

# RESORT



## Trades

Resort Professionals'  
Monthly News Journal



Vol 28, No. 2  
February 5, 2014  
[www.ResortTrades.com](http://www.ResortTrades.com)



**Westgate Resorts COO Mark Waltrip:**  
"How energy conservation saved us \$3mm."

### MARKETING, SALES AND IN-HOUSE SALES

**When Social Means  
Business: Better  
Connections with  
Your Customers  
& Critics**

**PAGE 8**

---

### PERSONNEL FILE/HR

**The Multi-  
generational  
Workplace**

**PAGE 10**

---

### CURRENT EVENTS

**Small Changes,  
Big Impact**

**PAGE 14**

---





## A TRAVEL CLUB OR EXIT PRODUCT FOR EVERY PURPOSE & BUDGET:

We offer multiple programs, price points, full service and online options. Revenue sharing available.

If the travel product you are using does NOT have:

### SERVICE

5 star customer service with all live operators

### ACCESS

to travel deals that your member can't get on their own

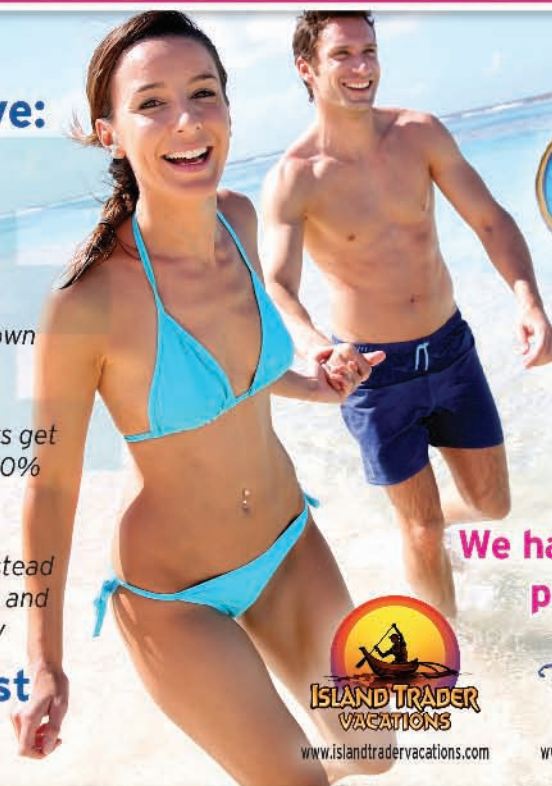
### VALUE

like the millions of dollars in cash rebates our members get that lowers their travel costs by up to an additional 20%

### EXISTING

provider requires you print the club in YOUR name instead of theirs because they do no reputation management and your new label has no online history for credibility

Then you aren't selling the best product for your company!



# TRAVEL SERVICES

We have several house labels and products to choose from.



www.islandtradervacations.com



www.travelservicesdeals.com



www.matrixtravelnetwork.com



www.rainbowvacationclub.com

Travel Services : 29 year history and millions of dollars in cash rebates returned to their members  
We guarantee to get you merchant accounts and receivables financing for your operations



FOR MORE INFORMATION CONTACT BILL BAILEY  
TOLL FREE: 877-281-3649 EMAIL: mrktg01@yahoo.com

# Merchant Accounts

Specializing in Timeshares, Travel Clubs, & Telemarketing, with competitive rates & great service.



## MERCHANT ACCOUNTS

- FSA will do a FREE analysis on your monthly merchant statements to show you where we can save you money.

## FINANCING

- Accounts receivable financing and servicing deals from \$50,000 to \$15,000,000.

Financial Services of America



Call Bill Bailey at 877.320.9227 or 877.281.3649  
Email: mrktg01@yahoo.com  
415 North State St.,  
Litchfield, IL 62056

www.yourfinancialservices.net



# Sleep like this again?



## Kills Bedbugs and Disinfects

# STERI-FAB®

MUCH MORE THAN A DISINFECTANT

800 359-4913 • STERIFAB.COM



## Polly Products The KING of picnic tables

100%  
Recycled  
Plastic

QUALITY ~ STYLE ~ DURABILITY

- 100% Recycled Plastic
- Built Solid & Heavy
- Maintenance Free
- Splinter Free
- No need to paint or stain
- Iron-look but no rust!



Visit us online or call us today!

1-877-609-2243

www.pollyproducts.com

## WALL MOUNTED FOUNTAINS

## SAND FREE FOUNTAINS

## and MULTI STATION SHOWERS



AVAILABLE IN  
16 STANDARD  
COLORS!

Most Dependable Fountains, Inc.™

800-552-6331

www.mostdependable.com

Find us on  
Facebook



*Dickens & Hawthorne*

**CUCUMBER & ACAI COLLECTION**

SOOTHING. PURIFYING. INVIGORATING.



For more information,  
visit us online or call us today!

**800-541-6775**

**EssentialAmenities.com**

208 Passaic Ave, Fairfield, NJ 07004

**SELL...EDUCATE...GROW**

Promotion, PR, Publicity

By SharonINK PR & Marketing

Hear what Sharon Scott RRP's clients say about her:

"As a lender and lender's representative serving developers in the resort industry, Wellington Financial has benefited from Sharon's capability as a wordsmith.... We are never hesitant about having Sharon call our clients to discuss a proposed press release, knowing she will perform her communications in a professional manner reflecting well on us."

**--Ron Goldberg, President, Wellington Financial**

"... We have, on occasion, hired Sharon's company and found that she was very effective at planning strategy for us and delivered on her commitments."

**--Richard Ragatz, Ph.D., Ragatz Associates**

"Everyone in the resort industry knows and respects Sharon. She has it all – connections, integrity, brains and a sense of humor!"

**--James R. Danz, RRP, Timeshare Marketing Professional**

"We have been very pleased with Sharon's writing capability. She's a great communicator."

**--T.L. Spencer, CEO and COB, and Wes Spencer, Timeshare Sales & Marketing Professionals**



"When Sharon first started work as an ARDA staff person, we were impressed by her dedication, enthusiasm and zeal for building closer relationships between the association and its members...."

**--Stephany A. Madsen, RRP, Senior Vice President - Special Projects, Retired, American Resort Development Association (ARDA)**



To learn more, call Sharon at  
**1-310-923-1269** or visit **SharonINK.com**.

**MERIDIAN Financial Services**  
financial risk management

**Meridian Financial Services** is a sophisticated third-party collection agency able to service whole and partial portfolios.

**Services Include:**

- Full-Service Collection Agency for Domestic and International Clients
- No-Cost-to-Client Recovery Program
- Customized Industry Collection Strategies
- Credit Reporting
- Skiptracing
- Online Services
- Credit & Collection Consulting

Meridian is a veteran of the vacation ownership industry. We understand the impact of bad debt, as well as the importance of keeping your owners' accounts current, and preserving their confidence in the purchase decision.

**TO LEARN, AT NO COST, HOW MERIDIAN CAN WORK FOR YOU, PLEASE CONTACT:**

**Greg Sheperd**, president, at 866.294.7120, extension 106; [GSheperd@merid.com](mailto:GSheperd@merid.com)

**Zaida Smith**, vice president, international sales, at 866.294.7120, extension 422; [ZSmith@merid.com](mailto:ZSmith@merid.com)





**ADVERTISERS**

ARDA  
www.arda.org ..... 13

C.A.R.E.  
www.care-online.org ..... 7

Christel House  
www.christelhouse.org ..... 7

Dial an Exchange LLC  
www.daelive.com ..... 32

Essential Amenities Inc  
www.essentialamenities.com ..... 4

Financial Services of America  
www.yourfincialservices.net ..... 2

Global Connections  
www.explorepci.com ..... 17

Market Approach Consulting  
www.marketapproach.com ..... 7

Meridian Financial Services Inc  
www.merid.com ..... 4

Most Dependable Fountains  
www.mostdependable.com ..... 3

Polly Products  
www.pollyproducts.com ..... 3

Send Me On Vacation  
www.sendmeonvacation.org .... 15

Sharon INK  
www.sharonINK.com ..... 4,11

Steri-Fab  
www.sterifab.com ..... 3

Travel Services Deals  
www.travelservicesdeals.com .... 2

Travel To Go  
www.traveltogo.com ..... 31



**When Social Means Business: Better Connections with Your Customers & Critics**  
by Alan N. Schlaifer..... 8

**The Multi-generational Workplace**  
by Clara Rose..... 10

**Energy management program underway at Westgate Resorts**..... 12

**Small Changes, Big Impact**  
by Cheryl Turnage..... 14

**Timeshare Resales: Are We Still Missing the Mark?**  
by Jason Tremblay ..... 16

**Publisher's Corner**..... 6

**Members Directory**..... 18

**Classifieds**..... 30

**News** ..... 19,21,23,25,27,29



# PUBLISHER'S CORNER



**James T. "Tim" Wilson**  
Publisher  
Resort Trades

Communication, both visual and verbal, is the foundation for all daily Interactions.

There's plenty to keep a reader engaged in this issue of Resort Trades: Beginning on page 12, prepare to be amazed at the vast number of projects Westgate has recently undertaken and which are saving them *beaucoup* bucks on energy costs. In this issue, Cheryl Turnage, senior project manager, Creative Design Concepts, shows us how small changes can bring big value without a huge price tag. Clara Rose helps us to better understand how to bridge the generation gap in her article, "The Multi-generational Workplace." As she says, "Communication, both visual and verbal, is the foundation for all daily Interactions," as she proceeds to illuminate how we can get the greatest benefit from our daily interactions. Jason Tremblay continues to inform us about resales in his monthly column. And, Alan Schlaifer looks into best practices for social media, noting in particular the wisdom of Mark Schaefer, author of three best sellers on digital media marketing, adjunct professor at Rutgers University and a specialist in corporate marketing workshops.

For twenty-six years, Resort Trades has been reaching out to assist resort professionals at all levels in every U.S. resort and timeshare-related organization. We are the industry's only true news journal and we've been sending copies directly to every single resort, every single month, since our inception in 1987.

And now, we'd like to ask something of you, our reader: If this publication is of value to you, please send an email to [Resort@TheTrades.com](mailto:Resort@TheTrades.com). Our advertisers need to know you find our news journal to be of value. So we're asking you to take a brief minute and give us a quick 'thumbs up'....that's all we ask. Help us to continue to bring you relevant, current and useful news and information. And thank you, in advance!

Appreciately,  
Tim Wilson, Publisher



A publication of: The Trades Publishing Company

**20 Our Way Drive, Crossville, TN 38555**  
phone: 931-484-8819 • fax: 931-484-8825  
[www.thetrades.com](http://www.thetrades.com)

**Publisher:** Tim Wilson  
**Managing Editor:** Sharon Scott, RRP  
**Controller:** Carrie Vandever  
**Sales Manager:** Karen D'Agostino  
**Art Director:** Tiffany Lewis

\*For editorial contributions or inquiries, contact Tiffany Lewis at 931-484-8819 or email [resort@thetrades.com](mailto:resort@thetrades.com).

\*For advertising information, inquiries or to receive a media kit, call 931-484-8819 or email [adrep@thetrades.com](mailto:adrep@thetrades.com).

The Resort Trades is published monthly as an News Journal and Buyers Directory. Our philosophy is to produce the lowest cost advertising available while maintaining a high distribution into the targeted market. The market is specifically the Resort Professional in all the United States. By utilizing strict cost control and printing on plain web paper, we allow the small and medium sized companies to compete and display their products to the national market. Our national advertising rates are lower than most local newspaper rates, and we enjoy a high advertiser retention and satisfaction. Most advertisers participate in our highly discounted repetitive contract program, and are monthly customers. To sum our philosophy: Low Cost, Repetitive, Consistent Exposure, and Highly Targeted Distribution.

Respectfully,  
Tim Wilson Publisher

Monthly publications are The Resort Trades, The Golf Course Trades, The Park & Recreation Trades. All are published by The Trades Publishing Company, Inc., 20 Our Way Dr., Crossville, TN 38555. Nothing in these publications shall constitute an endorsement by The Trades Publishing Company, Inc. These publications disclaim any liability with respect to the use reliance on any such information. Copyright © 2013 by The Trades Publishing Co., Inc. All rights reserved. Reproduction of material appearing in The Trades is strictly forbidden without written permission. All advertising is subject to Publisher's approval and acceptance without recourse. The advertising herein that is typeset and/or designed by The Trades Publishing Co., Inc. is the property of The Trades Publishing Co., Inc. and not that of the advertiser. The advertiser has purchased the right of reproduction in The Trades only and does not have the right to reproduce the ad in any other place of publication.

MEDIA SPONSOR  
AND MEMBER OF:



PROUD MEDIA  
SPONSOR OF:





To her, it's not just a handful of beans...it's her future



When you purchase our coffee, you help Christel House children around the world break the cycle of poverty, realize their hopes and dreams and become self-sufficient, contributing members of society.

Christel House coffee is available to U.S. based resorts and companies.

For more details contact **Becky Arnett**:  
Barnett@christelhouse.org  
(317) 464-2009.



Christel House

[www.christelhouse.org](http://www.christelhouse.org)



**Market Approach**  
Consulting®



# Marketing Lists

## Mailing - Email - Phone/SMS

[www.MarketApproach.com](http://www.MarketApproach.com)  
Call today! Sales Department 1-866-410-7017 ext. 102

### Consumer

Demographics - Homeowners/Renters  
New Movers - New Homeowners  
Ethnicity - Timeshare Owners  
Vacationers/Travelers - Pre/Post Natal  
Investors/Net Worth

### Business

Contact Name/Title  
Sales Volume  
Number of Employees  
Business Specialty

### Database Services

Merge/Purge Processing  
Database Management  
Data Appending  
Mapping Services



## COOPERATIVE ASSOCIATION OF RESORT EXCHANGERS, INC.



Joining Forces to Deliver Outstanding Vacation Services

The mission of C.A.R.E. is to promote ethical and outstanding vacation services by providing information, education and networking opportunities.

*Make A Difference!*



Join us in making a difference in the vacation industry. Membership gives C.A.R.E. companies the tools to provide enhanced services to owners/members through additional fulfillment opportunities. Member companies are also able to utilize inventory and generate revenue through wholesale rentals and expanded exchange options. To find out more, call today **1-800-636-5646** or visit [www.care-online.org](http://www.care-online.org).

C.A.R.E. MEMBERS INCLUDE: RESORT DEVELOPERS • PROPERTY MANAGERS • SERVICE PROVIDERS • TRAVEL CLUBS • TRAVEL AGENCIES • WHOLESALERS





**Alan N. Schlaifer**

is principal, law offices of Alan N. Schlaifer, P.C., Washington, D.C. His focus on the vacation and leisure industry includes counseling, federal and state investigations and litigation, legislation, and regulation on varied federal, state and international legal and business issues. If you have further questions on any of the topics discussed, feel free to contact Mr. Schlaifer by phone (301-365-8999); by fax (301-365-0486); or by email at ANSchlaifer@aol.com.

# When Social Means Business: Better Connections with Your Customers & Critics

by Alan N. Schlaifer

To gain insight into the best practices for social media (SM), we turned to several experts. Mark Schaefer, keynote at Interval International's 15th Annual Shared Ownership Investment Conference in Miami Beach, is author of three bestsellers on digital media marketing, including Return on Influence, Adjunct Professor at Rutgers University, and a specialist in corporate marketing workshops.

Mark says for those who have not grown up in the digital age, social media "can be very intimidating. One executive said he doesn't like this; customers talk back to us, 'That's like the deer shooting at hunters!'"

He says that influence marketing is the hottest topic in marketing today. "The reason is that many traditional ways we've connected with customers and stakeholders are going away."

Example: print editions of many newspapers and magazines are in precipitous decline. Some have folded, and we don't just mean the pages.

Mark says that Nielsen reported that last year, for the first time in history, Americans watched less TV. While watching, they are doing everything they can to avoid commercials; there is no longer such a thing as "regularly scheduled programs" for many Americans.

What about the Web? Similar changes there, too: 68% of the Fortune 500 (over two thirds) had fewer website visitors in 2012 than in 2011. Marketers were conditioned to broadcast, advertise, and sell. "People are tired of those methods."

**Need for Changed Corporate Mindset: Helper, Not Seller**

Mark says consumers "do want to be helped. So you need to change your mindset from selling to teaching and helping. Tricking them into visiting a property will backfire."

Thus, provide helpful, useful content. Such content is a source of power for your owners and prospects, as well as you, on the Web.

He cites three key elements to build your ROI, "Return on Influence:"

- The hard part: Create a company culture that's going to support this. What do you need to do to create and grow relationships in this new environment?
- What are your sources of content going to be? This should be a natural for shared ownership and travel. You already have amazing sources of content: photos, videos of beautiful destinations, personal stories. Leverage them in a helpful way.
- Third, identify who are influencers and advocates. How does your company, over time, create real friendships with these people and have them love you so much they want to bring their friends?

Ron Roberts, CEO, Sage Marketing Group, Inc., S. Burlington, VT, an experienced resort and sales marketing firm with projects in the U.S., Mexico and the Caribbean, says you should budget for Social Media as part of your marketing mix. Amounts his company is allotting to this have increased in recent years.

**Putting Principles into Practice**

To see how these ideas apply to today's interactions with customers, we turned to a top industry communicator, Brooke Doucha. She has been proactive as director, Corporate Communications, for Orange Lake Resorts, home to the growing Holiday Inn Club Vacations® brand. They now have 17 resorts in the U.S., including their home base in Orlando, as well as Gatlinburg (Smoky Mountains), Las Vegas, Myrtle Beach and other top vacation destinations.

They give social media a visible core role: their corporate digital signature includes the words, "Stay Social," with Facebook, Twitter and YouTube logos.

Influence marketing is the hottest topic in marketing today.

“Resort Trades, going strong since 1987.”





(Left to Right) ARDA President Howard Nusbaum, Amy M. Gregory, Ph.D, RRP, assistant professor, University of Central Florida, Rosen College of Hospitality Management and Scott Berman, principal, Hospitality & Leisure Group, Pricewaterhouse Cooper



India Mexico South Africa United States Venezuela



# Escaping poverty isn't easy... unless you're taught how.

Christel House helps children around the world break the cycle of poverty, realize their hopes and dreams, and become self-sufficient, contributing members of society. Our unique approach transforms lives by providing impoverished children with education, nutrition, health care and a nurturing environment, and by empowering their families and communities through outreach services. Learn more about our successes – and how you can be a part – by connecting with us online at

[www.christelhouse.org](http://www.christelhouse.org)

In every communication they send, she explains they want to “encourage our industry friends and colleagues, media contacts, owners, members, potential guests and other audiences to keep the conversations going with us by connecting with us via their social profiles.”

“It’s one of the most timely and efficient ways for us to open the dialogue for two-way communication with current and potential fans and followers – and to share the Holiday Inn Club Vacations brand experience with their friends.”

Brooke cited three reasons for going to SM three years ago:

- To increase visibility of the Holiday Inn Club Vacations brand and encourage our fans and followers to think of us when planning their next vacation
- To shrink the emotional distance between our current and potential customers
- To participate in conversations about our brand originating in the social media space, instead of passively listening

She says, “Today, we maintain this focus but are also looking to create more long-term customer leads through social media channels via social media marketing.”

#### Social Media Do's and Don'ts:

These are her guidelines for using SM effectively:

- **Twitter:** @hiclubvacations – Decide exactly how you’re going to use this tool; it can be very time-consuming to manage. Run contests to engage your followers. Create lists to keep your contacts organized. (Also, check out Mark Schaefer’s The

Tao of Twitter, written to help you improve your results in less time)

- **YouTube:** hiclubvacations – Be sure your channel conveys what it’s like to stay at your resort(s). Be professional, yet casual, on the delivery of your content – and never too corporate. “Have fun in this space!”
- **Facebook:** Holiday Inn Club Vacations – Have a solid “customer servicing” process in place when you enter into this space. Expect to get questions about anything and everything. Welcome them. Take those that are personal or better answered directly (not publicly) offline. Be attentive and respond to questions, but also let the community engage and manage itself. It’s a careful balance of not over-engineering your page. Also, use an editorial calendar for planning your content at least one month in advance.
- **TripAdvisor:** The standard for Holiday Inn Club Vacations is to respond to every review on TripAdvisor within a 48-72 hour period. However, as TripAdvisor has its own review process for management responses, your posting time may vary. In some cases, Holiday Inn Club Vacations takes time to contact the reviewer offline to gather more information about their comments and resolve their inquiry or concern.

#### Becoming More Social

Brooke says they are adding the following social media:

- **Pinterest – Holiday Inn Club Vacations** – to convey their brand experience visually through a virtual pinboard. With a reported more than 70 million users, 80% of whom are female, “this is a perfect audience for us.”

- **Vine & Instagram:** They will roll-out profiles for Holiday Inn Club Vacations for both by the year-end: Vine is a 6-second video clip application. Instagram is a great photo and video-sharing tool that can integrate into our Facebook strategy as well.

#### Having Consumers Who Really “Like” Your Resorts

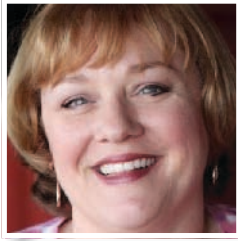
How has Holiday Inn Club Vacations fared in the real world, such as Trip Advisor?

Here is one of many examples, which is clearly the gold standard to which Holiday Inn’s founder, Kemmons Wilson, aspired to in starting the global Holiday Inn and Orange Lake brands, a tradition that son Spence has continued:

- Gatlinburg, TN, with 5\* in all categories: value, location, sleep quality, rooms, cleanliness, service:
  - o “Absolutely LOVE this place! This was our family’s second visit to this hotel and it was wonderful... The staff is EXTREMELY helpful and courteous. Every time I passed an employee, I was always greeted with a smile and “Have a wonderful day” or “I hope you enjoy your vacation!” Thank you for making our vacation comfortable and amazing :) We will be back :)”

Professor Schaefer, we’d suggest that you give Holiday Inn Club Vacations an “A,” for awesome and amazing vacation experiences. With your guidance, may other industry leaders make it on to the Honor Roll – not just yours, but that of consumers, employees and other stakeholders.





# The Multi-generational Workplace

by Clara Rose

## Clara Rose

Creative Alliance

A Division of Nationwide Compliance Alliance

Clara Rose is the founder of Creative Alliance and co-founder of Nationwide Compliance Alliance. She is a professional speaker and writer; who specializes in communication diversity; more specifically, disability sensitivity and closing the communication gaps in the workplace. Clara speaks and writes about the different forms of communication that are an integral part of business life with Customers, Colleagues and Co-workers.

Additionally, she believes that business success is NOT accidental, merely the implementation of a sound strategy and the correct tools. Clara finds great reward in equipping entrepreneurs and business owners with the tools and pieces for business success.

Educating teams as they work to create a culture of understanding and sensitivity in the work place and equipping entrepreneurs for business success!



For the first time in history, four very distinct generations are working side by side in the workplace. Individuals with different values, different ideas, different ways of getting things done and very different ways of communicating are now occupying the same work space.

Wikipedia says this about communication: Communication is the activity of conveying information through the exchange of thoughts, messages or information, by speech, visuals, signals, writing or behavior.

Communication, both visual and verbal, is the foundation for all daily Interactions. People convey wants, needs, desires and intentions through words and body language. The challenge of effective communication in the workplace lies in the understanding of the differences in those people.

While workforce differences include a number of factors; such as gender, cultural and ability differences – generational differences is a diversity topic that does not seem to get the same amount of discussion or training consideration.

Working effectively and efficiently for maximum productivity, quality and customer service requires an understanding of the differences represented in each team member. Let's consider some of the basics.

## Communication Cycle

Each person has their own set of filters. How they see and experience the world filters every message that they send out or receive, coloring each interaction.

A sender expresses a thought or idea – this message is expressed through their own filter - the receiver also has a set of filters that colors each interpretation of the thought or idea. Finally the roles are reversed and the receiver becomes the sender, with the response passing through the same barriers to complete the communication cycle. This overly

complicated definition paints a visual that sheds some light on the importance of understanding team member filters and differences.

## Generational Differences

Research indicates that some communication differences are generational. Each age group has underlying values, or personal and lifestyle characteristics, that seem to correspond with each generation.

Family gatherings are a good example of communication within a multi-generational atmosphere. It seems that the more family members at a function... the greater the chances for conflict. It is simply, different generations behaving and communicating differently.

Not every person in a generation will share all of the various characteristics of that generation but the studies do show a general pattern.



For the first time in history, four very distinct generations are working side by side in the workplace.

“Resort Trades, Difference, where content is king.”





# TRIPLE YOUR EXPOSURE

## Target Resort Facility Management Professionals

- 1** Get three half page ADS in Resort Trades magazine (other ad sized packages available)
- 2** Sell your product with an in-depth, 800-1200 word ARTICLE
- 3** Describe your benefits with a PRODUCT RELEASE printed in Resort Trades and distributed to all resort business media groups
  - Regular price:
    - ad \$1,500 per month (a total of \$4,500)
    - article \$1,200
    - product release \$500
    - distribution of release to media groups \$300+
  - Totalling \$6,500**

**SIGN up today for only 3 easy monthly payments of \$1,500 per month**  
**A savings of \$2,000!**



SharonINK PR & Marketing CEO Sharon Scott helps clients grow their businesses by helping them strategize effective and economical PR and marketing campaigns. If you are interested in obtaining a free, non-obligatory estimate, call 1-310-923-1269 or write Sharon@SharonINK.com.

Additionally, those born at the beginning or end of a particular generation may have characteristics of the adjacent generation. Of course these are generalizations that do not take the strengths, weaknesses or personality differences into account.

**Veterans** (sometimes called the Silent Generation or Traditionalists) in general are those born between 1922 and 1945 and still make up a part of the workforce. For some it is a matter of choice, for others a matter of necessity. Their view of respect, authority and technology is often very different from other generations. Experience is respected and obligations are serious to them. They can be intimidated by new technologies and off put by a boss that looks to be twelve years old.

**Baby Boomers** (sometimes called Boomers) in general are those born between 1946 and 1964 and they make up a large segment of the workforce. They tend to be team players that prefer the face to face meeting and appreciate money and title recognitions.

There is a subset of this group known as the Alpha Boomers that hold a significant place in the economy.

- 53% of Alpha Boomers (adults 50-64) are working Full-Time
- In fact Alpha Boomers hold the highest paying jobs
- 47% More Likely than the average Adult to hold Top Management positions
- 42% More Likely than the average Adult to be C-Suite Executives

**Generation X** workers (sometimes called Gen X or Xers) in general are those born between 1965 and 1980 and those that require the most work autonomy to be content. This self reliant group likes some structure and direction but expects everyone to contribute in the execution of tasks. They are not afraid to make waves for change or move on to another job to find work fulfillment. Depending on the personality type they can have a tendency toward an entrepreneurial spirit.

**Generation Y** workers (sometimes called Gen Y, Millennial or Echo Boomers) in general are those born between 1981 and 2000 and are multi-tasking their way into the workforce daily. This new generation is more socially connected than any other group and they tend to find a tribe that is like minded for work satisfaction.

### Workplace Relevance

These four generations working side by side can cause challenges in the workplace, the best defense against conflict is education. Beyond the daily interactions of team members, an understanding of generational differences in our customer base is also vital.

Understanding our generational differences can help us to tailor our message for maximum effect, regardless of the task at hand. When we understand HOW someone thinks, we are better able to communicate!

*For more information about understanding the multi-generational workplace and staff training, contact Clara Rose.*

*Educating teams as they work to create a culture of understanding and sensitivity in the work place and equipping professionals for success!*

Office: (727) 329-8463  
 Direct: (941) 284-8640  
 Clara@ClaraRose.com  
 www.ClaraRose.com  
 www.NationwideComplianceAlliance.com





# Energy management program underway at Westgate Resorts

An energy conservation program in place at Westgate Resorts has resulted in more than \$3 million in savings over the past three years. The eco-friendly program reduces the use of natural resources by focusing on the efficient use of electricity, gas and water at all of the company's 27 resort destinations throughout the United States.

Work on the project is expected to be finished by the end of this year, and it's being done by in-house Westgate staff, as opposed to outside contractors.

The energy-saving project includes the implementation of a variety of cost-effective renovations to the resorts, combined with a preventative maintenance program that monitors and maintains all equipment at maximum operating efficiency.

According to Mark Waltrip, chief operating officer at Westgate Resorts, energy-efficient improvements include redesigning and reinstalling capacitor banks that lower power consumption of certain motors and HVAC equipment; installing energy-efficient pool pumps and A/C fan motors; applying solar film on windows; adding strong insulation to attics; converting all light bulbs to compact fluorescent bulbs and LED lighting; replacing all electric boilers and pool heating systems with high-efficiency gas systems; and reducing water usage – all without impacting the guest experience.

"Our valued Westgate timeshare owners and guests are extremely happy to know that we are protecting the environment and reducing our operating costs," said Mark. "We are proud of our team for protecting our Earth's limited natural resources. Through this program we have demonstrated that you can protect the environment, save money and provide an outstanding guest experience."

## EPA Clean Energy Programs

The U.S. Environmental Protection Agency offers information about their Clean Energy Programs that are designed to help energy consumers in all sectors improve their knowledge about Clean Energy technology and policy options by providing objective information, creating networks between the public and private sector and providing technical assistance.

- The Combined Heat and Power Partnership is a voluntary program seeking to reduce the environmental impact of power generation by promoting the use of CHP.
- The Green Power Partnership is a voluntary program that encourages organizations to buy green power as a way to reduce the environmental impacts associated with purchased electricity use.
- The National Action Plan for Energy Efficiency was a private-public initiative to create a sustainable, aggressive national commitment

to energy efficiency through the collaborative efforts of gas and electric utilities, utility regulators, and other partner organizations.



- ENERGY STAR partnership offers a proven energy management strategy that helps in measuring current energy performance, setting goals, tracking savings, and rewarding improvements.

## What's next at Westgate?

We asked Mark about future plans for further eco-friendly programs at Westgate Resorts. "We have a dedicated team that continually seeks out and evaluates new energy conservation programs. They track and report all energy consumption and savings to all Westgate Resort properties each month. They are currently evaluating solar and wind turbine electrical generation systems," he explained.

Founded in 1982 by David A. Siegel, Westgate Resorts features 27 themed destination resorts with over 10,500 luxury villas in premier locations throughout the United States, such as Orlando, Fla., Park City, Utah, Las Vegas, Nev., Gatlinburg, Tenn., Myrtle Beach, S.C., Williamsburg, Va., Miami, Fla., Branson, Mo., Mesa, Ariz., and Tunica, Miss.

Most Westgate Resorts locations feature a variety of unique restaurant, retail and spa concepts, including Drafts Sports Bar & Grill, Westgate Smokehouse Grill, Edge Steakhouse, Westgate Marketplace & Deli, and Serenity Spa by Westgate.

[www.westgateresorts.com](http://www.westgateresorts.com)  
[www.epa.gov/cleanenergy](http://www.epa.gov/cleanenergy)





# Expand your network.

## And grow with these membership benefits:

- ARDA Membership Certificate for display
- ARDA Member Logo
- Complimentary Registration for ARDA's Lunch & Learn Program, exclusively for HOA Board Members and Resort Personnel
- ARDA Resort Buyers Marketplace a comprehensive online listing of trusted industry suppliers [www.ardaresortbuyersmarketplace.com](http://www.ardaresortbuyersmarketplace.com)
- Discounts on purchases of AIF sponsored industry research
- Subscription to *Developments Magazine*, as well as the opportunity to contribute your expertise and gain recognition throughout the industry [www.arda.org/developments](http://www.arda.org/developments)
- Discounts on registration fees to attend the Annual ARDA World Convention and Regional Meetings. Date and location information: [www.arda.org/meetings](http://www.arda.org/meetings)
- Access to the HOA Toolbox at [www.arda.org/HOAoutreach](http://www.arda.org/HOAoutreach)

## Join today.



American Resort Development Association

Join the American Resort Development Association (ARDA), the ONLY trade association dedicated to the vacation ownership and resort development industries.

For more information, visit [www.arda.org/join](http://www.arda.org/join).

Questions? Email [membership@arda.org](mailto:membership@arda.org) or call (202) 371-6700.

**ANNUAL**  
**membership**  
**for HOAs & Resorts**  
*now only* **\$300**



# CURRENT EVENTS



## Cheryl Turnage

Senior Project Manager,  
Creative Design Concepts  
Cheryl has been designing interiors for the resort industry for over 30 years, specializing in Interval Ownership Properties. She has received awards from ASID, ARDA, IIDA, NAHB and has been published in "Hospitality Design", "Developments" and "Design" magazines.

# Small Changes, Big Impact

by Cheryl Turnage

The bedspread is a dark burgundy with a small flowery print. The draperies are a deep hunter's green. Everything looks a little faded, musty and dark. The room has been untouched since the mid-80s and it shows. So frequently you walk into a resort and discover that the charming online photo was not representative of the actual room.

The truth is that it is easy to make big changes even on a budget.

Although your housekeeping staff may be stellar at cleaning, if your rooms look outdated it will be lost on the guest. For most people the perception of a unit goes hand-in-hand with their perception of its cleanliness.

When your guest enters their suite they want to feel a sense of peace, of comfort. A cluttered, dated design often taxes the eye and the mind. Seeking the opinion of an outsider is paramount. Either involve a professional Interior Designer or someone with an objective eye.

Design Professionals offer many insights, whether they are sharing renovation ideas, design tricks used at competing resorts or even just helping to update your online photos.



It is important to thoroughly plan out any renovation. Have a master plan. You don't want to spend capital on a design that you will swap out prior to your next renovation. Although I rarely recommend adopting the newest trends, there are a few designs that are here to stay. On the top of this list is the white bed or the partial white bed which utilizes a coverlet or bed throw. Allowing the bedding to remain white while focusing the pattern elsewhere in the room you create a fresh, upscale look that can inexpensively replace that flowery print. Decorative wall

So frequently you walk into a resort and discover that the charming online photo was not representative of the actual room.



“Resort Trades, Difference, where content is king.”





art is another easy upgrade, and doesn't just need to be a double-matted print. Hang decorative mirrors to lighten the space or add a piece of artwork with texture to rejuvenate a bland wall. Go Bold!

Taking a few hints from the repertoire of an upscale hotel leads to renovations that are subtle yet effective. Update your bath amenities. Extra thought to something so small endears your guests to your resort. Whether that means switching out a generic soap for a luxurious spa package or providing both shampoo and conditioner rather than an ineffective combination of the two. I was once staying at a hotel in a foreign country and realized I had forgotten my toothbrush. I did not yet know where to purchase one and decided to ask at the front desk. After a few minutes of pantomime, the clerk provided a toothbrush, like magic, from behind the counter. It just goes to show you, the devil's in the details and pleasant memories linger.

Last, but certainly not least is the sense of place you want to project. Your guests may have traveled far to experience what your area has to offer. Make your outdoor space usable space, especially if you have a view. Outdoor furniture has come a long way since plastic chairs and faded umbrellas. You can now inexpensively create an outdoor living room. Once again...small changes, big impact!



Changing Lives  
One Vacation at a Time

## "Living Stronger"

On June 19, 2012, I was diagnosed with triple negative breast cancer. It happened when my son accidentally kicked my right breast while playing. He was 6 months old at that time. I just ignored it but after 2 days, I felt a palpable mass on my breast and had increased pain. My husband advised me to see a doctor. My doctors ordered tests and after a week of testing, I got the call. You have Stage 2 breast cancer. That day I was so shocked! My husband quickly comforted me. I called my mom who lives in the Philippines to tell her the news. "Our family does have a history of breast cancer, your grandmother passed away with Stage 4 she said" but still, I was not expecting this to happen to me. I was far too young to think about the possibility. I just had a baby. The clock was ticking so we wasted no time and scheduled a mastectomy on Aug 8, 2012 just 6 days before my birthday. Not quite how I had envisioned spending my happy day! After surgery came chemotherapy and radiation.

During my treatments, my goal was to survive for my family and my young child. He will need me to guide him and love him through life.

As a young women, the impact of having breast cancer is overwhelming. On one hand I have to accept that I will only have one child and on the other hand I feel blessed to have become pregnant before cancer knocked on my door.

Once you have cancer, the worry that it may return is constant, like a dull headache. The upside of cancer is "Living Stronger". You have a greater appreciation of everything in your life. Your ability to love and be loved is enhanced 100 fold. Everyone of us must start down the dark tunnel called "fear of the unknown" but as we walk through it we gain the strength, courage and knowledge to emerge into the sunlight as a warrior. Some call it a journey, some call it a marathon and some call it a slip and slide. I like to call it , OVER!

AMEM and God Bless.

Rizza Loen Lai



TRACKResults

### Send Me on Vacation Mission

To Provide a much needed vacation to women with breast cancer who have undergone treatment and need a place to rejuvenate and heal their body, mind and spirit.

### Our Cause

Many women who have experienced treatment for cancer will tell you that when the physical aspects of the battle end, the emotional struggles begin. The adverse effects of the treatment can leave women, their families and friends in shambles. We believe that an essential step in surviving this experience is to provide survivors with a well deserved vacation to CELEBRATE life!

If interested in becoming a member, donor or sponsor please contact us at [membership@sendmeonvacation.org](mailto:membership@sendmeonvacation.org).







### Jason Tremblay

is the founder of SellMyTimeshareNOW.com and Chief Marketing Officer for VacationOwnership.com LLC, which includes the brands Vacation Ownership Brokerage and ResortRentals.com. A proven leader in providing timeshare resale and rental services for owners, buyers, sellers, renters and the vacation ownership industry, the company has offices in Exeter, NH and Orlando, Florida. Contact: 603-516-0200.

When it comes to the topic of timeshare resales, nearly everyone in the business of vacation ownership agrees that a problem exists.

“Resort Trades, free to all managers & developers since 1987.”

## Timeshare Resales: Are We Still Missing the Mark?

by Jason Tremblay

When it comes to the topic of timeshare resales, nearly everyone in the business of vacation ownership agrees that a problem exists. But that's where consensus on the subject reaches an abrupt end.

The nature of the timeshare resale problem, the source and, most of all, its solution remain points of contention. So contentious, in fact, that the timeshare industry loses sight of the possibility that the disharmony potentially conveys the image of an industry more focused on squabbling amongst themselves than on serving the marketplace.

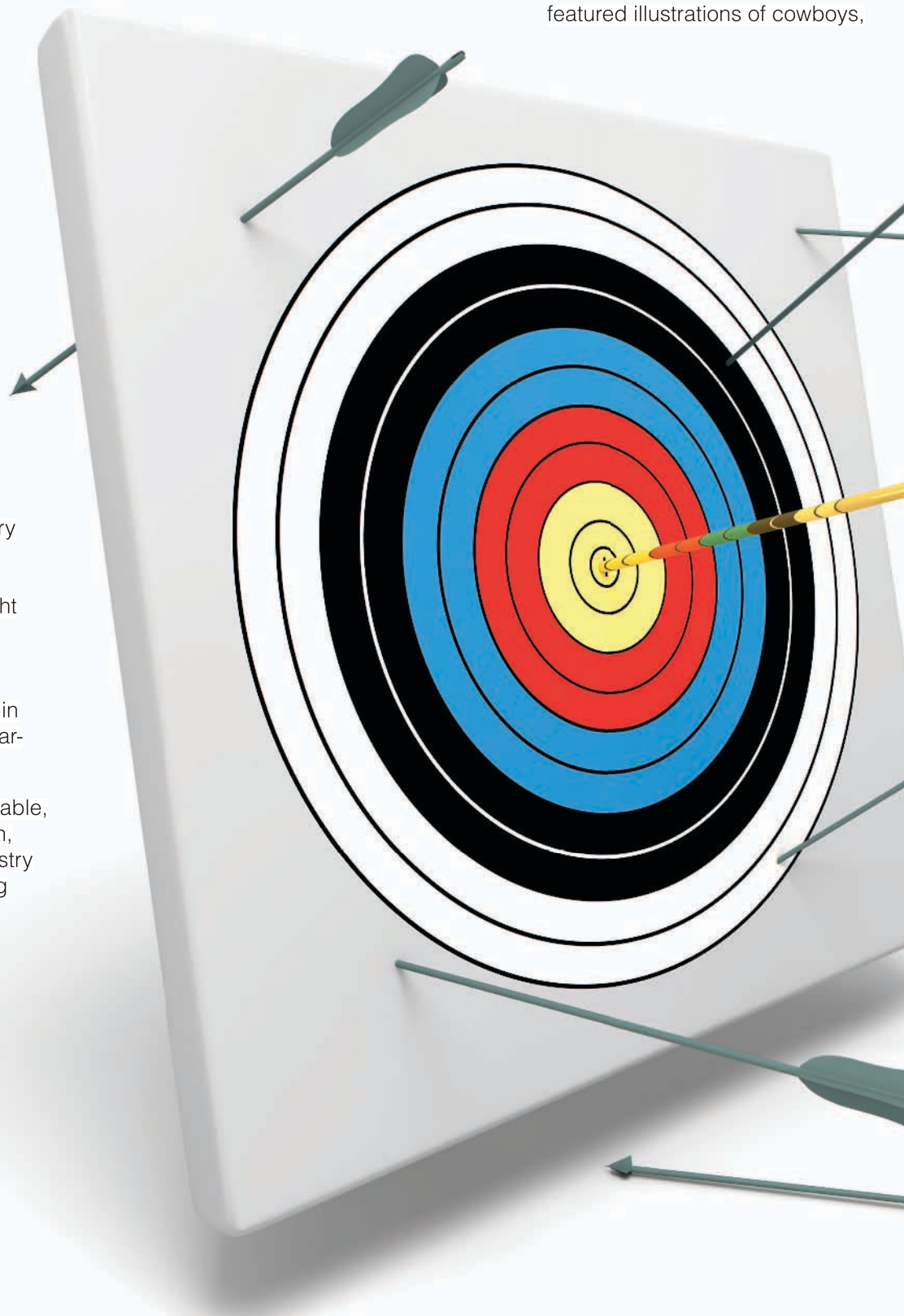
Vacation ownership faces big issues. Online travel agencies have made vacation planning as easy as pick-click-and-book. Companies including HomeAway, FlipKey and Airbnb entice vacationers with the idea of renting an entire home for privacy, space and unique accommodations. While all of us in the timeshare industry recognize that the concept of renting private homes for vacations and travel is fraught with potential glitches and even vacation killers, that hasn't stopped HomeAway from realizing \$280.4 million in 2012 earnings, up 21.8% year-over-year from 2011.

The job market remains unstable, the economy is still uncertain, and no business in any industry can rest on its laurels, feeling fully confident about its future. And yet, there we stand, timeshare developers, resellers, and even the associations that exist to unite us, bickering and finger pointing.

In November of 2013, the American Resort Development Association, ARDA, released a new timeshare sales infographic. Educating consumers on

options for reselling timeshares is commendable and much needed. ARDA merits applause for taking a leadership role in providing consumer education about selling timeshare.

The ARDA timeshare resale infographic may be helpful to prospective sellers and offer a generally unbiased representation of the various ways owners can sell or otherwise get out of a timeshare they no longer want to own. Yet in an interesting choice of visual messaging, the infographic featured illustrations of cowboys,





gunslingers, and a Wild West shootout, along with advice on how owners trying to sell their timeshare should steer clear of the scams and look for the good guys.

Scott Roberts, CEO of VacationOwnership.com, says, "The representation of timeshare resales as a wild west marketplace may confuse some owners who don't realize there are reputable resale companies to help them. It may even confuse potential buyers of new timeshare, discouraging them from becoming vacation owners out of fear that when they inevitably reach the point of wanting to resell their timeshares, they will be dealing with a rogue resale market. Rather than create a long term chilling effect on the industry as a whole, we owe it to millions of existing and future owners

to promote and support a viable and fluid secondary market. There are solutions available, but the primary and secondary markets must work together to reach a lasting solution."

What an important point! Does any aspect of the vacation ownership industry benefit by representing even a segment of it to be as dangerous as the wild, wild west? And how does this avoid sending the message to consumers that the primary market is eager to sell you a timeshare but offers little more than forewarnings regarding any viable strategy on how you can, one day, exit your ownership?

If the timeshare industry genuinely believes there are reputable resources for reselling vacation ownership, why not recommend those options before suggesting owners try online auction and bidding websites or companies that charge upfront fees? eBay may be a way to get out of a timeshare, but owners who try this option will probably find their out-of-pocket cost to sell substantially higher than they anticipated. A generic website that sells everything from jewelry to farm equipment doesn't effectively target the market of serious timeshare secondary

market buyers and can't possibly be a more worthwhile option than using the services of a reliable resale company.

Inasmuch as professional associations representing the timeshare industry help establish the industry's culture and attitudes, they also are a reflection of existing industry culture and attitudes. The ARDA 2013 Fall Conference, held November 13-15, 2013, might have revealed a great deal about how the timeshare industry really feels about its resale market.

Absent from the meeting agenda were sessions in which developers, HOAs, resellers, brokers and others in vacation ownership openly dialogued and problem solved together on how to offer effective timeshare exit solutions. Instead, the session dealing with resales was described as addressing the "thorny secondary market" and featured current and former state Attorney Generals, representatives from the Federal Trade Commission and a Supervisory Postal Inspector from the United States Postal Inspection Service.

The emphasis of the session was creating unified enforcement to stop fraud.

Visit us at ARDA World 2014 - Booth 317

*Escape* To a quality vacation membership product that sells, delivers and creates an ongoing marketing base.

*Explore* The provider that delivers and services a credible vacation membership product.

*Discover*  
Global Discovery Vacations.

**GLOBAL DISCOVERY VACATIONS OFFERS:**

- A flexible vacation membership product
- A proven and viable exit product
- Component-based offerings to existing products
- A satisfied member base supporting future marketing initiatives

**WITH GLOBAL DISCOVERY VACATIONS**, your sales team prospers, your member's benefit, and your business grows.

**EXPLORE GLOBAL DISCOVERY VACATIONS TODAY**, the vacation membership product offered by Global Connections, Inc.

**TO BECOME A DISTRIBUTOR OR LEARN MORE ABOUT GLOBAL CONNECTIONS AND GLOBAL DISCOVERY VACATIONS**, contact Melanie Gring at 561.417.7559 or [mgring@gcittravel.net](mailto:mgring@gcittravel.net)

**Global**  
**CONNECTIONS**  
Escape. Explore. Discover.™

5360 College Blvd., Suite 200  
Overland Park, KS 66211  
[www.ExploreGCI.com](http://www.ExploreGCI.com)  
[www.GlobalDiscoveryVacations.com](http://www.GlobalDiscoveryVacations.com)  
f /GlobalDiscoveryVacations  
t /GDVGlobalTravel  
p /GlobalVacations  
e /GlobalVacationWebTV



Ending timeshare resale fraud is crucial, but are we overlooking the obvious in our approach to how it best can be accomplished? If vacation ownership embraced the companies that offer consumers trustworthy, reliable options for getting out of timeshares that present real buyer and renter traffic when they want or need to sell, consumers would know and understand their alternatives. They would clearly see which choices are industry-endorsed and which options reek of fraud. Scammers would have their rickety platforms knocked out from under them.

Timeshares, like any other product, have a lifecycle. The developers, managers and everyone else who has a part in launching, selling and operating timeshares cannot divorce themselves from their responsibility to help provide a positive environment for that product from start to finish.

No industry works harder to ensure the recycling, reuse or repurposing of aluminum soda cans than the industry that originally filled those cans with beverages and marketed them to the public. The cell phone industry has not been hurt by the sale of refurbished phones nor has consumer electronics been shortchanged by the sale of refurbished or secondary market electronics. All of these industries have accepted that (1) a healthy secondary market is not just beneficial to all; it is essential, and

(2) the consumer who buys resale is typically not the same consumer who buys new, or in the case of timeshare, buys from the developer. One market does little to impinge on the other. A healthy secondary market, instead, can do much to benefit and feed primary market sales.

The consumer electronics industry was on pace to reach a record-high \$209 billion in 2013, as projected by the Consumer Electronics Association, up \$5 billion from the previous year. Yet as of 2011, the most recent data available, the consumer electronics secondary market was holding its own at a healthy \$20.6 billion.

For consumer electronics, the secondary market includes take back programs, trade-ins, buybacks, donations to charity, resales, and even products that are disposed of because they are no longer attractive to own at any price. Although we are talking about tablets, TVs, and cellphones, it's remarkable how much we could use these same descriptors for timeshares.

The relationship between primary and secondary markets is really this simple: would you buy a new cell phone more frequently if you knew before you made the purchase that there was an easy and reliable way to resell your current phone, recouping part of your original expenditure? For many consumers, that answer is, "yes!"



# MEMBERS DIRECTORY

## ARCHITECTURE AND INTERIOR DESIGN



**Architectural Concepts, Inc.**  
2311 Kettner Boulevard, Studio B  
San Diego, CA 92101  
Phone 1: 619-531-0110  
Email: margit@4designs.com  
Website: www.4designs.com  
Contact: Margit E. Whitlock AIA, LEED AP  
Specialty: Architectural Concepts Inc. located in San Diego offers Architecture Design, Interior Design, Master Planning and Site Planning, Programming, Commercial Design, Building Design, Brand Identity Development, Hospitality Purchasing, Resort and Hotel Architecture.



CREATIVE • DESIGN • CONCEPTS

**Creative Design Concepts, Inc.**  
2245 First Street  
Suite 106  
Simi Valley, CA 93065 USA  
Phone 1: 805.583.0722  
FAX: 805.583.0279  
Email: administration@cdcsv.com  
Website: http://www.cdcsv.com/index.htm  
Specialty: Creative Design Concepts is a turn-key Interior Design and Purchasing firm based in Simi Valley, California. We specialize in the Vacation Ownership and Hospitality Industries, and have been providing outstanding interiors for our clients for over 20 years. Our extensive experience and broad knowledge allow us to offer a competitive advantage to our clients. All staff members are seasoned professionals who understand the importance of budget demands, design needs and on-time delivery requirements.

## BUSINESS INTELLIGENCE



**TrackResults Software**  
5442 South 900 East Suite 203  
Salt Lake City, UT 84107 USA  
Phone 1: 888-819-4807  
Email: sales@trackresults.net  
Website: www.trackresults.net  
Contact: Drew Reynolds  
Specialty: TrackResults. All the KPI you ever need, available at your finger tips, in seconds not days.  
· Secure web-based reporting software for your Sale Centers and marketers.  
· Web based Manifesting displays instant real-time results on your secure, private web-page.  
· Generate reports that focus on how to increase VPG on tours while reducing costs.  
· No installation, equipment or IT department required.  
TrackResults is designed and managed by a team with over 50 years of resort industry experience to be easy to use, fool-proof and completely intuitive. TRS makes your sales and marketing data simple to analyze at a glance.

## CERTIFICATE FULFILLMENT



**Creative Marketing Incentive Group**  
2831 Camino Del Rio S  
Suite 203  
San Diego, CA 92108 USA  
Phone 1: 800-619-6101 ext 316  
Phone 2: 800-619-6101 ext 2  
Email: Info@creativemarketingincentives.biz  
Website: www.CreativeMarketingIncentives.biz  
Motto: Our reputation speaks loudly!  
Specialty: Offering a large variety of custom marketing incentives, such as: Travel and Vacation Certificates, Cruise and Resort Getaways, Touch Mp4 Players, Digital Camcorders and a NEW 7" WiFi tablet, \$25 - \$300 Dining Certificates, \$50 and \$100 Gas and Grocery Rebates. Not only do we manufacture and fulfill all of our offers in-house, but we guarantee to protect the integrity of your promotions by not re-marketing to your customers....EVER! Why buy certificates in bulk or pay per certificate when you can just print or e-mail Unlimited Incentives for one low monthly fee?



**Perfekt Marketing**  
3015 S 48th St  
Tempe, AZ 85282 USA  
Phone 1: 602-453-3333 ext 4502  
FAX: 602-453-3337  
Email: tkelly@perfektmarketing.com  
Contact: Tom Kelly  
Specialty: Day drives and Minivacs for Vacation Clubs and Timeshare Resorts. Direct mail, Inbound or Outbound telemarketing, Radio and even T.V. Take control of your VPG today. All calls recorded for quality assurance. We are not a broker. Our dynamic staff produces 40k Day Drives annually, all generated in house. Call today and see how quick your business can grow beyond your expectations.

## CLEANING SERVICES



**Jani-King International Inc.**  
16885 Dallas Parkway  
Addison, TX 75001 USA  
Phone 1: 800-552-5264  
Phone 2: 972-991-0900  
Email: gsanchez@janiking.com  
Website: www.janiking.com  
Contact: Gil Sanchez, Hospitality Division Director , ext 136  
Specialty: Jani-King, the leader in contracted housekeeping services provides comprehensive cleaning services to the hotel/timeshare industry. The following list gives you an idea of our many areas of expertise:  
· Unit Cleaning and Inspection  
· Management and Supervision  
· Laundry Operation and Linen Distribution  
· Carpet/Floor Maintenance  
· Kitchen/Amenity Inventory and Replacement  
· Preventive Maintenance Program  
· Post-Construction Clean-Up  
· Initial/Deep Cleaning  
"Jani-King takes care of your housekeeping needs so you can take care of what's really important. Your guests.

## CLEANING SERVICES



**MasterCorp Inc.**  
3505 North Main Street  
Crossville, TN 38555 USA  
Phone 1: 800-489-1718 ext. 4403  
FAX: 931-484-1775  
Email: r.hale@mastercorpinc.com  
Website: www.mastercorpinc.com  
Contact: Russ Hale  
Specialty: Specialty: With over three decades of service, MasterCorp is the premier provider of housekeeping services to the resort timeshare industry. MasterCorp is a trusted, professional partner with:  
· The 7 Steps to Clean™ process  
· Proven consistency  
· A quality-audit readiness & inspection system  
· The MasterMind™ housekeeping management app  
· Staffing – forecasting, recruiting, retention  
· E-verify and staff background checks  
· Integrated staff training & development  
· Laundry management  
· Carpet, upholstery and drapery cleaning  
· Detailed maintenance cleaning  
· Award-winning management  
· A culture of cleanliness, timeliness, & caring  
"The Most Trusted Name in Resort Housekeeping"

## CLIENT GENERATION



**Beach Marketing Concepts**  
500 Sand Dune Dr  
Unit C  
Kitty Hawk , NC 27949 USA  
Phone 1: 1-877-239-0088  
Email: sales@bmcnc.net  
Website: www.bmcnc.net  
Contact: Isaac Bennett  
Specialty: BMC is the only direct marketing company that has a mail house and phone room all in one. We staff specifically for your mail campaign. Whether on the East Coast, West Coast, or right in the middle, we have your solution! We offer a one of a kind mail house with designing, printing, and posting directly from our facility. We have the best leads industry wide! NOBODY IN THE INDUSTRY WILL BEAT OUR PRICES OR QUALITY!



**Casablanca Express**  
6300 Canoga Ave. Ste 550  
Woodland Hills, CA 91367 USA  
Phone 1: 800-370-9153 Ext 7102  
FAX: 818-992-3400  
Email: nick@casablancaexpress.com  
Website: www.casablancaexpress.com  
Contact: Nick McClendon  
Motto: Travel for less with Casablanca Express  
Specialty: Travel Premiums, Day Drives, Mini-Vacs, and Lead Generation. Over the last 30 years we have traveled over 2,000,000 passengers through our travel premiums and generated over 300,000 Mini-Vac and Day Drive tours for Vacation Clubs and Timeshare Resorts. Our competitively priced Accommodations with Airfare, Cruise, and Accommodations Premiums will increase response rates, boost show factors and raise your VPG. Our customer friendly fulfillment process and highly trained staff will minimize customer issues and enhance customer loyalty.

## CLIENT GENERATION



**Integrated Marketing Solutions, Inc.**  
**Interactive Marketing Solutions**  
1328 Capouse Ave.  
Scranton, PA 18509  
Phone 1: 570-814-0749  
Website: www.myvacationgifts.com  
Contact: Sean Kelly  
Subhead: Interactive Marketing Solutions  
Specialty: We specialize in Day Drives for Travel Clubs and Timeshare Resorts. We have over 20 years experience in delivering high quality tours. We can service your needs with outbound or inbound telemarketing. Our confirmation calls are recorded for quality assurance. We do not broker tours. Our seasoned staff produces and confirms all tours in house. Contact Sean Kelly at 570-814-0749 today to design an inbound or outbound program that will have tours generating immediately. See your revenues and VPG increase tremendously, even in today's economy.



MARKETING DECISIONS INC

**Marketing Decisions Inc.**  
774 Mays Boulevard  
Suite 9  
Incline Village, NV 89451 USA  
Phone 1: 775-831-9732  
FAX: 775-831-5208  
Email: dwagner@marketingdecisionsinc.com  
Website: www.marketingdecisionsinc.com  
Contact: David M. Wagner / Heather A Wagner  
Specialty: Outbound and Inbound Telemarketing Day Drives and Direct Mail Tours.  
· Day Tours using Outbound Telemarketing or Inbound Direct Mail Clients on a Per Tour Cost  
· MDI is starting its Sixteenth (16th) year in Client Generation.  
· MDI custom tailors high quality Client Generation Campaigns using qualified incentives to produce the most effective VPG.  
· MDI has a host of Custom designed, cost effective, successful premiums and vacation certificates.  
· Interactive Website for Manifest, Results, Projections, Disputes and Accounting of Weekly Tours. www.ReportsPro.net.  
· MDI has a custom Confirmation Letter Website.  
· Our commitment to Federal and State DNC Compliance is second to none, through proprietary websites.  
· Call David Wagner Today at, 775-831-9732, for a Confidential Marketing Analysis



**Perfekt Marketing**  
3015 S 48th St  
Tempe, AZ 85282 USA  
Phone 1: 602-453-3333 ext 4502  
FAX: 602-453-3337  
Email: tkelly@perfektmarketing.com  
Contact: Tom Kelly  
Specialty: Day drives and Minivacs for Vacation Clubs and Timeshare Resorts. Direct mail, Inbound or Outbound telemarketing, Radio and even T.V. Take control of your VPG today. All calls recorded for quality assurance. We are not a broker. Our dynamic staff produces 40k Day Drives annually, all generated in house. Call today and see how quick your business can grow beyond your expectations.



## COLLECTION SERVICES

**Blackwell Recovery**

4150 North Drinkwater Boulevard  
Ste. 200

Scottsdale, AZ 85251 USA

Phone 1: 800-451-0801

Phone 2: 480-214-2995

FAX: 480-281-3136

Email: kderry@blackwellrecovery.com

Website: www.blackwellrecovery.com

Contact: Kyle Derry, Director of Operations  
and Business Development

Specialty: Blackwell Recovery sets the new standard in the collections industry. By providing third-party collections services that are truly innovative and game changing, Blackwell Recovery becomes your most reliable partner.

Collections:

- Internet Account Information / on-line payments

- Credit Reporting to the Three Major Agencies.

- PCI-DSS Compliant

- SSAE16-Type II Reviews

- FDCPA and State Regulations Compliance.

- Skip Tracing Department.

- Automatic Debit and Electronic Funds

Transfer

- Customized Reporting Packages

- Bilingual Collections Staff

## COLLECTION SERVICES

**Conrad Companies**

476 West Vermont Avenue

Escondido, CA 92025 USA

Phone 1: 800-8-CONRAD

FAX: 760-735-5020

Email: info@conradco.com

Website: www.ConradCo.com

Specialty: Providing a "one stop shop" for all aspects of receivable management, from point of sale to servicing, purchasing, default collections and litigation. Conrad is a group of companies headquartered in San Diego, CA for over 24 years. Conrad's success is characterized by its founding belief that "Every client is unique and vitally important".

The Conrad Companies consists of:

- Conrad Credit Corporation (CCC), a national collection agency
- Conrad Acceptance Corporation (CAC), a consumer finance and servicing company
- Approval One, a state wide collection agency
- Conrad Asset Team, a company that provides litigation services

### Resort Trades Testimonial

**"I am new to the industry but I enjoy your magazine immensely."**

*Sandy C.,  
Oakmont Resort, Pigeon Forge, TN*

## COLLECTION SERVICES

**ResortCom International LLC**

International Headquarters

404 Camino del Rio South, 4th Fl

San Diego, CA 92108 USA

Phone 1: 619-683-2470

FAX: 619-683-2077

Email: Alara@resortcom.com

Website: www.resortcom.com

Contact: Alejandro Lara

Motto: 25 Years of Innovation

Specialty: ResortCom International offers a range of cutting-edge services and a flexible, customizable platform to maximize your success. We are known for innovative tools developed by thought leaders and solution strategists such as marketing campaign management, email marketing, social media integration, tour management, iPad App for sales room and integrated data 24/7. Our Las Vegas-based contact center is staffed with knowledgeable people who utilize a fully integrated CRM system to manage any customer questions with comprehensive and detailed follow-up. ResortCom is also in partnership with LaTour Hotels and Resorts. LaTour provides superior management services to hotel owners throughout the United States, Mexico and the Caribbean. Lead by Tom LaTour, former Chairman and Chief Executive Officer of the Kimpton Hotel and Restaurant Group, LaTour is the industry's premier management and services group providing the expertise, tools and solutions to build business, grow revenue, while improving the bottom line and delighting owners and guests.

## COLLECTION SERVICES

**Timeshare Resolution Services**

A Division Of Advantage Times, LLC

**Timeshare Resolution Services**

4259 S Florida Ave

Lakeland, FL 33812 USA

Phone 1: 1-800-204-4788 763

Email: rodm@atclubs.com

Specialty: Turning severely delinquent receivables and assessments into cash for HOA's and Developers. Resolving inactive or dissatisfied owners takes a skilled sales representatives that can professionally address the real issues and provide unique options. Give us a call to learn about our success stories and how our approach can generate substantial bottom line revenue for your resort.

### Resort Trades Testimonial

**The Resort Trades publication is an integral part of our B2B marketing and advertising campaigns. Travel Incentives and Tour Generation are highly competitive industries and the Resort Trades have helped us maintain our competitive edge by working with us on desired ad placement, last minute changes as well as pre and post ARDA marketing campaigns.**

*Randy Fish, ARP -Vice President of  
Marketing, Holiday Travel of America*

# Industry News

**Timeshare Resale Advertiser****BuyaTimeshare.com Celebrates 14 Years of Helping Owners**

*The online timeshare resale leader has been connecting owners with buyers since 2000.*

BuyaTimeshare.com, the internet's leading timeshare resale and rental advertising company, celebrates its 14th anniversary this week – reflecting on the company's role as a pioneer in the online resale sector.

"Longevity in business, especially in the timeshare resale industry, can be an elusive exercise, which is why being in business for 14 years is a major accomplishment," said BuyaTimeshare.com president and CEO Wesley Kogelman. "According to the U.S. Bureau of Labor Statistics, only about one-third of businesses make it beyond 10 years, so we are extremely pleased to have persevered for as long as we have."

As with many successful online businesses, Kogelman began his venture in 2000 during his college years while obtaining his Bachelor Degree in Business at the University of Tampa. With e-commerce in its infancy and the emergence of an unfamiliar company called Google, Kogelman saw the possibility of meeting the needs of timeshare owners looking for an effective method to advertise their timeshares for sale.

"We consider ourselves a technology company first, having created a platform which provides owners the ability to market their timeshares online to potential buyers from around the world. Before, owners were at the mercy of resorts and the corner real estate broker's office, but the tech revolution has

brought transparency and opportunity to every owner," added Kogelman.

The company's effectiveness is obvious, with over \$169 million in confirmed offers generated for advertisers in the last two years from prospective buyers through the company's website. Kogelman has expanded his strategy over the years to include rentals and implement innovative techniques such as the Timeshare Pulse offer notification system – allowing owners to take control of the negotiation process.

To celebrate the anniversary, BuyaTimeshare.com will be providing the first 14 new customers who contract to advertise their timeshares for sale with an upgrade of 14 weeks of exclusive Hot Deals promotion at no additional cost - a \$1,400 value. This offer will run from now through the month of January.

For more information about BuyaTimeshare.com and to take advantage of this offer, please visit <http://buyatimeshare.com> or phone 800-882-0296.

**The Maine Campground Owners Association Has Appointed Kathy Dyer As Its New Executive Director**

The Maine Campground Owners Association (MECOA) has promoted Administrative Manager Kathy Dyer to executive director of the association, replacing Rick Abare, who resigned in December.

Dyer, who has worked as MECOA's administrative manager for the past 12 years, was promoted by a unanimous vote of the

MECOA Board of Directors, according to association President Todd Southwick of Kokatosi Campground in Raymond, Me.

"Kathy has been an exemplary employee and has excellent knowledge of the benefits and services MECOA provides to our membership," Southwick said, adding, "Anyone who has had the pleasure to meet or work with Kathy knows how enthusiastic she is about our industry. She is a true professional – always willing to serve the membership and never without a smile."

Southwick said Dyer will assume the duties of executive director effective immediately and will hit the ground running this week by attending the Hartford, Conn., where she will represent MECOA's 200 members and distribute the new 2014 Maine Camping Guide as well as members' brochures.

Dyers said she is looking forward to serving MECOA members in her new position. "I am honored to serve MECOA as executive director and appreciate the opportunity the Board of Directors has given me," she said. "I am looking forward to serving our members and continuing to make their business more successful in every way possible through top notch education, advocacy, and marketing."

(Additionally MECOA's new executive director will be at the Northeast RV & Camping Show in Hartford, Conn.)

Kathy can be reached at [Kathy@campmaine.com](mailto:Kathy@campmaine.com) or by calling the office at (207) 782-5874. Information about Maine's campgrounds is also available at [www.campmaine.com](http://www.campmaine.com).



# MEMBERS DIRECTORY

## COMPUTERS AND SOFTWARE



**Advanced World Concepts Inc.**  
2237 Del Mar Scenic Parkway  
Del Mar, CA 92014  
Phone 1: (858) 755-8877  
FAX: (858) 755-2754  
Email: sales@prsystem.com  
Website: www.prsystem.com  
Contact: Bill Chaffee  
Specialty: The PRA System is the only reserve management plan preparation software that has been evaluated by a CPA firm for accuracy of calculations while meeting AICPA requirements for reporting. The system is designed to complement properties with different ownership formats and contribution calculations. The system is Internet based for data access anywhere and delivers unique navigation, tracking, analysis tools, reports and charts that set the standards for reserve management. It guides the user to a desired solution without the need of software or accounting knowledge producing the most optimized contribution. What normally would take weeks to produce can now be done in hours. The conscientious and professional choice of Starwood Vacation Ownership, Club Melia, Welk Resort Group, Vacation Resorts International and Island One Resorts.

## TRACKResults

**TrackResults Software**  
5442 South 900 East Suite 203  
Salt Lake City, UT 84107 USA  
Phone 1: 888-819-4807  
Email: sales@trackresults.net  
Website: www.trackresults.net  
Contact: Drew Reynolds  
Specialty: TrackResults. All the KPI you ever need, available at your finger tips, in seconds not days.  
· Secure web-based reporting software for your Sale Centers and marketers.  
· Web based Manifesting displays instant real-time results on your secure, private web-page.  
· Generate reports that focus on how to increase VPG on tours while reducing costs.  
· No installation, equipment or IT department required.  
TrackResults in designed and managed by a team with over 50 years of resort industry experience to be easy to use, fool-proof and completely intuitive. TRS makes your sales and marketing data simple to analyze at a glance.

## CONSULTING



**WOW Services Group**  
7582 Las Vegas Blvd. South  
Suite 528  
Las Vegas, NV 89123 USA  
Phone 1: (702) 800-7020  
FAX: (866) 508-5368  
Email: sales@wowservicesgroup.com  
Website: www.wow4resorts.com  
Contact: Jay Edmondson  
Specialty: WOW Services Group offers small to medium sized resorts necessary resources at affordable prices. The expensive Property Management System(PMS), the hard to maintain and costly websites, the cost prohibitive online reservations and member account management programs, online rental bookings, member benefit and value add programs, online staff training, are now all available at an unbelievable price. "One Price for All" is the philosophy at WOW Services Group. Our solutions are affordable for each resort no matter how small. We believe in creating efficient solutions at an affordable rate.

## DIRECT MAIL AND MARKETING



**Beach Marketing Concepts**  
500 Sand Dune Dr., Unit C  
Kitty Hawk, NC 27949 USA  
Phone 1: 1-877-239-0088  
Email: sales@bmcnc.net  
Website: www.bmcnc.net  
Contact: Isaac Bennett  
Specialty: BMC is the only direct marketing company that has a mail house and phone room all in one. We staff specifically for your mail campaign. Whether on the East Coast, West Coast, or right in the middle, we have your solution! We offer a one of a kind mail house with designing, printing, and posting directly from our facility. We have the best leads industry wide! **NOBODY IN THE INDUSTRY WILL BEAT OUR PRICES OR QUALITY!**

### Market Approach Consulting

P.O. Box 788  
Lorena, TX 76655 USA  
Email: Sales@marketapproach.net  
Website: www.marketapproach.net  
Contact: Melissa Tipton ext. 109  
Specialty: Professional service and follow-through; offering target marketing services that meet your needs, to include:  
· Direct Mailing Lists  
· Telemarketing Lists  
· Timeshare Owners Lists  
· Response & Lifestyle Lists  
· Golf List Specialist  
· Database Management  
· Merge/Purge & Suppression Services  
· Fulfillment  
· Opt-in Email Programs  
· REFERENCES READILY AVAILABLE  
Find out why our clients keep coming back!



**Perfekt Marketing**  
3015 S 48th St  
Tempe, AZ 85282 USA  
Phone 1: 602-453-3333 ext 4502  
FAX: 602-453-3337  
Email: tkelly@perfektmarketing.com  
Contact: Tom Kelly  
Specialty: Day drives and Minivacs for Vacation Clubs and Timeshare Resorts. Direct mail, Inbound or Outbound telemarketing, Radio and even T.V. Take control of your VPG today. All calls recorded for quality assurance. We are not a broker. Our dynamic staff produces 40k Day Drives annually, all generated in house. Call today and see how quick your business can grow beyond your expectations.

## Resort Trades Testimonial

Since the very first days of International Cruise & Excursions, Inc., (ICE) The Resort Trades has been a tremendous resource for our continued growth and recognition, providing us with both a forum and a source of important information. In less than 10 years, we have grown from a pioneering concept to a multi-million dollar organization and The Resort Trades has been there every step of the way. We have benefited greatly from our nearly decade-long relationship with them and look forward to continuing our valuable association for years to come. As we enter new markets and develop new products we know we can count on The Resort Trades to be an outstanding industry resource.

Buffy Jones ICE

## DIRECT MAIL AND MARKETING



**Savage Direct Marketing**  
215 3rd Avenue  
Kirkland, WA 98033 USA  
Phone 1: 425-822-8633  
FAX: 425-822-8623  
Email: pauls@savagedm.com  
Website: www.savagedm.com  
Contact: Paul Savage  
Subhead: Savage Direct Marketing  
Specialty: Marketing services include:  
-Day-Drive Tour Generation  
-Mini-Vacation Programs  
-Fly & Buy Mini-Vacation Programs  
-Direct Mail Marketing  
-Email Marketing  
-Owner/Member Referral Programs  
-List Targeting/Acquisition  
-Premiums Incentives  
-Marketing Consulting  
2013 Marketing Tour Generation Highlights...  
"Day-Drive" tours now sold to you!  
"Mini-Vacs" closing over 20%, with over \$2,900 VPG  
"Fly & Buys" closing over 40%, with over \$5,200 VPG  
"Owner-Member Referral" tours closing 30-40% plus!  
Contact Paul Savage at 425-822-8633 or pauls@savagedm.com today for a FREE No-Obligation Marketing Proposal and Recommendation

## DISINFECTANTS/INSECTICIDES



**STERI-FAB**  
MUCH MORE THAN A DISINFECTANT  
**STERI-FAB**  
Phone 1: 1-800-359-4913  
Website: WWW.STERIFAB.COM  
Contact: Richard B. Jacobs  
Specialty: STERIFAB has had a storied history since 1967 as the only EPA registered product that is both a disinfectant and insecticide. This unique product kills bed bugs, viruses, mold, mildew bacteria, odors, lice, fleas and ticks. Registered for use in all 50 States, this ready to use product dries quickly and will not stain. Available through a wide network of distributors, it is available in plastic pints, gallons and 5 gallon containers

## ESCROW COMPANIES



**Stewart Vacation Ownership**  
3275 West Hillsboro Blvd. Suite 206  
Deerfield Beach, FL 33442 USA  
Phone 1: 954-418-4550  
FAX: 954-418-4551  
Email: chermann@stewart.com  
Website: www.stewart.com  
Specialty: Because your title experience should be as pleasant as your location. At Stewart we strive to make the title and escrow process as relaxing as your development. Whether you're planning a new resort community or looking for smoother securitization and title insurance procedures, we will work with you to meet your exact needs.  
· National title and escrow services for deeded and non-deeded developments  
· Unrivaled, proven inventory control  
· Trustee services  
· Foreclosure services solutions  
· Title transfer solutions  
· Fractional interest  
· Paperless closing and electronic vault solutions  
· Custodial services  
· Document storage solutions  
· Fractional interest

## EVENT MARKETING



**Field Marketers of America**  
P.O. Box 487  
Toughkenamon, PA 19374 USA  
Phone 1: 484-626-3753  
Phone 2: 417-860-6088  
Email: info@www.fieldmarketersofamerica.com  
Website: www.fieldmarketersofamerica.com  
Contact: Tennyson Rog and/or Samuel Jaffe  
Specialty: Highly experienced in the Event and Dropbox industries. We understand the ins and outs of producing qualified leads, hiring and managing reps to generate the way your corporation sees fit. We understand what it takes to yield the most leads out of each event! It's all about the presentation. After every prospect fills out an event lead, we even mention the name of your corporation, and let them know if they are qualified. They may get a call to receive a gift for their time, and are still in for the prizes, to help out your call centers to set the appointment to increase your show ratio. Email info@fieldmarketersofamerica.com, or call 484-626-3753.

## EXCHANGE COMPANIES



**Dial An Exchange LLC**  
7250 N 16TH ST STE 402  
Phoenix, AZ 85020 USA  
Phone 1: (800)468-1799  
Phone 2: (602)516-7682  
FAX: (602)674-2645  
Email: Fermin.C@daelive.com  
Website: www.daelive.com  
Contact: Fermin Cruz  
Specialty: Simple, no fuss exchange service with a priority on personal service for the consumer. We offer members and business partners:  
· A free membership option  
· A Gold Advantage membership option  
· 24 hour access to live worldwide inventory  
· Prepaid exchange voucher programs  
· Prepaid bonus week voucher programs  
· Revenue share programs  
· A Brandable exchange platform that can be used as a compliment to any internal exchange program



**Interval International**  
6262 Sunset Drive  
Miami, FL 33143 USA  
Phone 1: 800-622-1861  
Website: www.ResortDeveloper.com  
Contact: Chris Boesch  
Specialty: Interval International operates membership programs for vacationers and provides value-added services to its developer clients worldwide. Based in Miami, Florida, the company has been a pioneer and innovator in serving the vacation ownership market since 1976. Today, Interval has an exchange network of approximately 2,700 resorts in more than 75 nations. Through offices in 15 countries, Interval offers high-quality products and benefits to resort clients and about 2 million families who are enrolled in various membership programs. Interval is an operating business of Interval Leisure Group, Inc. (Nasdaq: IILG), a leading global provider of membership and leisure services to the vacation industry.



## HOSPITALITY INTERIOR DESIGN



**CREATIVE DESIGN CONCEPTS**  
**Creative Design Concepts, Inc.**  
 2245 First Street  
 Suite 106  
 Simi Valley, CA 93065 USA  
 Phone 1: (805)583-0722  
 FAX: (805)583-0279  
 Email: sfizdale@cdcsv.com  
 Website: http://www.cdcsv.com

Specialty: Creative Design Concepts is a turn-key Interior Design and Purchasing firm based in Simi Valley, California. We specialize in the Vacation Ownership and Hospitality Industries, and have been providing outstanding interiors for our clients for over 20 years. Our extensive experience and broad knowledge allow us to offer a competitive advantage to our clients. All staff members are seasoned professionals who understand the importance of budget demands, design needs and on-time delivery requirements.

### Resort Trades Testimonial

It was a pleasure speaking with you last week. We are extremely pleased with The Resort Trades publication. We have grown together over the years and we enjoy their professionalism. Thank you for doing a great job for us.

*Sherrie Dorsten Senior Vice President of EMCC, Inc./RMI/Equiant*

## HOSPITALITY INTERIOR DESIGN



**hospitality**  
resources & design

**Hospitality Resources & Design Inc**  
 919 Outer Road, Suite A  
 Orlando, FL 32814  
 Phone 1: 407-855-0350 FAX: 407-855-0352  
 Email: rich@hrdorlando.com  
 Website: www.hrdorlando.com  
 Contact: Richard Budnik  
 Specialty: Hospitality Resources & Design is a licensed interior design firm with in-depth knowledge and experience in all segments of the hospitality industry. Their services include interior design, LEED AP, kitchen & bath design, purchasing, project management and installation. They are active members of ARDA and its Chairman's League where they have won numerous interior design awards for their creativity. Their mission as a company is to provide exceptional service and to exceed their client's expectations.

### Resort Trades Testimonial

Over the past three years I have advertised with the Resort Trades several times. On each occasion the response has exceeded expectations. Our current ad has generated over ten viable employee prospects in less than 36 hours. Kristie and Jack are simply the best to work with. They know this business and add excellent expertise in designing and writing ads. Thanks Resorts Trades.

*Steve Drummond  
 President of Destiny Resorts, Inc.*

## HOSPITALITY INTERIOR DESIGN



**Zenith International**  
 13700 Tahiti Way  
 Suite 228  
 Marina Del Rey, CA 90292 USA  
 Phone 1: 310-823-6233  
 FAX: 310-823-0915  
 Email: info@zenithrugs.com  
 Website: www.zenithrugs.com  
 Contact: Helen Marcus

Specialty: Zenith International is a supplier of hand tufted custom rugs for the hospitality and timeshare industry. Our company was created with the vision and intent to create the finest quality rugs incorporating limitless design, using fibers from 100% sustainable and renewable natural sources, at the lowest prices. Principals Helen Marcus and Jan Baron Shames share the same high standard of personal commitment to the customer to deliver rugs that provide durable performance with timeless design with a lead time of 6 weeks from concept to completion.



thetrades.com

## HOUSEKEEPING SERVICES



Housekeeping Services

**Jani-King International Inc.**  
 16885 Dallas Parkway  
 Addison, TX 75001 USA  
 Phone 1: 800-552-5264  
 Phone 2: 972-991-0900  
 Email: gsanchez@janiking.com  
 Website: www.janiking.com  
 Contact: Gil Sanchez, Hospitality Division Director

Specialty: Jani-King provides housekeeping and cleaning services to timeshares/resorts worldwide. Jani-King is trusted by industry leaders for our commitment to owners and guests' satisfaction. Our superior quality control system ensures accountability on our side so that your resort receives unmatched service. Jani-King's approach to housekeeping provides our clients with multiple cleaning options:

- Turn-Key Housekeeping Operations
- Unit/Villa Cleaning
- Unit/Villa Inspections - Jani-King's QA Program
- Housekeeping Management Services
- Trained Supplemental Housekeeping Personnel -All Positions
- Laundry Operations & Linen Distribution
- Deep Cleaning Programs
- Floor Care Programs
- Front-of House Cleaning Programs
- Back-of-House Cleaning Programs
- “Partnering Through Housekeeping”

# Industry News

## Add a Timeshare Vacation to Your New Year's Bucket List

Does one of your top ten moments from 2013 include a memory from vacation—or are you among the many that left vacation days on the table this year? According to an annual study by Expedia®, Americans earn among the fewest vacation days (14) in the world each year, and also leave among the most vacation days unused (4) – despite research that shows the benefits of vacationing. The timeshare industry challenges Americans to re-think vacation as a necessity instead of a luxury, and to resolve to take one in the New Year.

Recent surveys show depressing statistics on American vacations. “We vacation for less time each year, feel guilty about it when we do get away, and often bring technology with us to stay in touch with those we've left behind,” said Howard Nusbaum, president and CEO of the American Resort Development Association (ARDA). “Yet there is proof that taking time away to recharge your batteries can make you a better employee, a better spouse, and an all-around happier person.”

Another Expedia® survey found that 79 percent of people who vacation at least three times a year have happy marriages, and 47 percent of people who went away last year like their job. The timeshare industry says look no further than its owners – eight million U.S. households that own a timeshare point to regular vacations as a top reason for owning, in addition to more spacious accommodations.

Owners also say that the honeymoon period following a timeshare vacation lasts longer because the stay was more relaxing, as more space makes for a more relaxing vacation

for everyone. No more “lights out” at the kid's early bedtime, no more sharing pizza on a hotel room bed, and no more “group think” around mealtime.

Perhaps that's why timeshare occupancy rates (76%) have outpaced tradition hotel stays (56.6%) for the past several years—with timeshare owners nearly twice as likely as non-owners to have vacationed in the past 12 months. \*

“We hear from our owners every day about how their lives have changed because of their timeshare ownership,” said Nusbaum. “The combination of the spacious accommodations, luxurious resorts, and the discipline to vacation at least one a year makes for a better way to vacation,” he concluded.

The timeshare industry has long since advocated for regular vacations, and the pre-paid nature of the product demonstrates their commitment to making vacation a priority. The American Resort Development Association (ARDA) recently released the “Timeshare Effect”, an infographic that highlights the link between timeshare vacations and their effect on owners. From lifestyle to finances to family memories, a timeshare vacation creates a lifetime of benefits.

Perhaps it's time you add a timeshare vacation to your New Year's bucket list. For information on why timeshare may be a better vacation for you, visit [www.VacationBetter.org](http://www.VacationBetter.org).

\*Source: ARDA International Foundation World Wide Shared Vacation Ownership Report: 2012 Edition, conducted by Oxford Economics and The Research Intelligence Group; Smith Travel Research January 2013.

## Driftwood Hospitality Management Names Chief Financial Officer

Driftwood Hospitality Management ([www.TheDriftwoodDifference.com](http://www.TheDriftwoodDifference.com)) is pleased to announce Mark Odom has been named chief financial officer for the company. An 18-year veteran of the hospitality industry, Odom is responsible for the financial planning, recording and record-keeping for the company's portfolio of properties ranging from upscale hotels to limited service.

“Mark's demonstrated track record as a successful CFO and hands-on business experience made him the perfect candidate to step into this important role on our management team,” said David Buddemeyer, president of Driftwood Hospitality. “Mark has shown impressive financial leadership expertise in prior positions and has a proven track record of managing transformation while driving financial discipline.”

Over his career, Odom served in a number of accounting positions including director of finance at Casino Resource Corporation in Ocean Springs, MS and senior director of finance at Isle of Capri in Lula, MS. Additionally, Odom was the Director of Finance for the Seminole Hard Rock Hotel & Casino in Hollywood, FL where he played a large role in opening the casino resort, including the shaping of policy and the organizational structure, and was responsible for all accounting functions. Odom also served as the CFO for PGA National Resort & Spa in Palm Beach Gardens, FL where he led decision making for all facets of the four star, four diamond operation including hotel, food & beverage, spa, and golf, led transition between ownership groups, and managed a \$40 million capital improvement project.

Mark holds a bachelors and master's degree in Accounting from the University of Mississippi and is a certified public accountant.



# MEMBERS DIRECTORY

## HOUSEKEEPING SERVICES



**MasterCorp Inc.**  
 3505 North Main Street  
 Crossville, TN 38555 USA  
 Phone 1: 800-489-1718 ext 4403  
 FAX: 931-484-1775  
 Email: r.hale@mastercorpinc.com  
 Website: www.mastercorpinc.com  
 Contact: Russ Hale  
 Specialty: Specialty: With over three decades of service, MasterCorp is the premier provider of housekeeping services to the resort timeshare industry. MasterCorp is a trusted, professional partner with:

- The 7 Steps to Clean™ process
- Proven consistency
- A quality-audit readiness & inspection system
- The MasterMind™ housekeeping management app
- Staffing – forecasting, recruiting, retention
- E-verify and staff background checks
- Integrated staff training & development
- Laundry management
- Carpet, upholstery and drapery cleaning
- Detailed maintenance cleaning
- Award-winning management
- A culture of cleanliness, timeliness, & caring

“The Most Trusted Name in Resort Housekeeping”

## INTERNET MARKETING



**Lighthouse List Company**  
 27 SE 24th Ave Ste 6  
 Pompano Beach, FL 33062 USA  
 Phone 1: 954-489-3008  
 FAX: (954) 489-3040  
 Email: tobim@lighthouselist.com  
 Website: http://www.lighthouselist.com  
 Specialty: Lighthouse List Company is an interactive marketing company focused on delivering leads that will optimize your marketing and maximize your ROI. Our daily hotlines of sweeps and responders from transactional data are selectable by interest and pulled by recency to include but not limited to income and presence of credit card. Our national data base of 220MM records with 66MM emails with 300 lifestyle selects.

- Email marketing and Phone Append Services
- Frequent Travelers
- New Homeowners/ New Phone Connects Daily
- Direct Mail
- Telemarketing Leads
- Timeshare Owners Lists
- Daily sweepstakes
- Cell phone Responders
- Transactional data

LIGHTHOUSE LIST COMPANY IS YOUR “GO TO” PROVIDER FOR QUALITY DATA AND LEADS!”

## Market Approach Consulting

P.O. Box 788  
 Lorena, TX 76655  
 Phone 1: 866-410-7017  
 Email: Sales@marketapproach.net  
 Website: www.marketapproach.net  
 Contact: Melissa Tipton ext. 109  
 Specialty: Expose you to the latest in “Internet Marketing” Capabilities to include:

- Opt-In Email Marketing - targeted by lifestyle
- E-Survey - post a question on a national survey & receive respondents' information
- Email Address Append - need to converse with your clients via email and don't have their email address? We can provide them.
- Postal & Email Address marketing - market to one and follow up with the other
- Competitively Priced

In an age of a diminishing telemarketing universe, Opt-in Email can be a great supplement to your marketing efforts.

## LEAD GENERATION



**Field Marketers of America**  
 P.O. Box 487  
 Toughkenamon, PA 19374 USA  
 Phone 1: 484-626-3753  
 Phone 2: 417-860-6088  
 Email: info@www.fieldmarketersofamerica.com  
 Website: www.fieldmarketersofamerica.com  
 Contact: Tennyson Rog and/or Samuel Jaffe  
 Specialty: Highly experienced in the Event and Dropbox industries. We understand the ins and outs of producing qualified leads, hiring and managing reps to generate the way your corporation sees fit. We understand what it takes to yield the most leads out of each event! It's all about the presentation. After every prospect fills out an event lead, we even mention the name of your corporation, and let them know if they are qualified. They may get a call to receive a gift for their time, and are still in for the prizes, to help out your call centers to set the appointment to increase your show ratio. Email info@fieldmarketersofamerica.com, or call 484-626-3753.



**Perfekt Marketing**  
 3015 S 48th St  
 Tempe, AZ 85282 USA  
 Phone 1: 602-453-3333 ext 4502  
 FAX: 602-453-3337  
 Email: tkelly@perfektmarketing.com  
 Contact: Tom Kelly  
 Specialty: Day drives and Minivacs for Vacation Clubs and Timeshare Resorts. Direct mail, Inbound or Outbound telemarketing, Radio and even T.V. Take control of your VPG today. All calls recorded for quality assurance. We are not a broker. Our dynamic staff produces 40k Day Drives annually, all generated in house. Call today and see how quick your business can grow beyond your expectations.

## LENDING INSTITUTIONS



**CapitalSource Finance LLC**  
 5404 Wisconsin Avenue  
 Chevy Chase, MD 20815 USA  
 Ph 1: 301-841-2717 FAX: 301-841-2370  
 Email: jgalle@capitalsource.com  
 Website: www.capitalsource.com  
 Contact: Jeff Galle  
 Specialty: CapitalSource is a national lender to Resort Developers and Operators throughout the United States and Canada. With a resort portfolio of more than \$1 Billion, we are the leading lender in the resort industry. We provide \$5-\$30 MM inventory loans and \$10-\$60 MM hypothecation loans. Knowledge of the industry and demonstrated financial strength differentiate CapitalSource from our competition.



**Merchants Accounts**  
 Phone 1: 877-281-3649  
 FAX: 877-281-3652  
 Email: mrktg01@yahoo.com  
 Contact: Call Bill Bailey!  
 Specialty: We have a credit card processor for your every need. Direct relationship with merchant banks. We are not a third party processor or a consolidator.

## LENDING INSTITUTIONS



**Wellington Financial**  
 1706 Emmet St N Ste 2  
 Charlottesville, VA 22901 USA  
 Phone 1: 434-295-2033 ext. 17  
 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 \$3 Billion with our group of lenders. Focused solely on lending to resort developers, we are the exclusive Resort Finance correspondent for Liberty Bank. With over 30 years of expertise in the vacation ownership industry, we lend to credit-worthy borrowers at attractive banks rates.

## LIGHTING



**Auroralight**  
 343 Islander St.  
 Oceanside, CA 92054 USA  
 Phone 1: 760-213-5686  
 FAX: 760-967-1247  
 Email: juliesmithtaylor@taylorpr.net  
 Website: www.auroralight.com  
 Contact: Julie Smith-Taylor  
 Subhead: Auroralight  
 Specialty: Auroralight designs, engineers and manufactures the world's finest solid copper and brass estate-quality landscape lighting solutions. A variety of high quality mounts, accessories and options are also available. Auroralight is the ONLY landscape lighting manufacturer that is systems-oriented. This commitment ensures that every luminaire, mounting support apparatus, and accessory seamlessly work together. All luminaires come with a lifetime warranty and are manufactured in California with the highest quality and attention to detail.

## LIST SERVICES



**EP Marketing**  
 1581 ParkGlen Circle  
 Apopka, FL 32712 USA  
 Phone 1: 407-340-1185  
 Email: 411dataguy@gmail.com  
 Contact: Edmund Poirier  
 Specialty: A Full Service List company that provides live customer service 24/7  
 We provide Appending Services for 2 cents a record  
 We offer Email Marketing.  
 We offer DNC scrubbing  
 We provide the following lists for as little as a penny a lead & we won't nickel dime you.

- Telemarketing
- Targeted Qualified Data
- Birthday
- RCI Time Share Owners
- Frequent Travelers
- Mini Vac Buyers
- Tour No Buys
- Cruise Enthusiasts
- Sweepstake Entries
- New Home Owners & Movers
- Lifestyle
- Golfers
- Boaters
- Complete databases for sale

All leads guaranteed, we will not be undersold.

## LIST SERVICES



**Lighthouse List Company**  
 27 SE 24th Ave Ste 6  
 Pompano Beach, FL 33062 USA  
 Phone 1: 954-489-3008  
 FAX: (954) 489-3040  
 Email: tobim@lighthouselist.com  
 Website: http://www.lighthouselist.com  
 Motto: “Good Business starts with Great Relationships.”  
 Specialty: Lighthouse List Company is an interactive marketing company focused on delivering leads that will optimize your marketing and maximize your ROI. Our daily hotlines of sweeps and responders from transactional data are selectable by interest and pulled by recency to include but not limited to income and presence of credit card. Our national data base of 220MM records with 66MM emails with 300 lifestyle selects.

- Email marketing and Phone Append Services
- Frequent Travelers
- New Homeowners/ New Phone Connects Daily
- Direct Mail
- Telemarketing Leads
- Timeshare Owners Lists
- Daily sweepstakes
- Cell phone Responders
- Transactional data

LIGHTHOUSE LIST COMPANY IS YOUR “GO TO” PROVIDER FOR QUALITY DATA AND LEADS!”

## LIST SERVICES

**Market Approach Consulting**  
 P.O. Box 788, Lorena, TX 76655 USA  
 Phone 1: 866-410-7017  
 Email: Sales@marketapproach.net  
 Website: www.marketapproach.net  
 Contact: Melissa Tipton ext. 109  
 Specialty: Professional service and follow-through; offering target marketing services that meet your needs, to include:

- Direct Mailing Lists
- Telemarketing Lists
- Timeshare Owners Lists
- Golf List Specialist
- Response & Lifestyle Lists
- Database Management
- Opt-in Email Programs
- Fulfillment
- Merge/Purge & Suppression Services
- REFERENCES READILY AVAILABLE

Find out why our clients keep coming back!

## LOGISTICS/WAREHOUSING/INSTALLATION/LIQUIDATION



**Harding & Companies, Inc.**  
 4106 Meander Place, Suite 205  
 Rockledge, FL 32955 USA  
 Ph 1: (407) 494-9307 FAX: (407) 641-9928  
 Email: rodharding@hardingcompanies.com  
 Website: www.hardingcompanies.com  
 Contact: Rod Harding  
 Specialty: Harding & Companies, Inc., is a full service solutions provider for FF&E liquidation, FF&E warehousing, FF&E distribution and FF&E installation. Harding & Companies, Inc., was founded to assist clients plan, manage, coordinate and implement effective and efficient logistical solutions in the Hospitality industry.



## MARKETING



**Creative Marketing Incentive Group**  
2831 Camino Del Rio S  
Suite 203  
San Diego, CA 92108 USA  
Phone 1: 800-619-6101 ext 316  
Phone 2: 800-619-6101 ext 2  
Email: Info@creativemarketingincentives.biz  
Website: www.CreativeMarketingIncentives.biz  
Motto: Our reputation speaks loudly!  
Specialty: Offering a large variety of custom marketing incentives, such as: Travel and Vacation Certificates, Cruise and Resort Getaways, Touch Mp4 Players, Digital Camcorders and a NEW 7" WiFi tablet, \$25 - \$300 Dining Certificates, \$50 and \$100 Gas and Grocery Rebates. Not only do we manufacture and fulfill all of our offers in-house, but we guarantee to protect the integrity of your promotions by not re-marketing to your customers....EVER! Why buy certificates in bulk or pay per certificate when you can just print or e-mail Unlimited Incentives for one low monthly fee?

## Resort Trades Testimonial

The Trades Publishing Company is a loyal ARDA member and we value their dedication and support as an industry partner.

*Chantal Rotondo, ARP,  
Membership Manager of  
American Resort Development Association*

## MARKETING



**GBG & Associates**  
500 West Harbor Drive #822  
San Diego, CA 92101 USA  
Phone 1: 619-255-1661  
FAX: 619-255-8597  
Email: georgi@georgibohrod.com  
Website: www.gb gandassociates.com  
Contact: Georgi Bohrod  
Specialty: GBG & Associates. Marketing and Public Relations Strategies and Implementation. GBG & Associates, lead by well known PR and marketing professional Georgi Bohrod and supported by the industry's brightest and most energetic talent will guide your business growth, provide a positive platform for new business development, increase awareness in your product and/or company and even provide prospects for sales. Specializing in the shared ownership industry for more than a quarter century, GBG & Associates has proven results in traditional and creative B2B and B2C marketing and public relations. Visit our web site for examples of press relations, advertising client and member/owner newsletters, collateral materials, member upgrade programs and strategic planning for the shared ownership industry. Whether you need to introduce your company, educate your client base, strengthen your positioning or develop a new campaign, we know how to make it work. Call (619)255-1661 or visit our web site at www.gb gandassociates.com

## MARKETING



**Integrated Marketing Solutions, Inc.**  
**Interactive Marketing Solutions**  
1328 Capouse Ave.  
Scranton, PA 18509  
Phone 1: 570-814-0749  
Website: www.myvacationgifts.com  
Contact: Sean Kelly  
Subhead: Interactive Marketing Solutions  
Specialty: We specialize in Day Drives for Travel Clubs and Timeshare Resorts. We have over 20 years experience in delivering high quality tours. We can service your needs with outbound or inbound telemarketing. Our confirmation calls are recorded for quality assurance. We do not broker tours. Our seasoned staff produces and confirms all tours in house. Contact Sean Kelly at 570-814-0749 today to design an inbound or outbound program that will have tours generating immediately. See your revenues and VPG increase tremendously, even in today's economy.

**Noticed the logos?  
They will help you find  
companies with a glance.  
New Directory Listings  
Posted Daily!**

Visit [www.ResortTrades.com](http://www.ResortTrades.com)  
[www.ResortTrades.mobi](http://www.ResortTrades.mobi)  
**Want to be included?**  
Call 931-484-8819 or email  
[adrep@thetrades.com](mailto:adrep@thetrades.com)

## MARKETING



**MARKETING DECISIONS INC**  
**Marketing Decisions Inc.**  
774 Mays Blvd. Ste 9  
Incline Village, NV 89451 USA  
Ph 1: 775-831-9732 FAX: 530-432-8668  
Email: [dwagner@marketingdecisionsinc.com](mailto:dwagner@marketingdecisionsinc.com)  
Website: [www.marketingdecisionsinc.com](http://www.marketingdecisionsinc.com)  
Contact: David M. Wagner / Heather A Wagner  
Specialty: Outbound and Inbound Telemarketing Day Drives and Direct Mail Tours.  
. Day Tours using Outbound Telemarketing or Inbound Direct Mail Clients on a Per Tour Cost  
. MDI is starting its Sixteenth (16th) year in Client Generation.  
. MDI custom tailors high quality Client Generation Campaigns using qualified incentives to produce the most effective VPG.  
. MDI has a host of Custom designed, cost effective, successful premiums and vacation certificates.  
. Interactive Website for Manifest, Results, Projections, Disputes and Accounting of Weekly Tours. [www.ReportsPro.net](http://www.ReportsPro.net).  
. MDI has a custom Confirmation Letter Website.  
. Our commitment to Federal and State DNC Compliance is second to none, through proprietary websites.  
. Call David Wagner Today at, 775-831-9732, for a Confidential Marketing Analysis



**FARROW**  
COMMERCIAL CONSTRUCTION

### The FARROW File

#### Saving Money on construction materials: is it worth it?

Whether you're using an internal crew or hiring an outside contractor to handle your new construction and remodeling needs, there are always opportunities to save money, and considerate ways to avoid making mistakes. Here's a list of do's and don'ts when it comes to choosing construction materials for your project:

##### 1) Don't always go for the cheapest materials

Cheap materials are not high quality and may not perform the job right or for an extended period of time. You don't have to go for the top of the line, but buying good-quality materials will save you money in the long run, when you don't have to replace parts and fixtures every few years, you save on replacement and maintenance fees. You can also save on remodeling or new construction costs by reviewing your contractor's project design and needed materials. If the project is over your

budget, ask your contractor for less expensive design alternatives without sacrificing material quality. An example of a cheap material would be MDF or pressed board products commonly used for door casings or baseboards versus finger jointed real wood options. The real wood option is only slightly more expensive but is superior from a water tolerant and use/damage standpoint.

##### 2) Ask your contractor to show you why some materials are better than others

Contractors have a lot of experience when it comes to choosing the right materials for the job. They can also explain that while some fixtures (e.g. toilets, bathtubs, etc) may cost a bit more than others, they can be easier to install and save you on labor costs. In addition, contractors tend to buy in bulk and can save you a great deal on material costs. A good example of this would be on shower controllers that are manufactured with plastic parts versus metal parts. The metal components will hold up for many years, while the plastic parts tend to fail much sooner. Going green is another way to save money once construction is complete. Installing eco-friendly products such as water-efficient toilets and low flow faucets and shower heads are great ways to save on your utility bills month after month. For an added savings, try solar!

##### 3) Think twice before doing the work yourself

Some small maintenance or remodeling projects are simple enough for your own crew to handle, but it's probably a good idea to leave the heavy-duty work to outside contractors so it's done right the first time. Their experienced trade's people will complete the work faster while typically offering a written warranty in the event something unforeseen should happen. If you're not used to hiring contractors, request a quote from at least three

different ones, so you can get an idea of the price range for your project. Always ask for customer reviews so you know you'll be satisfied with the results.

##### 4) Put reserve funds aside for scheduled replacements

Get a professional written opinion for how long your equipment and fixtures will last and identify replacement costs. Set up reserve funds for each product so they will be available once the equipment has reached end of life or major repairs become necessary. Planning future expenses guarantees replacement projects won't have funding issues.

##### 5) Create a material purchasing list and choose materials that are easy to replace

As HOA boards change over the years, it may be hard to track down all of the equipment and fixtures that will eventually need to be repaired or replaced. Create a master list of all your materials and ask contractors on any new project to choose non custom-designed materials so they are easily replaceable down the road. A little planning and organization can go a long way when it comes to saving money. Look for equipment and materials that are "in-stock" and readily available at all times. This way, should a repair or replacement become necessary, the fix will be quick and your room(s) will be back on line before you can say "shower valve."





# MEMBERS DIRECTORY

## MARKETING



**Savage Direct Marketing**  
 215 3rd Avenue  
 Kirkland, WA 98033 USA  
 Phone 1: 425-822-8633  
 FAX: 425-822-8623  
 Email: pauls@savagedm.com  
 Website: www.savagedm.com  
 Contact: Paul Savage  
 Subhead: Savage Direct Marketing  
 Specialty: Marketing services include:  
 -Day-Drive Tour Generation  
 -Mini-Vacation Programs  
 -Fly & Buy Mini-Vacation Programs  
 -Direct Mail Marketing  
 -Email Marketing  
 -Owner/Member Referral Programs  
 -List Targeting/Acquisition  
 -Premiums Incentives  
 -Marketing Consulting  
 2013 Marketing Tour Generation Highlights...



**SML Marketing LLC**  
 162 South Peninsula  
 Daytona Beach, FL 32118 USA  
 Phone 1: 386-265-4975  
 FAX: 386-469-0253  
 Email: smlmarketingllc@aol.com  
 Website: www.smlmarketingllc.com  
 Contact: Laurie Borasky, Susan Yost, Michelle Carrasquillo  
 Specialty: We provide marketing services for all companies in need of prospect generation. Our one call does it all service brings all partners under one house for easy management and better control. No need for large on site marketing staff, Once SML is on the team everyone's eyes are on the bottom line. We have marketing programs this year that have seen costs of marketing at 17% thru our out of the box marketing programs.  
 Offering:  
 Mail programs  
 Premiums  
 Smart Circle cards  
 Vendor management  
 Telemarketing solutions  
 Referral marketing  
 Consulting services

## MARKETING (ONLINE)



**JW Maxx**  
 11811 N Tatum Blvd, ste 3031  
 Phoenix, AZ 85028  
 Phone 1: (602)953-7798  
 Email: wally@jwmaxxsolutions.com  
 Website: http://www.jwmaxxsolutions.com  
 Contact: Walter Halicki  
 Specialty: JW Maxx Solutions is the undisputed leader in online reputation management for the timeshare industry. With over 20 years of experience in vacation fulfillment, JW Maxx Solutions understands what individuals and companies in the industry need to succeed in today's ever-changing Internet landscape. Through the use of the latest technology available and the best methods to induce a fast-acting makeover of a company's Internet landscape, JW Maxx Solutions provides positive media outcomes for growth-oriented companies.

## 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 the highest quality environmentally conscious products, including our OXO-BIODEGRADABLE Litter Pick Up Bags and Liner Trash Bags, to help keep your dog-friendly areas free from unsightly, smelly and harmful dog waste. DOGIPOT supplies the most economical and effective dog waste systems to allow pet owners, not maintenance staff, to assume the responsibility of eliminating dog pollution. There are DOGIPOT imitators in the market, but nobody is able to match DOGIPOT's experience, high quality product line, world class customer service or value. Experience the DOGIPOT Advantage!

## POOL FILTRATION SYSTEMS



**Vak Pak Inc.**  
 PO Box 3264,  
 Jacksonville, FL 32206 USA  
 Ph 1: 800-877-1824  
 Ph 2: 904-353-4404  
 Email: alex@vakpak.com  
 Website: www.vakpak.com  
 Specialty: Vak Pak Inc. is the leader in design and manufacture of self-contained filtration and operating systems for swimming pools, spas, fountains and zoos for more than 40 years. Our equipment can be found in hotels, motels, theme parks, housing developments, malls and backyards across the country. Anywhere you need clean, clear water for fun.

## PREMIUMS AND WHOLESALERS



**American Sales Industry**  
 3560 Investment Lane, Ste. #101  
 Riviera Beach, FL 33404  
 Ph 1: 800-771-4767  
 Ph 2: 561-844-4767  
 FAX: 561-844-5415  
 Email: Pat@asiincentives.com  
 Website: www.asiincentives.com  
 Contact: Pat, Steven, or Joe Talerico  
 Specialty: American Sales Industries specializes in wholesale premiums and incentives. Stop dealing with middle men and get your goods straight from the source. We specialize in incentives ranging from low cost gifts to high-end electronic devices. Dealing in Tablets, Netbooks, Electronics Accessories, Certificates, MP3/MP4 players, Mailpiece Accessories, hard goods and more. We've been proudly serving the time-share and other industries for over 32 years. "Increasing Your Bottom Line Since 1979"

## Resort Trades Testimonial

Please redirect my Resort Trades Magazine subscription to the new address. Many thanks for your help with that, I would not like to miss my favorite magazine.

JÖRG C. HEYER, CHA, LCAM

## PREMIUMS AND WHOLESALERS



**Creative Marketing Incentive Group**  
 2831 Camino Del Rio S  
 Suite 203  
 San Diego, CA 92108 USA  
 Phone 1: 800-619-6101 ext 316  
 Phone 2: 800-619-6101 ext 2  
 Email: Info@creativemarketingincentives.biz  
 Website: www.CreativeMarketingIncentives.biz  
 Motto: Our reputation speaks loudly!  
 Specialty: Offering various types of marketing incentives such as Travel and Vacation Certificates, Cruise and Resort Getaways, Touch Mp4 Players & Digital Camcorders, \$25 - \$300 Dining Certificates, \$50 - \$100 Gas and Grocery Rebates. We manufacture and fulfill all of our own offers in-house. Our reputation speaks loudly. We protect the integrity of your promotions by not re-marketing to your customers, EVER! Why buy certificates in bulk when you can just print and email Unlimited Incentives without having to pay per certificate?

## PUBLIC RELATIONS



**GBG & Associates**  
 500 West Harbor Drive #822  
 San Diego, CA 92101  
 Phone 1: 619-255-1661  
 FAX: 619-255-8597  
 Email: georgi@georgibohrod.com  
 Website: www.gb Gandassociates.com  
 Contact: Georgi Bohrod  
 Specialty: Public Relations and Positioning Strategy, Placement and Distribution Management  
 In today's shared ownership arena, there is one Public Relations group which stands out in its ability to guide and manage business growth, create a positive platform for new business development and increase awareness for management companies, business services, products and resort developers. GBG & Associates is led by Georgi Bohrod, RRP to support the industry's brightest and most energetic talent and seasoned professionals. Specializing in the shared ownership industry for more than a quarter century, GBG & Associates provides resources and spearheads tailor-made comprehensive B2B or B2C strategic plans incorporating both traditional and new media by managing the many moving parts which are part of an effective, comprehensive public relations program.

## PUBLIC RELATIONS & MARKETING



**SharonINK PR & Marketing**  
 8776 E Shea Blvd Ste B3A-306  
 Scottsdale, AZ 85260 USA  
 Phone 1: 310-923-1269  
 Email: Sharon@SharonINK.com  
 Website: www.Sharon@SharonPR.com  
 Contact: Sharon Drechsler-Scott, RRP  
 Specialty: If your company does business in the timeshare industry, we can help you reach your customer through both conventional online/offline publications and the use of social media. Our public relations and marketing services are provided by a veteran of more than twenty years' vacation ownership resort industry experience. Owner and CEO Sharon Drechsler-Scott, contributing editor for Resort Trades, knows the industry intimately and has an extensive writing portfolio. Her articles have appeared in Developments magazine and Resort Trades' Management & Operations, to name a few. She is a Registered Resort Professional with ARDA.

## RECEIVABLES AND MAINTENANCE FEE SERVICING



**Concord**  
 4150 North Drinkwater Boulevard., Ste. 200  
 Scottsdale, AZ 85251 USA  
 Phone 1: 800-685-8736 Phone 2: 480-998-7585  
 FAX: 480-951-8879  
 Email: jpowers@PowerOfConcord.com  
 Website: www.PowerOfConcord.com  
 Contact: Joy T. Powers, 1-321-293-0293,  
 Director of Business Development US and Canada  
 Specialty: Since 1988, performing receivables and maintenance dues servicing and delinquency collections with accuracy, efficiency, flexibility, and customer responsiveness that is unsurpassed in the industry.  
 Servicing & Collections:  
 • Internet Account Information / on-line payments  
 • Credit Reporting to the Three Major Agencies.  
 • FDCPA and State Regulations Compliance.  
 • Skip Tracing Department.  
 • Automatic Debit and Electronic Funds Transfer  
 • Customized Reporting Packages  
 • Bilingual Customer Service & Collections Staff  
 Outstanding References Available. Call or E-mail Joy Powers Today for Informational Packet.



**ResortCom International LLC**  
 International Headquarters  
 404 Camino del Rio South, 4th Fl  
 San Diego, CA 92108 USA  
 Phone 1: 619-683-2470 FAX: 619-683-2077  
 Email: Alara@resortcom.com  
 Website: www.resortcom.com  
 Contact: Alejandro Lara  
 Motto: 25 Years of Innovation  
 Specialty: ResortCom International offers a range of cutting-edge services and a flexible, customizable platform to maximize your success. We are known for innovative tools developed by thought leaders and solution strategists such as marketing campaign management, email marketing, social media integration, tour management, iPad App for sales room and integrated data 24/7. Our Las Vegas-based contact center is staffed with knowledgeable people who utilize a fully integrated CRM system to manage any customer questions with comprehensive and detailed follow-up. ResortCom is also in partnership with LaTour Hotels and Resorts. LaTour provides superior management services to hotel owners throughout the United States, Mexico and the Caribbean. Lead by Tom LaTour, former Chairman and Chief Executive Officer of the Kimpton Hotel and Restaurant Group, LaTour is the industry's premier management and services group providing the expertise, tools and solutions to build business, grow revenue, while improving the bottom line and delighting owners and guests.

## Resort Trades Testimonial

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  
 Fort Myers, FL • 239-482-3891



## RENTALS AND RESALE

## VacationCondos.com

1 Vance Gap Rd  
Asheville, NC 28805 USA  
Phone 1: 317-213-2553  
Email: info@vacationcondos.com  
Website: www.VacationCondos.com  
Contact: Jay Bade

Specialty: VacationCondos.com is an owner rental program that has been developed for timeshare owners, vacation condominium owners and homeowners associations as a resource to offset some of the fixed costs associated with ownership. In addition to a core database of more than 100,000 renters to popular vacation destinations throughout the country, VacationCondos.com works with an extensive global network to successfully market individual owner's unused property as well as delinquent inventory for HOAs to millions of vacationers.

## Resort Trades Testimonial

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  
Fort Myers, FL • 239-482-3891

## RESERVE STUDIES



**Advanced World Concepts Inc.**  
2237 Del Mar Scenic Parkway  
Del Mar, CA 92014  
Phone 1: (858) 755-8877 FAX: (858) 755-2754  
Email: sales@prsystem.com  
Website: www.prasystem.com  
Contact: Bill Chaffee  
Specialty: PRA Consultants are certified reserve professionals licensed and trained in implementing the PRA System for preparing the highest quality and most accurate Reserve Studies available. The system is the only reserve management plan preparation software that has been evaluated by a CPA firm for accuracy of calculations while meeting AICPA requirements for reporting. The system is designed to complement properties with different ownership formats and contribution calculations. PRA Consultants utilize property plat maps and model floor plans for planning and scoping how reserve items will be grouped, budgeted and tracked based on the property's common areas, building and unit configurations. This provides the foundation for a reserve management plan with financial support that is easy to understand and provides optimized contributions while projecting that sufficient reserve funds will be available when needed in the future.

Visit [www.ResortTrades.com](http://www.ResortTrades.com)  
[www.ResortTrades.mobi](http://www.ResortTrades.mobi)  
**Want to be included?**  
Call 931-484-8819 or email  
[adrep@thetrades.com](mailto:adrep@thetrades.com)

## RESORT MANAGEMENT



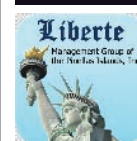
**Grand Pacific Resort Management**  
5900 Pasteur Ct Ste 200  
Carlsbad, 92008  
Phone 1: 760-827-4181  
FAX: (760)431-4580  
Email: success@gpresorts.com  
Website: www.gprmtg.com  
Contact: Nigel Lobo  
Specialty: Grand Pacific Resort Management (GPRM) will bring over twenty years of best practices and operational excellence to your resort. Currently serving over 60,000 owner-families every year at resorts ranging in size from under 50 units to over 300 units in the United States and Canada, Grand Pacific's signature Owner Engagement strategy will help your resort reduce delinquencies, deliver excellent rental results, and establish a successful resale solution. We manage to your existing budget with a passion for keeping maintenance fees low and quality top notch via our Preventive Maintenance (PM) Program and "owner-centric" Service Culture. For a complimentary analysis and consultation please contact Sherri Weeks at [sweeks@gpresorts.com](mailto:sweeks@gpresorts.com) or (760) 827-4190. Web: [www.gprmtg.com](http://www.gprmtg.com)

## Resort Trades Testimonial

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

Warren Smith, Vice President,  
Cranberry Waterfront Suites

## RESORT MANAGEMENT



## Liberté Resort Management Group

10681 Gulf Blvd., Ste. 207  
Treasure Island, FL 33706 USA  
Phone 1: 800-542-3648  
Phone 2: 727-360-2006  
Email: [liberteceo@tampabay.rr.com](mailto:liberteceo@tampabay.rr.com)  
Website: [www.libertemanagement.com](http://www.libertemanagement.com)  
Motto: "We are the best choice for nearly any fit"

Specialty: Vacation Management Services

- o 20 plus years in TS Mgt industry
- o Developer transition challenges
- o Full Service Resort Management
- o Financial Budgeting, Reporting & Analysis
- o Owner Communications
- o Sales, Re-sales, Rentals & Marketing
- o Board support & training
- o Difficult & mixed us Resort Specialist
- o Consulting & special projects coordinator
- o References
- o References available

Ask US and we will tell you,  
"We are the best choice for nearly any fit"  
Or ask our Clients, see what they have written at  
[www.libertemanagement.com](http://www.libertemanagement.com)  
and click  
TESTIMONIALS

# Industry News

## Hilton Worldwide Opens Embassy Suites Savannah Historic District

Perfectly placed in the historic downtown district of Savannah, Georgia, is the new Embassy Suites Savannah, which opened its doors to guests just in time to ring in 2014. The staff of the 150-suite hotel welcomed their first guests on December 30th to this beautiful old-world charm area in what is one of America's favorite cities, according to Travel & Leisure's 2013 survey and Conde Nast Traveler's Readers Choice awards.[i]

"We're delighted to expand our presence in Georgia and particularly in the heart of downtown Savannah," said John Rogers, global head of Embassy Suites Hotels. "This is the second property in the area to feature the Embassy Suites brand's Design Option III concept, which brings the unique Embassy Suites attributes to life in a way that is attractive to developers and contributes toward an enhanced guest experience."

The innovative and flexible Design Option III model features a variety of two-room suites in addition to a contemporary atrium area. The design decreases the amount of land needed and creates efficiencies for both construction and operational costs. These features also further enhance the guest experience, as there is still a great sense of space and more natural light in guest rooms and public areas like the atrium.

Located near Savannah landmark attractions, shopping and dining, Embassy Suites Savannah also features all of the signature amenities standard at any Embassy Suites hotel, including free cooked-to-order breakfast each morning, a two-hour complimentary evening reception[iii] and two-room suites with a separate living area, private bedroom, two flat-screen high-definition televisions and wet bar fitted with a microwave, mini-fridge and a selection of gourmet coffee and teas from The Coffee Bean & Tea Leaf. The hotel also boasts an outdoor pool and a 24-hour complimentary fitness center. For groups and meetings, the hotel offers over 5,600 square feet of

meeting space, complimentary internet access in public areas and a 24-hour business center. The new hotel employs 55 team members.

The hotel was constructed and developed by Bennett Hospitality, one of the largest locally owned development companies in Charleston, South Carolina. Bennett Hospitality owns and operates several hotels and restaurants Charleston, South Carolina, Savannah, Georgia, Kalispell and Bozeman, Montana.

The hotel is led by 30-year hospitality veteran Christopher J. Crane, CHA as general manager. Crane will oversee the opening operations, implementing hotel related systems and procedures as well as guest experiences. He most recently held the position of general manager Hilton Garden Inn in Ann Arbor, Michigan.

Spearheading the sales effort is Pat Horan, a sales and marketing executive with extensive years of experience. Horan will oversee the successful execution of strategic and tactical plans for sales and marketing, including advertising, public relations, social media and direct sales. She will oversee a sales team of four sales managers. Horan joins the Embassy Suites team after her most recent position as director of sales and marketing at Macon Marriott City Center and Convention Center.

To make reservations, travelers can visit the hotel's website at [www.savannah.embassysuites.com](http://www.savannah.embassysuites.com) or [www.embassysuites.com](http://www.embassysuites.com), call 1-800-EMBASSY or call the hotel directly at +1 912 721 6900.

Embassy Suites Savannah Historic District is located at 605 West Oglethorpe Avenue, Savannah, GA 31401. Guests can soak up the old-world charm of the city and walk to popular downtown attractions including shopping, dining, theatre, history and art. Nearby attractions include River Street, City Market and Broughton Street and Savannah Civic Center for year-round events and shows. Juliette Gordon Low Birthplace, Savannah's first National Historic Landmark, is within walking distance from the hotel and offers an insightful look into Savannah's history and the founding of the Girl Scouts of America.

## Interval International To Sponsor Caribbean Travel Marketplace 2014

Interval International, a prominent worldwide provider of vacation services, will be a host sponsor of the 32nd annual Caribbean Travel Marketplace. Organized by the Caribbean Hotel and Tourism Association (CHTA) in conjunction with the Jamaica Tourist Board, the conference is being held January 12-14 at the Montego Bay Convention Center.

"The Caribbean continues to be the most highly demanded international travel destination for Interval's U.S. resident members," said Neil Kolton, Interval's director of resort sales and service for the Caribbean and Florida. "We look forward to attending this important event to develop business relationships with hotel and resort owners so that we can offer even more vacation opportunities for our members."

"CHTA is able to stage successful conferences like Marketplace with the generous ongoing support of our strategic partners, including the longest serving, Interval International. We greatly appreciate the company's commitment to the region's tourism development," said Richard J. Doumeng, president of CHTA.

We greatly appreciate the company's commitment to the region's tourism development," said Richard J. Doumeng, president of CHTA.

Founded in 1962 and headquartered in Miami, Florida, CHTA represents the entire spectrum of the hospitality industry's private sector, from more than 600 member hotels in 35 national hotel associations to 300 allied members, including airline executives, tour operators, travel agents, trade and consumer press, hotel and restaurant suppliers, and others. CHTA is online at [www.caribbeanhotelandtourism.com](http://www.caribbeanhotelandtourism.com).



# MEMBERS DIRECTORY

## RESORT MANAGEMENT



Patton Hospitality Management  
Expect more.

**Patton Hospitality Management**  
1 Vance Gap Rd  
Asheville, NC 28805  
Phone 1: 317-213-2553  
Email: partnersolutions@pattonhospitality.com  
Website: www.PattonHospitality.com  
Contact: Jay Bade  
Specialty: Patton Hospitality Management is a recognized leader in vacation property and timeshare management. As one of the largest independent hospitality and timeshare management companies in the U.S. our success has come from having the flexibility to find unique solutions to help HOAs, resorts and hotels achieve their financial goals. We offer a complete portfolio of smart, innovative and fully customizable services and systems, all designed to optimize customer satisfaction and to drive your bottom line.



**ResortCom International LLC**  
International Headquarters  
404 Camino del Rio South, 4th Fl  
San Diego, CA 92108 USA  
Phone 1: 619-683-2470  
FAX: 619-683-2077  
Email: Alara@resortcom.com  
Website: www.resortcom.com  
Contact: Alejandro Lara  
Motto: 25 Years of Innovation  
Specialty: ResortCom International offers a range of cutting-edge services and a flexible, customizable platform to maximize your success. We are known for innovative tools developed by thought leaders and solution strategists such as marketing campaign management, email marketing, social media integration, tour management, iPad App for sales room and integrated data 24/7. Our Las Vegas-based contact center is staffed with knowledgeable people who utilize a fully integrated CRM system to manage any customer questions with comprehensive and detailed follow-up. ResortCom is also in partnership with LaTour Hotels and Resorts. LaTour provides superior management services to hotel owners throughout the United States, Mexico and the Caribbean. Lead by Tom LaTour, former Chairman and Chief Executive Officer of the Kimpton Hotel and Restaurant Group, LaTour is the industry's premier management and services group providing the expertise, tools and solutions to build business, grow revenue, while improving the bottom line and delighting owners and guests.



**SPM Resorts, Inc.**  
1051 Shine Avenue  
Myrtle Beach, SC 29577 USA  
Phone 1: 843-238-5000  
FAX: (843) 238-5001  
Email: byoung@spmresorts.com  
Website: www.spmresorts.com  
Contact: Bill Young  
Specialty: SPM Resorts is a full-service professional timeshare resort management company, managing 36 homeowners' associations serving more than 100,000 timeshare owners. SPM's complete management portfolio includes financial and accounting services, rentals, resales and communications for owners and boards of directors. In addition, SPM's management team is frequently called upon by banks and investment groups to assist with workouts and turnaround situations. To confidentially discuss your resort, contact SPM Resorts at 843-238-5000 or visit www.spmresorts.com.

## ROOM AMENITIES



**Essential Amenities**  
Phone 1: 800-541-6775  
Email: diana.johnson@essentialamenities.com  
Website: www.essentialamenities.com  
Contact: Ms. Diana Johnson  
Specialty: Essential Amenities, Inc. is a well established guest amenity company providing high quality guest room toiletry products and amenities to boutique hotels, bed & breakfast inns, and resort properties. We offer a wide range of exclusively licensed collections that includes Hermes from France, Tommy Bahama Travelers Collection, Poggesi, Ecrú New York, Little Green, Dickens & Hawthorne Cucumber & Acai, and Joseph Abboud. Feel free to contact us at 800-541-6775 or www.essentialamenities.com for more information.

## SALES AND MARKETING PRODUCTS

**Rimco Marketing Products, Inc.**  
6344 All American Blvd.  
Orlando, FL 32810 USA  
Phone 1: 800 683 1883  
Phone 2: 407 290 0883  
FAX: 407 297 7327  
Email: connie@rimcoinc.com  
Website: www.rimcoinc.com  
Contact: Connie Jones  
Specialty: Rimco produces custom presentation products for sales and marketing. Our manufacturing partners, in the US and offshore, are recognized experts in their industries. Offering unlimited material and construction options, we create presentation packaging that defines your brand and reflects your style.  
. Owner Kits  
. Sales Presentation Binders  
. Digital Media Folders  
. Presentation Boxes  
. Guest Service Directories & Menus  
. Fabric Bags & Totes  
. Promotional Merchandise  
Rimco offers you complete creative freedom... and adds pizzazz!

## SHARED OWNERSHIP SERVICES



**Dial An Exchange LLC**  
7250 N 16TH ST STE 402  
Phoenix, AZ 85020 USA  
Phone 1: (800)468-1799  
Phone 2: (602)516-7682  
FAX: (602)674-2645  
Email: Fermin.C@daelive.com  
Website: www.daelive.com  
Specialty: Simple, no fuss exchange service with a priority on personal service for the consumer. We offer members and business partners:  
. A free membership option  
. A Gold Advantage membership option  
. 24 hour access to live worldwide inventory  
. Prepaid exchange voucher programs  
. Prepaid bonus week voucher programs  
. Revenue share programs  
. A Brandable exchange platform that can be used as a compliment to any internal exchange program

“Resort Trades, on the desk of every resort manager for over 20 years!”

## SHARED OWNERSHIP SERVICES



**Interval International**  
6262 Sunset Drive  
Miami, FL 33143 USA  
Phone 1: 800-622-1861  
Website: www.ResortDeveloper.com  
Contact: Chris Boesch  
Specialty: Interval International operates membership programs for vacationers and provides value-added services to its developer clients worldwide. Based in Miami, Florida, the company has been a pioneer and innovator in serving the vacation ownership market since 1976. Today, Interval has an exchange network of approximately 2,700 resorts in more than 75 nations. Through offices in 15 countries, Interval offers high-quality products and benefits to resort clients and about 2 million families who are enrolled in various membership programs. Interval is an operating business of Interval Leisure Group, Inc. (Nasdaq: IILG), a leading global provider of membership and leisure services to the vacation industry.

## SHELTERS



**ICON Shelter Systems Inc.**  
1455 LINCOLN AVE  
Holland, 49423  
Phone 1: 800-748-0985  
Phone 2: 616-396-0919  
FAX: 616-396-0944  
Email: richard@iconshelters.com  
Website: www.iconshelters.com  
Contact: Richard Lubbers  
Specialty: Site and street shelters by ICON Shelter Systems, Inc. enhance and define public spaces. Hexagons, octagons, squares, gables, hips and curved roof shelters are available in 1' increments. Also available are gazebos, pavilions, pedestrian bridges, arbors, transit shelters, clock towers and kiosks. ICON's design and engineering personnel have over 50 years of collective experience working with landscape architecture firms.

## TELEMARKETING



Integrated Marketing Solutions, Inc.

**Interactive Marketing Solutions**  
1328 Capouse Ave.  
Scranton, PA 18509  
Phone 1: 570-814-0749  
Website: www.myvacationgifts.com  
Contact: Sean Kelly  
Subhead: Interactive Marketing Solutions  
Specialty: We specialize in Day Drives for Travel Clubs and Timeshare Resorts. We have over 20 years experience in delivering high quality tours. We can service your needs with outbound or inbound telemarketing. Our confirmation calls are recorded for quality assurance. We do not broker tours. Our seasoned staff produces and confirms all tours in house. Contact Sean Kelly at 570-814-0749 today to design an inbound or outbound program that will have tours generating immediately. See your revenues and VPG increase tremendously, even in today's economy.

## TELEMARKETING



MARKETING DECISIONS INC

**Marketing Decisions Inc.**  
774 Mays Boulevard  
Suite 9  
Incline Village, NV 89451 USA  
Phone 1: 775-831-9732  
FAX: 775-831-5208  
Email: dwagner@marketingdecisionsinc.com  
Website: www.marketingdecisionsinc.com  
Contact: David M. Wagner / Heather A Wagner  
Specialty: Outbound and Inbound Telemarketing Day Drives and Direct Mail Tours.  
. Day Tours using Outbound Telemarketing or Inbound Direct Mail Clients on a Per Tour Cost  
. MDI is starting its Sixteenth (16th) year in Client Generation.  
. MDI custom tailors high quality Client Generation Campaigns using qualified incentives to produce the most effective VPG.  
. MDI has a host of Custom designed, cost effective, successful premiums and vacation certificates.  
. Interactive Website for Manifest, Results, Projections, Disputes and Accounting of Weekly Tours. www.ReportsPro.net.  
. MDI has a custom Confirmation Letter Website.  
. Our commitment to Federal and State DNC Compliance is second to none, through proprietary websites.  
. Call David Wagner Today at, 775-831-9732, for a Confidential Marketing Analysis

## TELEMARKETING



**Perfekt Marketing**  
3015 S 48th St  
Tempe, AZ 85282 USA  
Phone 1: 602-453-3333 ext 4502  
FAX: 602-453-3337  
Email: tkelly@perfektmarketing.com  
Contact: Tom Kelly  
Specialty: Day drives and Minivacs for Vacation Clubs and Timeshare Resorts. Direct mail, Inbound or Outbound telemarketing, Radio and even T.V. Take control of your VPG today. All calls recorded for quality assurance. We are not a broker. Our dynamic staff produces 40k Day Drives annually, all generated in house. Call today and see how quick your business can grow beyond your expectations.

## TELEMARKETING REGISTRATION

**Tele-Sales/Registration Consultants**  
7835 San Pablo Road, SE  
Deming, NM 88030 USA  
Phone 1: 575-546-4094  
Phone 2: 575-494-5477 Cell  
FAX: 575-546-4095  
Email: regiscon@msn.com  
Contact: G. B. (Ben) Eubanks, JD  
Specialty: Tele-Sales / Registration Consultants, Inc.  
-Marketing/Registration Services For 18 Years: Timeshare State Registrations, Telemarketing, HUD Property Reports, Subdivision Registrations and On-going Renewals:  
-Free Assessments  
Tele-Sales / Registration Consultants, Inc.  
G. B. 'Ben' Eubanks, JD (Ret.)



## TITLE COMPANIES

**stewart**

vacation ownership

**Stewart Vacation Ownership**

3275 West Hillsboro Blvd. Suite 206

Deerfield Beach, FL 33442 USA

Phone 1: 954-418-4550

FAX: 954-418-4551

Email: chermann@stewart.com

Website: www.stewart.com

Specialty: Because your title experience should be as pleasant as your location.

At Stewart we strive to make the title and escrow process as relaxing as your development. Whether you're planning a new resort community or looking for smoother securitization and title insurance procedures, we will work with you to meet your exact needs.

- National title and escrow services for deeded and non-deeded developments
- Unrivaled, proven inventory control
- Trustee services
- Foreclosure services solutions
- Title transfer solutions
- Fractional interest
- Paperless closing and electronic vault solutions
- Custodial services
- Document storage solutions
- Fractional interest

**Resort Trades Testimonial**

The Resort Trades is great. Connecting us with new clients we will always advertise in The Resort Trades.

*Josh Jaffe of Jaffe Lead System*

## TOUR FULFILLMENT

**ETourandTravel, Inc.**

3626 Quadrangle Blvd.

Ste 400

Orlando, FL 32817 USA

Phone 1: 407-658-8285 Ext. 23

Email: keith@kgiresorts

Website: www.etourandtravel.net www.

etourandtravelbrokers.com

Contact: Keith Rogers

Motto: Have Tour Prospects? We Want Them!

Specialty: Have Tour Prospects? We Want Them!

We seek companies to provide hooked time-share prospects to Orlando and/or Daytona Beach Florida. The fulfillment we offer is ideal for independent call-centers, travel certificate companies and online travel marketers. We can fulfill hotel rooms, attraction tickets and even car rentals. Easy booking and online tracking.

\*This is a vendor relationship. Your company is responsible for all applicable federal, state and business registrations and compliance issues



thetrades.com

## TOUR GENERATION

**MARKETING DECISIONS INC****Marketing Decisions Inc.**

774 Mays Boulevard

Suite 9

Incline Village, NV 89451 USA

Phone 1: 775-831-9732

FAX: 775-831-5208

Email: dwagner@marketingdecisionsinc.com

Website: www.marketingdecisionsinc.com

Contact: David M. Wagner / Heather A

Wagner

Specialty: Outbound and Inbound

Telemarketing Day Drives and Direct Mail Tours.

- . Day Tours using Outbound Telemarketing or Inbound Direct Mail Clients on a Per Tour Cost

- . MDI is starting its Sixteenth (16th) year in Client Generation.

- . MDI custom tailors high quality Client Generation Campaigns using qualified incentives to produce the most effective VPG.

- . MDI has a host of Custom designed, cost effective, successful premiums and vacation certificates.

- . Interactive Website for Manifest, Results, Projections, Disputes and Accounting of Weekly Tours. www.ReportsPro.net.

- . MDI has a custom Confirmation Letter Website.

- . Our commitment to Federal and State DNC Compliance is second to none, through proprietary websites.

- . Call David Wagner Today at, 775-831-9732, for a Confidential Marketing Analysis

## TOUR GENERATION

**Perfekt Marketing**

3015 S 48th St

Tempe, AZ 85282 USA

Phone 1: 602-453-3333 ext 4502

FAX: 602-453-3337

Email: tkelly@perfektmarketing.com

Contact: Tom Kelly

Specialty: Day drives and Minivacs for Vacation Clubs and Timeshare Resorts. Direct mail, Inbound or Outbound telemarketing, Radio and even T.V. Take control of your VPG today. All calls recorded for quality assurance. We are not a broker. Our dynamic staff produces 40k Day Drives annually, all generated in house. Call today and see how quick your business can grow beyond your expectations.

**Noticed the new logos?  
They will help you find  
companies at a glance.**

**New Directory Listings  
Posted Daily!  
Visit**

**www.ResortTrades.com**

**Want to be included?**

**Call at 931-484-8819**

**or email**

**adrep@thetrades.com**

**Everything you wanted to know about Travel Clubs but were Afraid to Ask.**

By Tommy Middaugh, VP,  
Business Development, Travel To Go

**What are the demographics and psychographics of a Travel Club?****What are the demographics of a Travel Club? How different are they from a Timeshare market?**

The demographics of a travel club purchaser are roughly the same as the demographics of a timeshare purchaser, and this is mainly due to target marketing efforts. Over the years, the travel club industry has gathered a vast amount of data on its audience so it could focus its strongest efforts on those prospects with higher purchasing power. Target marketing implies some initial groundwork but eliminates the waste of advertising dollars on a non-specific, non-qualified audience. The closing rate for travel club memberships is a little higher than for timeshares since travel clubs offer lower price points and less of a financial commitment. Prospective timeshare owners

have to match not only specific age and income demographics, but also credit minimums since they usually need to qualify for financing.

**What makes Travel Club purchasers so financially attractive?**

Travel Club purchasers usually have enough cash on hand to meet a Travel Club's lower price points without the need for additional financing. Developers are starting to understand how valuable travel club memberships can be compared to a frontline timeshare sale. Usually a one-time sale, travel club memberships have a highly perceived value for an accommodation-based sale with flexibility of travel benefits. Using standard travel club models, developers can recoup a large amount of cash at the time of sale and balance their financial portfolios with bottom line revenues that would normally not qualify for a high-end bank loan.

**Are Travel Club purchasers afraid of long-term commitment?**

Recent industry psychographic research has shown that most travel club purchasers tend to shy away from the long-term commitments that have surfaced in the vacation ownership platform. This could be due to past negative experience with timeshares, or some learned behavior due to economic uncertainty. With Travel Club models offering lower price points, purchasers see their financial risk lessened while enjoying a wide variety of travel benefits and discounts once they sign up for a travel club membership.

**What attracts purchasers to Travel Clubs and what keeps them long term?**

Travel Club members always look for the best price initiatives on hotel stays, cruises, all-inclusive vacations, tours, and experiential travel. They quickly realize that the world is at their fingertips and they can take vacations anywhere, anytime. Gathering post-vacation feedback is extremely important to ensure high customer satisfaction. Travel Clubs that engage in prompt, post-vacation communications with their traveling members can quickly identify which programs they need to alter to match their members' ever-changing needs. Member feedback can also help Travel Clubs better spotlight specific travel destinations or events that will encourage members to take new trips. Flexibility and customization are key to securing long-term commitment. Travel Clubs can be very successful if they can satisfy their members' individual travel needs, whether it involves a luxury accommodation for a week, or just a quick weekend trip.





# MEMBERS DIRECTORY

## TOUR GENERATION



**Savage Direct Marketing**  
215 3rd Avenue  
Kirkland, WA 98033 USA  
Phone 1: 425-822-8633  
FAX: 425-822-8623  
Email: pauls@savagedm.com  
Website: www.savagedm.com  
Contact: Paul Savage  
Subhead: Savage Direct Marketing  
Specialty: Marketing services include:  
-Day-Drive Tour Generation  
-Mini-Vacation Programs  
-Fly & Buy Mini-Vacation Programs  
-Direct Mail Marketing  
-Email Marketing  
-Owner/Member Referral Programs  
-List Targeting/Acquisition  
-Premiums Incentives  
-Marketing Consulting  
2013 Marketing Tour Generation Highlights...



**SKS Call Center Solutions**  
151 Riviera Drive  
Building B, #202  
Lake Havasu City, AZ 86403 USA  
Phone 1: 1-800-967-8820  
Email: mbrewster@skscallcenters.com  
Contact: Matthew Brewster  
Specialty: SKS Call Center Solutions provides a one stop for all of your call center marketing needs. Our call center efforts are supported by proven mail pieces, landing pages, gifting and data lists options to generate qualified clients you need to fill your tour pipeline. We leverage our technology to lower your marketing costs; improve tour flow, and VPG. Start small or set up dedicated staff for your program today. We are expanding and looking for strategic partners.



**SML Marketing LLC**  
162 South Peninsula  
Daytona Beach, FL 32118 USA  
Ph 1: 386-265-4975 FAX: 386-469-0253  
Email: smlmarketingllc@aol.com  
Website: www.smlmarketingllc.com  
Contact: Laurie Borasky, Susan Yost, Michelle Carrasquillo  
Specialty: We provide marketing services for all companies in need of prospect generation. Our one call does it all service brings all partners under one house for easy management and better control. No need for large on site marketing staff, Once SML is on the team everyone's eyes are on the bottom line. We have marketing programs this year that have seen costs of marketing at 17% thru our out of the box marketing programs.  
Offering:  
Mail programs  
Premiums  
Smart Circle cards  
Vendor management  
Telemarketing solutions  
Referral marketing  
Consulting services

## TRADE ASSOCIATIONS



**C.A.R.E. Cooperative Association of Resort Exchangers**  
PO Box 2803, Harrisonburg, VA 22801 USA  
Phone 1: 800-636-5646 U.S.  
Phone 2: 540-434-4280 Canada  
FAX: 703-814-8527  
Email: careinfo@care-online.org  
Website: www.care-online.org  
Contact: Alain Carr, President  
Motto: C.A.R.E. is the vacation industry  
Specialty: C.A.R.E. is the vacation industry's premier trade association. Since 1985 C.A.R.E. members including Travel Clubs, Wholesalers, Developers, HOA's, Resorts, and Management and Exchange Companies have been providing each other with opportunities for vacation fulfillment and exchanges and revenue enhancement through increased inventory utilization and yield management. Vendors and service providers gain increased exposure through C.A.R.E. membership and networking opportunities. Members benefit from outstanding networking and professional development opportunities at semi-annual conferences.  
Enhance inventory utilization and fulfillment and connect with members through exclusive C.A.R.E. online information systems.

## TRAVEL CLUBS AND EXIT PROGRAMS



**RESERVATION SERVICES INTERNATIONAL**  
**Reservation Services International**  
Orlando, FL  
Phone 1: 800-995-1493  
Email: toursnow@aol.com  
Website: www.rsivacations.com  
Contact: Ron New  
Motto: Stimulating Sales, Loyalty and Growth  
Specialty: RSI specializes in Private Branded Resort Developer Travel Clubs. Our Programs are designed to Increase Your Sales. We provide unique First Day Incentive Sales Offerings which can be utilized as a core benefit or an enhancement to your existing sales programs  
• Increase Your VPG  
• Verified Results  
• 20+ Year History  
• Revenue Sharing  
• Merchant Services  
• Sales Support



**Superior Vacations**  
2828 Parkway, Suite 30  
Pigeon Forge, TN USA  
Phone 1: 855-453-5686  
Email: superiorvacations@yahoo.com  
Website: www.nootheresolution.com  
Contact: Dan Garrett  
Specialty: We guarantee to transfer all qualified timeshares out of your name and release you from all future maintenance fees and obligations.  
We transfer all qualified timeshares to an entity willing to assume all ownership responsibilities immediately once submitted.  
Specializing In:  
• Helping management companies, HOA's and Vacation Clubs place their unwanted timeshare.  
• Help distressed resorts back to their original status.  
• Exit program for timeshare trades.  
**LEGALLY GET OUT OF YOUR TIMESHARE**  
You can be one of the thousands of Timeshare owners with "Guaranteed Financial Relief".  
Call or Contact Us now!  
Let Us Make You An Offer!"

## TRAVEL CLUBS AND EXIT PROGRAMS



**Travel Services**  
415 S. State St., Litchfield, IL 62056 USA  
Ph 1: 877-281-3649 FAX: 877-281-3652  
Email: mrktg01@yahoo.com  
Website: www.islandtradervacations.com  
Contact: Chris Dixon  
Specialty: Travel Services is the only travel club that has operated continuously for 26 years, uninterrupted.  
• We offer separate programs and pricing structures for stand-alone travel club sales, timeshare exits and telemarketing of our product.  
• The difference between our product and the one you are using is our AAA service, weekly news letter www.travelservicesdeals.com and commission rebates to your clients.  
• We will supply a turnkey exit program for your resort including personnel and financing!  
• Full service travel, not limited to only condos or cruises.  
• Ask us about our private labeled program for your company at minimum start-up cost  
• Reps and distributors are welcome.



**Travel To Go**  
7964-B Arjons Drive  
San Diego, CA 92126  
Phone 1: 800-477-6331 ext. 105  
Email: tmiddaugh@TravelToGo.com  
Website: www.traveltogo.com  
Contact: Tommy Middaugh  
Specialty: Travel To Go has been specializing for 21 years in offering travel club and exit programs for stand alone sales centers, timeshare resorts, or customized programs. With our newly redesigned website and extra member benefits, we provide options that most companies can not offer. We help save our members up to 75% off luxury resort accommodations all over the world with online booking capabilities. Our members also get discounted cruises, all inclusions, restaurants, golf and more! Our program offers today incentives that no one else has and they are 100% fulfillable so everyone wins! Our Mission is "Making Dreams Come True" and that is exactly what we do. So whether you are our member or the distributor, we offer 5-Star service to all!  
**FEATURES:**  
• 21 years in business and "A+" rated with the Better Business Bureau.  
• Headquartered in San Diego, CA – Satellite offices in Las Vegas, NV and Daytona Beach, FL  
• C.A.R.E. member for 20 years (Currently Jeanette Bunn is Vice President)  
• Registered with IATAN, CLIA and ARC.  
• Participants in ARDA.  
• Toll free phone numbers with live experienced customer service and travel agents.  
• Full service licensed and bonded Travel Agency.  
• Bilingual travel coordinators  
• Private branding and service with revenue share possibilities.  
• 5-Star Service Standards (We expect our staff to be 5-Star service trained and we also expect our distributors to share this same vision)  
• Comprehensive product training, customized PowerPoint presentations and posters for tours.  
• Online marketing tool to track all your tours, closing %'s, commissions, etc.  
• Merchant, Escrow services and financing available  
• Travel To Go point of sale "Instant credit card" with Bank of America.  
Please give us a call so we can talk about options for your company!  
Additional opportunities: We have plenty of opportunities for Project Directors and closers. Please call for locations and details.

## TRAVEL INCENTIVES



**Creative Marketing Incentive Group**  
2831 Camino Del Rio S  
Suite 203  
San Diego, CA 92108 USA  
Phone 1: 800-619-6101 ext 316  
Phone 2: 800-619-6101 ext 2  
Email: Info@creativemarketingincentives.biz  
Website: www.CreativeMarketingIncentives.biz  
Motto: Our reputation speaks loudly!  
Specialty: Offering a large variety of custom marketing incentives, such as: Travel and Vacation Certificates, Cruise and Resort Getaways, Touch Mp4 Players, Digital Camcorders and a NEW 7" WiFi tablet, \$25 - \$300 Dining Certificates, \$50 and \$100 Gas and Grocery Rebates. Not only do we manufacture and fulfill all of our offers in-house, but we guarantee to protect the integrity of your promotions by not re-marketing to your customers...EVER! Why buy certificates in bulk or pay per certificate when you can just print or e-mail Unlimited Incentives for one low monthly fee?



**Executive Tour and Travel Services, Inc.**  
301 Indigo Drive  
Daytona Beach, FL 32114 USA  
Phone 1: 866-224-9650  
Email: Frank@ettsi.com  
Website: www.ETTSI.com  
Contact: Frank Bertalli  
Specialty: ETTSI Incentive Premiums helps you meet your goals with Industry leading incentive programs in travel and merchandise certificates. ETTSI specializes in offering sales premiums in support of Timeshare and Travel Club presentations. You can relax knowing that you are receiving the greatest value and that your customers will be serviced with the utmost attention because you are buying direct from the fulfillment company. ETTSI prides itself on its in-depth understanding of the needs of their clients and they excel at converting that knowledge into strategically and tactically designed sales incentive solutions that work!  
Distributor Inquiries Welcome



**Odenza Marketing Group, Inc**  
4445 Eastgate Mall  
Suite 200  
San Diego, CA 92121 USA  
Phone 1: 1-866-883-2968  
Email: marketing@odenza.com  
Website: www.odenza.com  
Contact: Pav Sangha VP of Marketing  
Specialty: Odenza Marketing Group's Flight, Cruise and Hotel incentives offer a variety of choices for customers within a secure, bonded program. Odenza Marketing Group has designed their travel incentives to work with all of your marketing programs to give your resort a competitive advantage. Odenza Marketing Group is a proud business partner of Carnival Cruise Lines and is a three time winner of their Pinnacle Award for demonstrating exceptional sales and marketing excellence. Call us at 1-866-883-2968 to give us a try today!



## TRAVEL INCENTIVES

**Spirit Incentives**

2455 East Sunrise Boulevard  
Suite 150  
Ft Lauderdale, FL 33304 USA  
Phone 1: 954.315.8700  
Email: iyoungblood@spirit-incentives.com  
Website: www.spirit-incentives.com  
Contact: Ilene Youngblood  
Specialty: At Spirit Incentives, we provide innovative, branded incentives and benefits for businesses like yours, trying to gain a competitive advantage. Each strategic and focused promotion we create is customized and based upon your marketing objectives. We utilize our incentive and benefit expertise to create turnkey marketing products that produce quantifiable results. Increasing Response Rates and Customer Acquisition  
Building Customer Loyalty and Retention  
Gift With Purchase Products  
Up-Sell Strategies  
Known for our product innovation, 99% customer satisfaction scores and "white glove" service, Spirit Incentives creates innovations that engage and experiences that endure.



## TRAVEL INCENTIVES

**Vision Incentives**

Orlando, Atlanta, FL USA  
Phone 1: 800-995-1493  
Email: toursnow@aol.com  
Website: www.visionincentives.com  
Contact: Ron New  
Motto: Innovative Marketing Strategies  
Specialty: VISION – defined: "the act or power of anticipating that which will happen or that which needs to happen."  
• Custom Designed Travel Certificates  
• Air, Land, & Sea Offers  
• Powered by 30 year Travel Company  
• Awarded "Best Looking Consumer Collateral"  
• Bonded and Licensed in All 50 States  
Don't take chances with your future – Call the Best: "Vision Incentives"

**Noticed the logos?  
They will help you find  
companies with a glance.  
New Directory Listings  
Posted Daily!**

Visit [www.ResortTrades.com](http://www.ResortTrades.com)  
[www.ResortTrades.mobi](http://www.ResortTrades.mobi)  
**Want to be included?**  
Call 931-484-8819 or email  
[adrep@thetrades.com](mailto:adrep@thetrades.com)

## TRAVEL PREMIUMS

**Casablanca Express**

6300 Canoga Ave. Ste 550  
Woodland Hills, CA 91367 USA  
Phone 1: 800-370-9153 Ext 7102  
FAX: 818-992-3400  
Email: [nick@casablancaexpress.com](mailto:nick@casablancaexpress.com)  
Website: [www.casablancaexpress.com](http://www.casablancaexpress.com)  
Contact: Nick McClendon  
Motto: Travel for less with Casablanca Express  
Specialty: Travel Premiums, Day Drives, Mini-Vacs, and Lead Generation. Over the last 30 years we have traveled over 2,000,000 passengers through our travel premiums and generated over 300,000 Mini-Vac and Day Drive tours for Vacation Clubs and Timeshare Resorts. Our competitively priced Accommodations with Airfare, Cruise, and Accommodations Premiums will increase response rates, boost show factors and raise your VPG. Our customer friendly fulfillment process and highly trained staff will minimize customer issues and enhance customer loyalty.



[thetrades.com](http://thetrades.com)

## VACATION CERTS

**Creative Marketing Incentive Group**

2831 Camino Del Rio S  
Suite 203  
San Diego, CA 92108 USA  
Phone 1: 800-619-6101 ext 316  
Phone 2: 800-619-6101 ext 2  
Email: [Info@creativemarketingincentives.biz](mailto:Info@creativemarketingincentives.biz)  
Website: [www.CreativeMarketingIncentives.biz](http://www.CreativeMarketingIncentives.biz)  
Motto: Our reputation speaks loudly!  
Specialty: Offering a large variety of custom marketing incentives, such as: Travel and Vacation Certificates, Cruise and Resort Getaways, Touch Mp4 Players, Digital Camcorders and a NEW 7" WiFi tablet, \$25 - \$300 Dining Certificates, \$50 and \$100 Gas and Grocery Rebates. Not only do we manufacture and fulfill all of our offers in-house, but we guarantee to protect the integrity of your promotions by not re-marketing to your customers....EVER! Why buy certificates in bulk or pay per certificate when you can just print or e-mail Unlimited Incentives for one low monthly fee?

**Happy Valentine's Day!**

# Industry News

## Sunset World Resorts & Vacation Experiences Sponsors Fourth Annual Natural Stars Contest For Golden Years Club For Senior Citizens

Sunset World Resorts & Vacation Experiences, with resort properties in Cancun and the Riviera Maya, Mexico, proudly sponsored the fourth annual Natural Stars Contest for the Golden Years Club For Senior Citizens, as part of its ongoing community support endeavors.

This year's contest featured 150 participants competing in group categories of singing, poetry, theatre and dance, all to the theme of Romance Through The Golden Ages. The 15 teams of contestants performed and celebrated from 9 a.m. to 1 p.m. in the Moonlight Theatre of the Sunset Royal Beach Resort. The judging panel for the contest included Annie Arroyo, Director of Brand and Public Relations for Sunset World, Journalist Arturo Medina and Riviera Maya Public Relations Director Ana Mari Irabien.

The judges elected three finalist teams in each category who will be competing for first place via a social media contest and online voting at [www.facebook.com/SunsetWorld](http://www.facebook.com/SunsetWorld). The public can go online and vote starting Dec. 20, 2013 and ending Jan. 27, 2014.

To close the event, Sunset World surprised the distinguished members of the Golden Years Club with a musical presentation by Grupo Caoba, of La Salle Cancun, comprised of 25 students, former students, parents and teachers of the school, who delighted the audience with their music from The Beatles.

Sunset World Resorts & Vacation Experiences offers all inclusive plans, a VIP Travel Club, its own marina, yacht club, equestrian center, rental car operations, wellness spas, golf privileges and travel services. In addition to the Hacienda Tres Rios Resort, Spa & Nature Park in the Riviera Maya, Sunset World operates its Sunset Royal, Sunset Marina Resort & Yacht Club and Sunset Fisherman resorts in Cancun. For more information, go to [www.sunsetworld.net](http://www.sunsetworld.net).

## Clive Daniel Home Selected as Interior Design Firm for Cordoba Model at Lely Resort

Clive Daniel Home, the Naples, Florida award-winning home furnishings retailer, has been selected by Cordoba Development to provide interior furnishings and accessories for a custom model home currently under construction at Cordoba at Lely Resort in Naples, where only a handful of homes remain for sale.

The 3.5-bedroom Triana II model leaseback on Lot 6 is 2,213 square feet under air with a master bedroom and den on the ground floor, a two-car garage and its own private courtyard. The outdoor living and entertainment area includes a luxurious pool with sun shelf and bubbler. The home's exterior elevation is Spanish mission inspired, featuring hand-stained solid wood corbels and an elegant front entry.

Commented Jo Carter, Director of Business Development for Clive Daniel Home, "We are looking forward to working with Cordoba Development to provide total coordination between the developer, sales team, and Clive Daniel designers to create very popular interiors for this special model."

Interior Designer Wilfredo Emanuel of Clive Daniel Home has been tapped to provide interior design for the new model, which he says will be transitional in style with clean lines, a warm color palette and comfortable furnishings. Emanuel recently won a prestigious Collier Building Industry Association (CBIA) Sand Dollar award for his interior design of another Naples model home in concert with interior designer Susan Petril.

Mark DiSabato, Managing Partner of Cordoba Development, LLC, added, "The Triana II is our tenth floorplan in the neighborhood. We

selected Clive Daniel Home to furnish this special model because we know they have the capabilities to design and furnish it in a manner that will enhance its appeal to future buyers. Their designers excel in selecting furnishings that reflect the lifestyle desired by Naples home buyers."

Cordoba at Lely Resort is a unique neighborhood of 48 custom single-family courtyard cottages designed in the Mission Style architecture with surrounding views of a golf course, preserves and a serene lake. Each Cordoba cottage features an open-air lifestyle with an expansive private courtyard. Residents can walk to amenities including golf, tennis, spa, resort pool and fine and casual dining. When completed in March, the Triana II two-story courtyard home will be available to purchase fully furnished for \$642,400.

Cordoba Development LLC is a development group formed for the development of Cordoba at Lely Resort. Cordoba Partners LLC manages the development and is an affiliate of Encore Development LLC, a Naples based development group owned and operated by Mark DiSabato and Rick Armalavage.

The property is a golfer's delight, located directly across the street from the Classics Private Golf Course, within walking distance to the Players Club Pool and Spa and one block to the Flamingo and Mustang Public Golf Courses. The Players Club features over 30,000 square feet of club amenities including three resort style pools, fitness and spa, tennis and ball sports, various game rooms and interior and exterior dining facilities as well as a poolside Tiki Bar. Respected for their skill in designing models for builders, Clive Daniel Home ([www.CliveDaniel.com](http://www.CliveDaniel.com)) was recently named the nation's top new furniture retailer and won 16 Sand Dollar awards in the Collier County Building Industry Association's competition last year. For additional information, contact Dan Lubner at 239-292-3717.



# CLASSIFIEDS

## EMPLOYMENT



### Seeking Exchange Sales Counselors

A premier timeshare Exchange Company is growing again. We do NOT sell timeshare. We do sell Exchanges. We are one of the largest, independently owned Exchange Companies in the world looking for experienced sales individuals (strong consideration given to Spanish speakers) that can manage both inbound and outbound customer calls, as well as sell to our existing membership base while maintaining the award winning customer service focus that sets us apart from others in our industry. The right individual for this position must be able to work in an environment that requires commitment and accountability but offers an enthusiastic team approach in return. Great benefits include Vacation, Medical, Dental, Vision and 401K. If you would enjoy finding solutions to our member's vacations needs and have the drive to be a part of a growing company then we'd love to talk to you! To apply please send resumes to mireya.corona@daelive.com.



### Timeshare/Travel Club Sales Talent Wanted

Earn \$75-\$150k per year Quit wasting your talent and time with companies that can't deliver consistent tour flow. Premier Marketing Group, Inc. is a sales focused company that can deliver 17-22 tours per week for each of our sales representatives. Over the course of our 20 year history, we have helped talented sales people achieve their earning potential within our progressive company. This Road Show opportunity allows you to travel the country while earning a fantastic living and being rewarded for your exceptional skills and abilities. We have a superb reputation and need real stars to help us grow. Requirements:

- Timeshare/Travel Club Sales • Up to 44 weeks of travel per year • Face to face sales experience • One call closing • Engaging small group podium skills • Excellent interpersonal skills

If you are the absolute best at what you do, send a summary of your qualifications to hr@premiermarketing.com. For more information about our company, visit www.premiermarketing.com.



### Choice Properties, Inc. is looking for experienced marketing teams and individuals looking to join our team.

RCI Points affiliated Deeded inventory. Travel Club Barclay credit card Financing Unlimited use of online contract software. Sell the same product as the major developers for a fraction of their price. Call today to secure your location. Call Rob 936-499-6224 or e-mail Rob@echoiceproperties.com.

### Hilton Seeking OPC's

At Hyatt, we believe our guests select Hyatt because of our caring and attentive associates who are focused on providing efficient service and meaningful experiences to each every guest. We are currently looking for energetic employees to join our team in Key West in the following positions: OPC Marketing Representative Sales Executive FL R.E. License Required

## EMPLOYMENT



### Bluegreen Seeking Manager

Bluegreen is looking for a highly motivated manager who develops a team of associates that produce qualified prospects to preview our Resort in St. Pete Beach, FL. The Managers responsibilities include meeting and exceeding the budgeted tour flow, recruiting and training new and existing associates, maintaining a positive relationships with our location owners, ensuring all associates operate in a professional ethical manner. The Manager facilitates the face to face tour production of guests visiting the Tampa Bay Beaches, encourages and helps their sales team to exceed the minimum expectations defined by the budget while maintaining a high APG. The Manager also supports their sales team by providing training, recruiting and collateral. Please email your resume to Emily.schmoll@bluegreenvacations.com



### Marketing Executive for LIGHTNING FAST growing Private Resort Membership Company

Trident Marketing, a 27-year-old North Carolina based, world class, Marketing and Resort business, is in need of a key Marketing Director to join the winning Travel Resorts of America team! 6 figure salary and bonus package, 401K, shared Health, Life and Dental Insurance plan, paid vacation and a super future for the ultimate candidate. We are looking for winners, not whiners, and an energetic individual with high standards, both personally and professionally. Lead and tour generation for our current and upcoming acquisitions will be your main focal point. Trade shows, RV Dealer programs, OPC, Direct Mail, Social and Mobile Media, SEO and every outlet known to man to market and generate quality and qualified tours into our multi-million dollar resorts for our number one rated Sales Teams. Email your resume' to our Chief Marketing Officer, David Petsolt, at dpetsolt@tridentmarketing.com and let's see if we're a match. Time to MAKE IT HAPPEN and join the REAL DEAL. Trident Marketing requires a background check and is a drug-free work place. In addition, we are looking for RV Dealer and Field agents as well. Company Websites: www.tridentmarketing.com www.travelresorts.com An INC 500 top 5000 Company 5 years running

### Podium speakers and closers needed!

Podium speakers and closers needed for the largest vacation club on the planet. A+ rating with the BBB for 20 years. This product is so strong you can pitch it live. Call 609-334-3067.



### Florida Timeshare Professionals Needed

We are seeking self-motivated, highly energetic people to join as Licensed Florida Timeshare Professionals and OPC Marketing Representatives. Come be a part of the Conch Republic's premiere Residence Club and earn strong commissions with guaranteed pay while working in a fun and dynamic atmosphere. Our generous benefits package includes paid training, medical insurance, a 401k retirement savings plan and discounts at Hyatt Properties. For more info call 305-293-4258 Apply online today at <http://www.hyatt.jobs/> Key words "Key West" EOE

## EMPLOYMENT



### We Are One Of The Largest Vacation Ownership Resorts

We are one of the largest Vacation Ownership Resorts on the East coast. Located in Atlantic City on the boardwalk, on the ocean, we are looking for "quality" day-drives as well as mini-vacs. 25% of the population of the US lives within driving distance of Atlantic City. We pay a fair market rate for tours and we pay on time, every week for the last 20 years. Our reputation in dealing with outside marketing companies is second to none. Would also consider partnering with your existing call center and providing capital as well as full support for all your tours. Please call me today for more information. Howard Alter, Director of Marketing 800-354-7447 or e-mail me at howarda@60north.net.



### Bluegreen seeking Independent Contractors

The National Sales & Marketing Division of Bluegreen Corporation is expanding its' national lead generation program in key geographical areas around the country, and is looking for high quality Independent Contractors who have extensive knowledge in generating permission-based leads in shows, events, malls, and other static display or box program opportunities. All interested persons should contact Gregg Thomas, Regional Director of Marketing & Lead Generation, at the following phone number and/or email address: Office: 317.616.7518 email: gregg.thomas@bluegreencorp.com



### Seeking Event Lead Generators, Team Managers/Directors and Promoters!

Event Marketing Apply now! Seeking Event Lead Generators, Team Managers/Directors and Promoters! Malls, Train Stations, Boardwalks, Concerts, Fairs, Trade Shows, Festivals, Sporting Events, Amusement Parks, Expos. Event lead generation is a talent, learn from the very best. Must have honest work ethic, poised and calm under pressure. The higher your volume, the more earnings. Live in the present, with no fear. Just do it! Email info@fieldmarketersofamerica.com, or call 484-626-3753, 417-860-6088.

### Podium Speaker/Closer

Established travel club looking for experienced Podium Speaker/Closer. Generous commission structure. Call (314) 813-3430

### Immediate Openings!

Immediate openings with the nation's largest and oldest travel club company. We are now looking to open 4 new offsite locations and 6 new road shows this Spring and Summer. We also have several existing locations and dozens of distributors that are looking to expand in various parts of the country. Terrific product and pay plan for the right professionals. Be part of the industry that's taking over from timeshare. Email or fax resume to Bill at mrktg01@yahoo.com or (f) 877-281-3652 (m) 877-281-3649 or call 888-597-6722

### Podium speakers and closers needed!

Experienced Podium Speaker and closers needed immediately for Travel Club located in the Poconos. Plenty of tours and great commission!!! Please Call 484-523-5306

## EMPLOYMENT

### OPC WORKING MANAGER

-Leading Resort Group located in the most popular Four Season resort area of New England. -Manage established OPC program consistently producing 1,000+ tours per year. -Interviewing for an experienced OPC professional to lead our team; employee or subcontractor on a pay per tour. -Great income and security potential, This could be your chance to be your own boss in a very comfortable environment. Confidential response to Jobs@vacationwhitemountains.com



### DIRECTOR OF MARKETING

Grand Crowne Resorts has opened in Myrtle Beach! We are looking for someone to join our team as the Director of Marketing for our newest Sales and Marketing Presence Marketing Experience is a must Knowledge of area a plus Great pay! Benefits available! Expansion in company! Please send resumes to: Jacqueline Browning at jrbrowning@gcrvacations.com



### Bluegreen Seeking OPC Manager

The Studio Homes at Ellis Square and Bluegreen Vacations are immediately hiring an experienced OPC Manager for our preview center in Savannah GA. We've got amazing marketing locations and virtually no competition!! The sky is the limit. Qualified candidate should have a minimum of 5 years experience in the timeshare industry with a proven track record including OPC, shows and events, recruitment, training, development and performance management. Candidate must possess strong communication skills and an eagerness for upward mobility. Best compensation plan in the business. We offer major dental, medical, vision 401K and employee use of all of our resorts after 90 days of employment. Please visit www.bluegreenvacations.com to see what we're all about. All inquires are strictly confidential. Please send your resume to mike.herrman@bluegreenvacations.com

## INVENTORY FOR SALE

If you have an experienced sales team and looking to save money We Have: Low Cost RCI Points Platinum Resorts 45 day closing & membership - Trained Customer Service Staff Online database with Sales, Inventory and Contract Management Credit Card Processing / Instant Credit Approval Available Call or email Cliff today 936-524-7665 or cliff@pawlikconsulting.com

### RCI Platinum Points Inventory with Financing Available

RCI Platinum Points Inventory with Owner Financing. Annual point values from 23,000-40,000 with low maintenance fees of only \$374. Available Individually or in bulk, pay after sold. Will take trades. Contact tsclearinghouse@aol.com

## OTHER

### Executive Quest

Keep up with what is happening in the Industry by subscribing to the monthly newsletter written by Keith Trowbridge and published by Executive Quest, Inc. Go to [www.execq.com](http://www.execq.com) and click Subscribe on our Home Page.



# Travel To Go...

Here Yesterday. Here Today. Here for the Future.



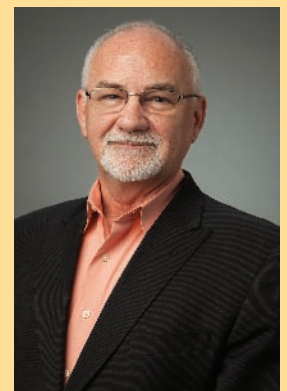
## Travel To Go opens the door to dream vacations worldwide.

We set the standard that others try to emulate. By providing exceptional experiences for our members, our 5-Star service brings rave reviews from distributors, marketers and independent travel providers. Travel To Go can show your clients a better way to vacation with access to millions of timeshare weeks, discounted travel products and services such as cruises, all inclusions, nightly condos and hotel stays, packages, tours, theme park tickets, car rentals and best available airfare rates to 60,000 travel club members.

To Become a Distributor or  
Learn More, Please Contact  
Tommy at  
(800) 477-6331 ext. 105  
[www.TravelToGoBusinessServices.com](http://www.TravelToGoBusinessServices.com)



**Jeanette Bunn**  
President & CEO  
[JBunn@TravelToGo.com](mailto:JBunn@TravelToGo.com)



**Tommy Middaugh**  
Executive VP of Business Management  
[TMiddaugh@TravelToGo.com](mailto:TMiddaugh@TravelToGo.com)





A brand new  
**DAE**



A **new** look

A **fresh, innovative** approach

THE SAME **LEGENDARY**  
**CUSTOMER SERVICE**

**dae**   
WORLDWIDE  
VACATION EXCHANGE

[www.daelive.com](http://www.daelive.com)