courtyard with a BBQ and dining area. Each condo features a fully-equipped kitchen, semi-private balcony or patio, and Jacuzzi tub for total relaxation along the California coast.

The full-service management agreement with Mandalay Shores Resort includes all resort operations, Owner services, and exchange and rental services. Grand Pacific Resorts will also service maintenance fee billing and collections through its affiliate Advanced Financial Company (AFC). In addition to their existing benefits, Owners will also gain access to weekly and nightly rentals as well as extended vacation opportunities through Grand Pacific Exchange (GPX), an exclusive Owners-only exchange network from Grand Pacific Resorts. Owners will also enjoy GPX's newest benefit, GPX Perks, a credit savings program applicable towards rental cars, tour packages, cruises, and much more.

"We are excited about serving the Board and timeshare Owners of Mandalay Shores Resort," said Nigel Lobo, RRP, Chief Operating Officer of Grand Pacific Resorts. "We are thrilled to be able to expand our footprint along the Southern California Coastline and leverage our resources to create memorable experiences worth sharing. We look forward to bringing our award-winning service culture and resort management expertise to the Owners and Associates of Mandalay Shores Resort, and we extend them a warm welcome into our Grand Pacific Family."

This new management contract brings the total number of Grand Pacific Resorts managed properties to twenty. Grand Pacific Resorts also currently manages Channel Island Shores, located just minutes away from Mandalay Shores Resort. Both resorts sit right on the beach with convenient access to nearby attractions like Santa Barbara and Channel Islands National Park. Accommodations have a coastal and charming home-away-from-home type of comfort that Owners, renters, and exchangers alike love.



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9998 N. Michigan Rd., Carmel, IN 46032
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Contact: Bob McGrath
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Marge Lennon
President Lennon Communications Group

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Fax: (407)849-1119
Email: lcombs@withum.com
Website: www.withum.com
Contact: Lena Combs
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Phone: (703) 725-8608
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Phone: 636-922-2285
Website: www.pineapplehospitality.net/
Specialty: We're picky, with a focus on the product categories that create value for operators while benefiting guests and the environment. Pineapple only offers the best options in those categories and we provide them at competitive prices.

HOUSEKEEPING SERVICES



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!

LANDSCAPE AMENITIES



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

LEGACY TIMESHARE SOLUTIONS



Legacy Solutions International
70 Brickyard Rd. Unit 10,
Essex Junction, VT, 05452
Phone: 802-862-0623, 802-373-5068
Email: ron@legacysolutionsinternational.com
Website: www.legacysolutionsinternational.com
Legacy Solutions International, LLC, founded by Ron Roberts, a 40-year timeshare industry veteran, delivers custom solutions that generate revenues for resort HOA's and managers facing threatening "legacy" issues. Most programs are ZERO out of pocket cost! Bring a smile back to your bottom line with effective and proven strategies for maintenance fee delinquencies, asset recapture, standing inventory sales, points programs, webinars, property management, legal & trust services, and even energy efficiency rebates! Contact: 802-862-0637 Ron@legacysolutionsinternational.com.

LENDING INSTITUTIONS



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, Fred Dauch, Mark Raunikaar and Tom Petrisko, each of whom has extensive timeshare lending experience



FAIRSHARE SOLUTIONS

Fairshare Solutions
529 Seven Bridges Road, Suite 300 East
Stroudsburg, PA, 18301
Phone 1: 570.252.4044
Email: drogers@Fairshare.Solutions
Website: www.Fairshare.Solutions
Contact: Dennis F Rogers
Specialty: Sometimes there is more than one Reason for a delinquency or default. At Fairshare we have the sophistication, experience, sales, and customer service skills needed to solve them all. Diligent contact is key. We go far beyond the 'Agency' model of just 'dialing for dollars'. We also bring empathy, data mining, customer care, and an understanding of your bottom line. We don't just collect accounts, we collect customers. So as we succeed in recovering more of your delinquent and written-off portfolios, you will succeed in retaining valuable customers!



Wellington Financial
1706 Emmet St N Ste 2
Charlottesville, VA, 22901
Phone: 434-295-2033 ext. 117
Email: sbrydge@wellington-financial.com
Website: www.wellington-financial.com
Specialty: Wellington Financial has financed the timeshare industry without interruption since 1981. Specializing in receivables hypothecation, inventory and development loans of \$10,000,000 and up, we've funded over \$8 Billion with our group of lenders. Focused solely on lending to resort developers, we are the exclusive Resort Finance correspondent for Liberty Bank. With 40 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: hbvswitebriar@gmail.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
9654 N. Kings Hwy. Suite #101
Myrtle Beach, SC 29579
Phone: 843-449-6500
Email: hello@capitalvacations.com
Website: www.CapitalVacations.com
Contact: Alex S. Chamblin, Jr.
Specialty: Capital Vacations, headquartered in Myrtle Beach, SC, is one of the largest and fastest-growing management, development, and timeshare vacation club companies in North America. The company is dedicated to creating quality vacations and offers an affordable, flexible travel program called Capital Vacations Club. As a hospitality management provider, Capital Vacations provides full-service hospitality management solutions to vacation ownership resorts, helping to promote and support their long-term financial stability. With more than 68 managed resorts and over 30 vacation club properties across the United States and the Caribbean, Capital Vacations is committed to delivering memorable vacation experiences to owners and guests.



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.



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=m
Website: www.kaypark.com
Contact: Marilee Gray
Specialty: Manufacturing "America's Finest" park equipment to make people-places people-friendly, since 1954! Product line includes a large variety of outdoor tables, benches, grills, bleachers, litter receptacles, drinking fountains, planters, pedal boats, and more!

PEST CONTROL/DISINFECTANT



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

PET SANITATION



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

POOL & WATER FEATURES EQUIP. & MAINT



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

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
121 Lake Shore Dr Rancho, Mirage CA , 92270
Phone: 760-803-4522
Email: georgi@gbgandassociates.com
Website: www.gbgandassociates.com
Contact: Georgi Bohrod
Specialty: 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.

RECEIVABLE FINANCING



Fairshare Solutions
529 Seven Bridges Road, Suite 300 East
Stroudsburg, PA, 18301
Phone 1: 570.252.4044
Email: drogers@Fairshare.Solutions
Website: www.Fairshare.Solutions
Contact: Dennis F Rogers
Specialty: Sometimes there is more than one Reason for a delinquency or default. At Fairshare we have the sophistication, experience, sales, and customer service skills needed to solve them all. Diligent contact is key. We go far beyond the 'Agency' model of just 'dialing for dollars'. We also bring empathy, data mining, customer care, and an understanding of your bottom line. We don't just collect accounts, we collect customers. So as we succeed in recovering more of your delinquent and written-off portfolios, you will succeed in retaining valuable customers!

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

Gregory Crist
CEO, National Timeshare Owners

RECEIVABLE FINANCING



Whitebriar Financial Corporation
575 Mystic Drive PO Box 764
Marstons Mills, MA 02648
Phone: (508)428-3458 Fax: (508)428-0607
Email: hbvswwhitebriar@gmail.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.

RECREATIONAL GAMES



The Chess House
PO Box 705, Lynden, WA 98264
Phone: (360)354-6815
Fax: (360)354-6765
Email: raphael@chesshouse.com
Website: www.chesshouse.com
Contact: Raphael Neff
Specialty: Unplug the gadgets and refresh with a great game for sheer fun. Improve IQ, focus, and face to face time with your loved ones. Chess House has helped countless parks and resorts obtain a low cost, high visibility Giant Outdoor Chess that's easy to maintain and fun for everyone from toddlers to veterans.

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.

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

Marge Lennon
President Lennon Communications Group

RENTALS AND RESALE



SellMyTimeshareNow, LLC
8545 Commodity Circle,
Orlando, FL 32819
Phone: 877-815-4227
Email: info@sellmytimesharenow.com
Website: www.sellmytimesharenow.com
Specialty: SellMyTimeshareNow.com is the largest and most active online timeshare resale marketplace worldwide. We provide a proven advertising and marketing platform to timeshare owners, while offering the largest selection of resales and rentals to buyers and travelers. With over 5.5 million visits to our family of websites and more than \$254 million in purchase and rental offers delivered to advertisers annually, we have been serving the needs of owners and non-owners alike since 2003.



Timeshares Only LLC
4700 Millenia Blvd. Ste. 250
Orlando FL 32839
Phone 800-610-2734
Fax: 407-477-7988
Email: Ryan.Pittman@timesharesonly.com
Website: www.timesharesonly.com
Contact: Ryan Pittman
Specialty: Timeshares Only is a cooperative advertising company that has served the timeshare resale market for over 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.

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
Ph: (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.

SALES TRAINING



SHARI LEVITIN
ShariLevitin.com

Levitin Group
PO Box 683605, Park City, UT 84068
Phone: (435)649-0003
Email: shari@sharilevitin.com
Website: www.levitinlearning.com
Contact: Shari D Levitin
Specialty: Shari Levitin is the author of the bestseller, Heart and Sell, a frequent contributor to Forbes, CEO Magazine, Huffington Post, and guest lecturer at Harvard. Shari started in the timeshare industry in 1997, and her team has increased revenues for companies like Wyndham, Hilton, and RCI in over 40 countries. Recently, Shari has been recognized as one of the:

- Top 10 Voices in Sales for LinkedIn
- Top 20 Sales Experts in the Salesforce documentary, "The Story of Sales."
- Top 50 Keynote Speakers
- 38 Most Influential Women in Sales

www.linkedin.com/in/sharilevitin/

STRATEGIC PLANNING



Lemonjuice Capital Solutions
7041 Grand National Dr #230, 32819
Phone: 321-320-8830
Email: info@lemonjuice.biz
Website: http://lemonjuice.biz/
Specialty: Lemonjuice delivers strategic planning tools and the resources needed to execute those plans to Association Boards and Managers. Services include Strategic Analyses; Rental distribution, revenue management, and channel management; Resort technologies including operating systems, websites, and business tools; Comprehensive resort management and accounting; Title and roster reconciliation; Sunset management; and Project restructuring and repositioning. Unlike typical management companies, Lemonjuice will invest capital with the Association to help it achieve its goals. Give your owners options!

TECHNOLOGY



SPI Software
444 Brickell Avenue, #760;
Miami FL 33131
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.

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



Club Car Custom Solutions Department
4125 Washington Rd. Evans, GA. 30809
Phone: 800-258-2227
Website: www.clubcar.com
Contact: Your Local Club Car Dealer
Specialty: Made-to-Order and Task-Specific Utility and Transport Vehicles
Club Car's Custom Solutions Department customizes vehicle configurations to tackle many hospitality and maintenance applications: refuse removal, bell service, room service, facilities maintenance, grounds keeping and more. Stylish and versatile, these cars have the same warranty as standard vehicle offerings in their class and are ideal to reduce fleet size and replace full-size trucks. To find your local Club Car Dealer visit www.clubcar.com/dealer.

TRAVEL CLUBS



Global Connections, Inc.
5360 College Blvd, Suite 200
Overland Park, KS 66211
Phone 1: 561-212-5359
Email: MGring@exploregci.com
Website: www.exploregci.com/
Contact: Melanie J. Gring
Specialty: Established leader in the vacation industry offering its premier travel club, Global Discovery Vacations, through a sales distributorship channel; component-based travel and leisure benefits; exit and affinity programs. GCI is the developer of resorts in California, Colorado, Florida, and Tennessee; owns/leases multiple resort condominiums throughout the U.S., Canada, Mexico and Caribbean. From having your own travel club sales distributorship to strengthening loyalty with your members and employees, GCI has the solution you need.

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

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

TRAVEL CLUBS



OTC Owners Travel Club
Phone: 844-724-6000
Website: https://ownerstravelclub.com/v6
Specialty: Owners Travel Club, your gateway to travel savings. With Owners Travel Club you are entitled to travel benefits with more options, more opportunities, and more ways for owners to save with our best price guarantee and Owner Dollars.
If your resort is enrolled in OTC, your membership is already live, just enter your user name and password and you're ready to experience the savings.
If you would like to join, but haven't received an offer from your resort, no problem, please fill out the registration form below for your complimentary membership.

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

Jon Fredricks, CEO Welk Resorts LLC

TRAVEL INCENTIVES



True Incentive
2455 East Sunrise Blvd. Suite 200 Fort Lauderdale, FL , 33304
Phone: 800-684-9419
Fax: 954-707-5155
Email: salesinfo@true-incentive.com
Website: true-incentive.com
Specialty: True Incentive, known for its incentive product innovation and quality service, offers a dynamic online catalog of its products such as land vacations, airfare, and cruises designed to impact a company's marketing and sales objectives. As for us how we can help you determine the right marketing incentives to meet your goals. For more information www.true-incentive.com or salesinfo@true-incentive.com



This Space Reserved For MATTER

ResortTrades.com
Resort Industry
Connection 24/7

Resort Trades Weekly eNews

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

resorttrades.com/resortnation

Looking for vendors

... who are familiar and engaged in our industry? Tired of needing to explain to suppliers why timeshare resorts' and hospitality's needs are often different? These businesses are guaranteed to be interested in you and your needs:

members.resorttrades.com



LOYALTY WELL REWARDED

NEW BENEFITS FOR OWNERS & HOAS

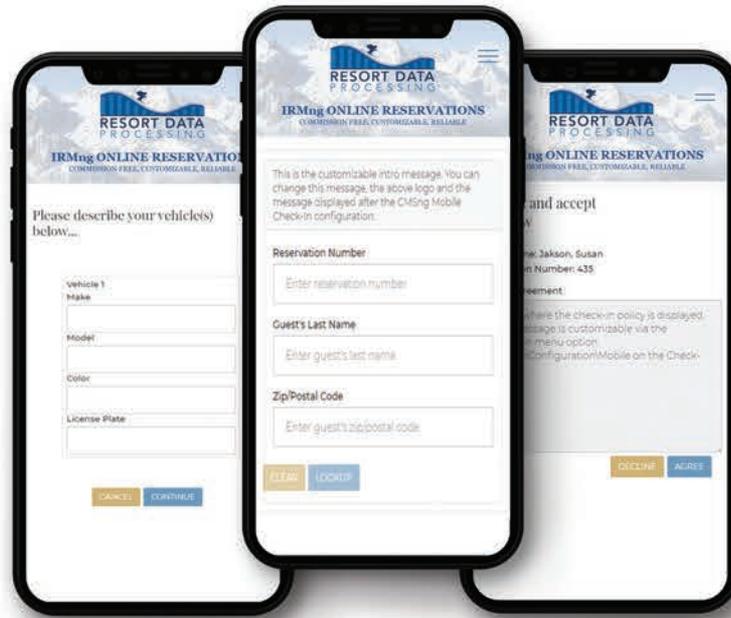
With **Owner's Travel Club** your loyal owners can enjoy new travel benefits with more options, more opportunities, and more ways to save including Owner Dollars and our Best Price Guarantee.¹

FOR MORE INFORMATION VISIT
OWNERSTRAVELCLUB.COM



¹Resort Rental offers members a Best Price Guarantee subject to change without notice at the sole discretion of Resort Rental. If you find a lower rate for a hotel booking, car rental, or destination activity on another US-based travel site within 24 hours, contact Resort Rental. Some restrictions apply. For terms and conditions for the Resort Rental Best Price Guarantee, go to ownerstravelclub.com. Resort Rental Best Price Guarantee is administered by Alliance Reservation Network, Inc. under contract with Resort Rental. Resort Rental is not responsible for honoring the Resort Rental Best Price Guarantee. Membership is based on eligibility. For additional terms and conditions, visit, OwnersTravelClub.com. Owner Dollars will be credited to the Membership account and may be redeemed towards partial payment for subsequent OWNERS TRAVEL CLUB purchases. Owner Dollars have no actual cash value. Member must maintain the Membership account in good standing to earn or to redeem Owner Dollars. Owner Dollars are good for 12 months from the date of your registration. See Terms and Conditions for further details. Hawaii TAT Broker ID #TA-023-193-6000-01 Resort Rental, LLC, 6277 6277 Sea Harbor Drive, Orlando, FL 32821 © 2020 Resort Rental, LLC. All rights reserved.

New Feature Launch!



R E S O R T
DATA PROCESSING

TAILORED

Property Management Software

DESIGN / ADAPT / GROW

New Feature: Touchless Check-In & Check-Out

Many good things often come out of tough times! In continuing with our 35+ year focus of working with our customers to provide tools to meet their modern-day challenges, let us introduce to you the Touchless Check-In & Check-Out!

Designed to limit guest and staff exposure to one another, RDP's Touchless Guest Experience allows guests and owners to check-in and check-out via their mobile devices.

Timeshare and Fractional Management

Resort Data Processing (RDP) develops timeshare software for fractional properties, private residence clubs (PRC), and destination clubs. Guests and owners can reserve via the internet, and owner internet access includes the owner calendar and ability to view bills paid by the management company. Work orders and housekeeping history can also be accessed online. With a strong customer base and 30 years of experience in the complex area of owner managed timeshare software, the RDP system modules that are timeshare-specific are fully integrated with RDP's core property management system. RDP systems manage variations of fractional ownership like weekly, quarter share, membership and "point-based" resorts.

Unparalleled Owner features



Automated Owner Statements, Owner Portal, Owner Billing, HOA/Owner revenue management, all built to any Week, Season, Float, Fixed, or Split Configuration.



Double YOY Revenue

On average RDP customers double their profits in the first year due to process automation, commission free booking engine, and built in marketing features



Outgrown Current System

RDP is customized to each property providing industry leading functionality to those ready to manage their resort with one robust system.

Why Choose Us?

- > Cloud/On Premise Solutions
- > USA based Support 24/7/365
- > Dedicated Implementation Team
- > All-In-One Solution

Resort Data Processing

Tailored Property Management Software

Sales : (877) 779-3717
Promotion Code : TradeUp

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

Address: 211 Eagle Road
Avon, Colorado 81620-3360



What would
your Association do

**WITH MORE CASH
IN YOUR BUDGET?**

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**FINANCIAL
STABILITY**
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Associations managed by Capital Vacations can take advantage of one-of-a-kind, industry-leading programs developed specifically to aid Independent Associations in achieving long-term financial health.

OUR PROGRAMS

-  **Sales & Marketing**
-  **Rental Guarantee**
-  **CAPX International Exchange**
-  **Collections & Recovery Services**



CONTACT TRAVIS BARY

today to learn more about putting our funding and management solutions to work for you, especially during these unprecedented times.

tbary@capitalvacations.com
843.281.4346