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CEO Francis Taylor**

### LEGAL

**Convert Your  
Project to  
Non-Deeded  
before It's Too Late**

**PAGE 8**

---

### CURRENT EVENTS

**2014 Salary Survey  
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**PAGE 10**

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**PAGE 18**

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www.arda.org ..... 2

**C.A.R.E.**  
www.care-online.org ..... 4,16

**Conrad Companies**  
www.conradco.com ..... 9

**Creative Design Concepts Inc**  
www.cdcsv.com ..... 11

**Dial an Exchange LLC**  
www.daelive.com ..... 36

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

**Financial Services of America**  
www.yourfincialservices.net ..... 34

**Global Connections**  
www.explorepci.com ..... 7

**Market Approach Consulting**  
www.marketapproach.com ..... 17

**MasterCorp Inc**  
www.mastercorpinc.com ..... 17

**Meridian Financial Services Inc**  
www.merid.com ..... 33

**Most Dependable Fountains**  
www.mostdependable.com ..... 4

**NAS Recruitment Communications**  
www.hyatt.jobs ..... 9

**Patton Hospitality Management**  
www.pattonhospitality.com ..... 13

**Perfekt Marketing**  
www.perfektmarketing.com ..... 7

**Polly Products**  
www.pollyproducts.com ..... 9

**RCI**  
www.rci.com ..... 3

**Savage Direct Marketing**  
www.scottaerator.com ..... 13

**Scott Aerator**  
www.scottaerator.com ..... 7

**Send Me On Vacation**  
www.sendmeonvacation.org ..... 33

**Sharon INK**  
www.sharonINK.com ..... 17

**SPI Software**  
www.spiinc.com/adapt ..... 15

**Steri-Fab**  
www.sterifab.com ..... 11

**The Brookfield Co**  
www.thebrookfieldco.com ..... 22

**TrackResults Software**  
www.TrackResults.com ..... 13

**Trading Places International**  
www.tradingplaces.com ..... 31

**Travel Services Deals**  
www.travelservicesdeals.com ..... 34

**Travel To Go**  
www.traveltogo.com ..... 35

**VacationOwnership.com**  
www.vacationownership.com ..... 9



**Convert Your Project to Non-Deeded before It's Too Late**  
by John "Roger" Burk..... 8

**2014 Salary Survey Kickoff**  
by Keith Trowbridge ..... 10

**Timeshare Rental, Marketing the Deal or Dealing with the Market?**  
by Jason Tremblay ..... 12

**Why Online Reputation Management is Important for Timeshare and Travel Clubs**  
by Gabriella Jaffee ..... 14

**Turning the exchange world upside down**  
by Sharon Scott, RRP ..... 18

**Booking online: challenges and opportunities**  
by Jeanette Bunn, President and CEO, Travel To Go..... 29

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

**Members Directory**..... 20

**Classifieds**..... 32

**News** ..... 9,11,21,23,25,27

**Jani-King correction for March 2014 Resort Trades magazine:  
Jani-King's booth number at ARDA has been changed.  
You will find them in booth # 806 at ARDA WORLD.**

# PUBLISHER'S CORNER



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

We may not have the glitz and glam, but Resort Trades has got the eyes.

Numbers are important to a publisher. Yet most of them make attempts to embellish their numbers... they always seem to feel their numbers are inadequate. Distribution is a good example; it costs money. It's expensive to print and mail hard copies of a magazine. So a publisher has to carefully examine the mailing list.

For a long time at The Trades, we trimmed 1500 secondary resort contacts from our list while we verified those recipients. We wound up with almost 5,000 MUST-HAVE names that we had to retain on that list. Recently, another publication stated their worldwide run and distribution would be reduced to only 3,500; that's all they deemed appropriate.

Another number is editorial. We count actual articles, while others tend to count advertorials as legitimate. But the bottom line is: a publication must serve its readership. When you short-change your readers; you lose them. Could we surmise that this may account for why the prior-mentioned publication was forced to reduce their distribution numbers?

The issue is this: Our industry – we can call it timeshare, vacation or shared ownership; whatever – has consolidated to the point at which a host of vendors specializing in this niche must promote its products to a very limited audience. Intelligent vendors who understand numbers will take note, here, and make sure their marketing dollar is spent where it's going to be effective. We may not have the glitz and glam, but Resort Trades has got the eyes...and that's what they're paying for!

We've considered expanding to other countries and regions in the past. We've even thought about changing our format; we actually tried that when we published Resort Trades' Management & Operations magazine. But, our philosophy is you can only serve one master. We've stuck to our one master for 27 years and as it turns out, we are now the one to whom most of them listen the most! That's our perspective; and we've been at it long enough to know it's the truth.

Appreciately,  
Tim Wilson, Publisher



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\*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

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**John "Roger" Burk** designed the legal structure for Wyndham's WorldMark, The Club 25 years ago. WorldMark has blazed the successful non-deeded trail for everyone to follow. Burk is a California attorney with over three decades of designing the legal structure and registering non-deeded timeshare resorts in California, Nevada, Florida and Hawaii, four of the most highly regulated timeshare states. Roger may be reached at (916) 784-7030 or [jrb@jrblawcorp.com](mailto:jrb@jrblawcorp.com).

When you are in a hole, stop digging. With the maturing of the timeshare industry it's time to do things differently.

# Convert Your Project to Non-Deeded before It's Too Late

by John "Roger" Burk

When you are in a hole, stop digging. With the maturing of the timeshare industry it's time to do things differently. The flaws of deeded vacation ownership are becoming increasingly obvious. They can be catastrophic if allowed to continue for too long.

## Why Convert to Non-Deeded?

The selling points to the individual member/owners are:

- It cannot be overemphasized that in the conversion there is absolutely no change in the use rights, benefits, ownership and opportunities for the individual owner/member.
- A deed is only evidence of ownership – it adds nothing to the ownership rights.
- There is personal exposure for what happens in the unit or at the resort, such as for personal injury, property damage, or environmental cleanup, if a person's interest in the property is evidenced by a recorded deed.
- Deeded interests must be probated in the state where the property is located, which is a great disadvantage if an owner dies a resident of another state.

- The cost of individual transfers upon death, or by gift, or into a living trust are substantially greater with a deed.

- The cost and delay of giving the timeshare interest back to the developer or association is substantially greater with a deeded interest. In a recent case handled by the author, the association agreed to take back the timeshare of an elderly, widowed owner who was unable to travel. A title search disclosed an unsatisfied deed of trust. It took substantial time and cost to track down the former lender, who

fortunately agreed to reconvey the deed of trust, which had long since been repaid.

The non-deeded legal model provides several advantages to the association:

- It is much easier and less costly to foreclose by the association, or the developer or lender, and thereby decrease the association's budget by 3% - 13%. The cost of a deed foreclosure in a streamlined state like California is at least \$300-\$500 per week. In some states it's as high as \$2000 per week for attorney fees and court costs. The hard cost of a non-deeded foreclosure is now 49 cents. The high cost of foreclosure in some states has actually caused some mature associations to go out of business and have to liquidate.
- If the association wants to exchange an obsolescent unit for a comparable or better unit, the cost and delay of clearing title to the obsolescent unit may prevent the exchange.
- Every enterprise should consider an exit strategy. In the event a project must be liquidated, the net proceeds are to pass to the member/owners in proportion to their individual ownerships. But the cost and delay of clearing title to deeded interests will greatly delay and diminish the return to the individual owners.
- Deeded ownerships by individuals allow liens to be recorded against the project for debts or judgments against individual owners.

## How is the conversion made?

The Board of Directors of the Association makes certain findings, mirroring the features, advantages and disadvantages set forth in the previous section of this article. The Board then recommends the conversion to the members, who must vote to change the documents, primarily the Bylaws and recorded Declaration. The documents must provide that timeshare interests will be evidenced by a Certificate of Vacation Ownership and grant certain powers to the Association to carry out the conversion. The conversion can be entire and mandatory, or optional and available when needed.

## Background:

For background on why a timeshare project should be non-deeded, and how it operates, see the author's previous articles at [www.timeshare-attorney.com](http://www.timeshare-attorney.com).

## Conclusion:

For the cost savings and protections of both the Association and the individual owners, there is every reason to convert to the non-deeded legal structure.





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## CURRENT EVENTS



# 2014 Salary Survey Kickoff

by Keith Trowbridge

### Keith Trowbridge

is the author of *Resort Timesharing How You Can Invest In Inflation-Proof Vacations For Life* and co-author with Richard J. Lynge of *Real Estate Broker Guide to Resort Timesharing*. He has been involved in the development and marketing of 35 timeshare resorts in the United States, Canada and the Caribbean. Today Trowbridge manages Executive Quest Inc. an executive search company specifically for the timeshare resort industry. He can be reached by phone at (239)454-1100 by email at [Keith@execq.com](mailto:Keith@execq.com) or online at [www.execq.com](http://www.execq.com).

Executive Quest, Inc. has launched its annual timeshare/vacation ownership/fractional industry Salary Study. Keith W. Trowbridge, President and CEO, launched Executive Quest twenty years ago, which has evolved into the prominent worldwide provider of timeshare executive head hunting services it is today. Recruiting the best of the best, the company has recently placed executives in the timeshare business in Dubai, Canada, Mexico, and New Zealand. "We've been conducting this industry salary study for twelve years now," recalls Trowbridge. With the company's continued international growth and exposure, Trowbridge anticipates even greater industry participation this year. "Members of associations and individual companies will not do salary studies," says Trowbridge, "so if we don't, who will?"

The survey provides an executive salary snapshot of the industry and is available for input to all timeshare/vacation ownership/fractional industry professionals. The results are a valuable tool in business operations for purposes of budgeting, hiring, promoting and training objectives and include salary, commission, bonus and perks numbers earned in 2013 for reporting in 2014. The salary figures for the 2014 study will originate from the 27,000+ timeshare industry contacts maintained by Executive Quest through its newsletter subscriptions and from other timeshare industry leaders aware of the study and who participate.

The survey is very short and participation is open to all timeshare, vacation ownership/fractional professionals. Business categories include Sales, Marketing, Finance, Human Resources, Resort/General Managers, Chief Executive Officers, Chief Financial Officers, Directors, Managers, etc. No participant or company names are published with the study results. Each participant will receive a copy of his or her professional category of the study results at no charge. A full copy may be purchased for \$129.00 when the study is completed this spring.

The name Keith W. Trowbridge is synonymous with the timeshare industry as he pioneered timesharing in North

America with the development of the first successful purpose-built timeshare resort in the United States, the Sanibel Beach Club on Sanibel Island, Florida in 1974, a 31-unit timeshare project built and completely sold out in 18 months. He went on from there to develop 17 resorts and market an additional 18 in Canada, USA, and the Caribbean. After over two decades in timeshare development, Keith retired and did some traveling but soon slipped into the headhunting business after he found himself being frequently asked to provide connections for timeshare companies looking for executives. Keith's two sons also are active in the industry. David Trowbridge is President of Resort Inventory Group, Naples, FL, a wholesale contracting company bringing together resorts and hotels with membership based travel companies and vacation clubs. Mike Trowbridge is in the Orlando, FL area and is Managing Director of Get Up & Go! Travel, Inc., helping businesses grow with travel incentives.

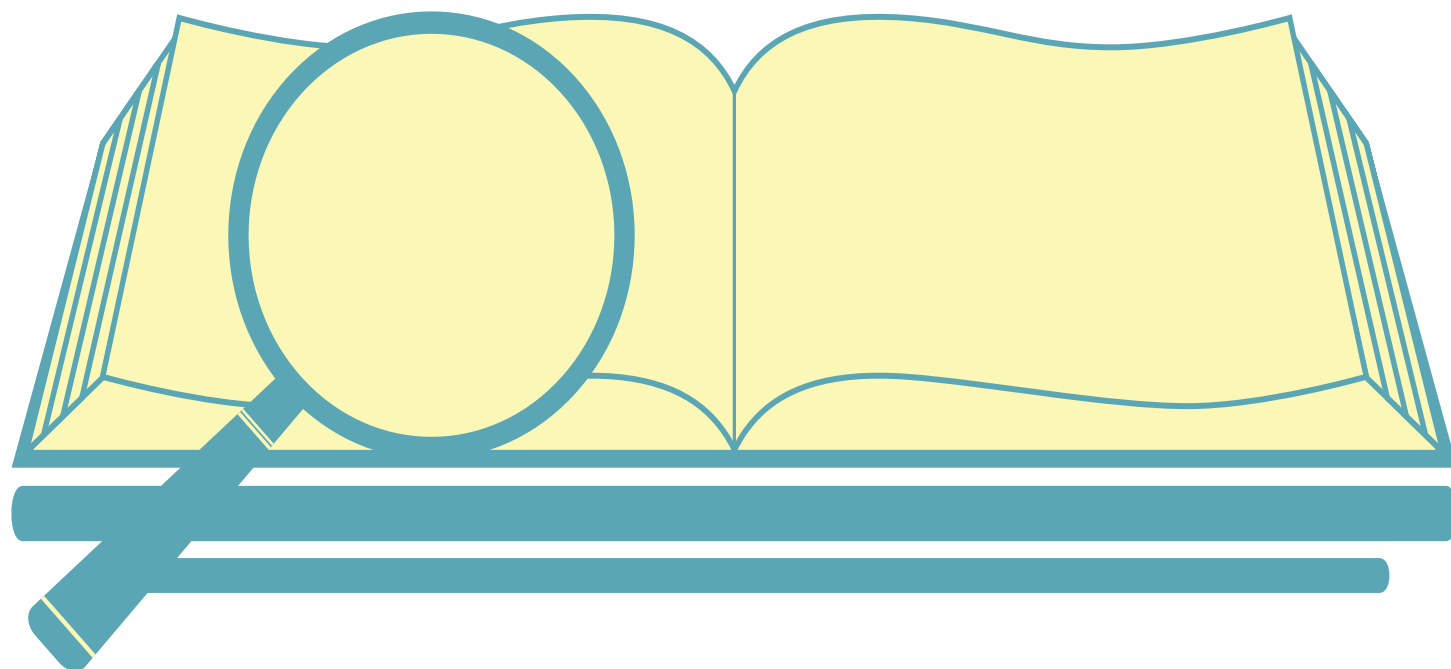
Trowbridge works closely with business partner Jim Perkins who joined Executive Quest seven years ago with over eleven years management in a large timeshare brokerage firm servicing resort systems throughout North America and over ten years as a partner in a Houston, TX corporate search firm. Executive Quest's clients are typically looking for employees from almost every department, from sales, marketing, finance, operations, information technology and management department heads to construction management, service, rentals, exchanges and HOA professionals.

Trowbridge writes a free monthly on-line newsletter with a subscription of better than 27,000 timeshare industry professionals that includes a calendar of upcoming industry conferences and events along with other timely industry articles. To subscribe, go to Executive Quest's home page and click on the green "Subscribe" button.

Inquiries can be made to Keith Trowbridge at 239-454-1100 or [keith@execq.com](mailto:keith@execq.com), or to Jim Perkins at 936-856-3983 or [jim@execq.com](mailto:jim@execq.com).

**"Members of associations and individual companies will not do salary studies," says Trowbridge, "so if we don't, who will?"**

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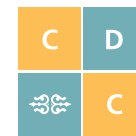
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# Industry News

## Vacatia's President, Michael Burns, to Open the 2014 ARDA World Resale Forum

Burns cites trusted, online marketplace as critical tool for next-generation buyers and sellers

Most U.S. timeshare owners report enjoying their ownership interest, but they have questions and concerns when it comes time to sell. At ARDA World 2014, Vacatia (vacatia.com) President Michael Burns will take part in the "How Associations Are Selling Their Owned Inventory" expert panel, discussing ways that associations can find new owners and, in turn, shore up resort finances – making a win-win situation for all parties.

This year's Resale Forum, sponsored by Vacatia, will focus on developing best practices for legacy resorts, in terms of a viable resale program. Industry experts are invited to come together to build a resale program that most resorts can easily implement. This is a chance for exchange company representatives, title companies, resale organizations, financial providers, legal entities (and more) to share their expertise and develop a solid program, while employing best practices that all industry segments can support.

"We are entering the period of 'Timeshare 2.0,'" said Burns. "We have seen the emergence of marketplaces and the so-called 'sharing economy' bringing together customers and providers in air and car travel, lodging, and even event tickets. It's time for buyers and sellers in the timeshare market to benefit from similar innovation, embracing the choice, information, transparency, convenience and cost-savings that can come from a trusted, online platform."

San Francisco-headquartered Vacatia is a trusted, transparent and easy-to-use marketplace to buy and sell timeshares online, and Burns is a respected industry veteran. He started in the timeshare industry as the president and COO of Vacation Internationale; which

was co-founded by his father in 1974, who pioneered the points-based timeshare structure (which is used throughout the industry today). Burns was a member of the senior management team that led Marriott into the timeshare business in the mid 1980s. He was the first executive hired to create Disney's timeshare model in 1989 and served as vice president and general manager for nearly eight years before returning to Vacation Internationale. Burns then founded and was president of Private Residence Resorts, which specializes in boutique fractional properties, including Les Saisons in Sun Valley and Hearthstone in McCall, Idaho. He has participated in a variety of consulting and partnership roles in several fractional resorts throughout North America and is recognized as one of the leading experts and innovators in the field. Burns is a Trustee member of the American Resort Development Association and a frequent speaker and panelist at shared ownership conferences.

The ARDA World 2014 Annual Convention & Expo, to be held April 6-10 at the Venetian Resort Hotel & Casino in Las Vegas, is one of the premier annual gatherings for timeshare professionals around the world. The "How Associations Are Selling Their Owned Inventory" session also will include John Lee of the Christie Lodge Owners Association and Andrew Gennuso of Great Destinations, and will be moderated by Interval International's Michelle DuChamp.

More than 3,000 attendees from over 35 countries will meet at ARDA World 2014 in Las Vegas to learn, network and share best practices. Key opportunities to connect with leaders from hundreds of companies include receptions, forums and networking events. The event is one of the most comprehensive ways for timeshare professionals to stay up on trends and best practices, with more than 40 educational sessions spanning the spectrum of the industry's top products, issues and trends.

www.Vacatia.com

## Sunset Royal Beach Resort, Cancun, Earns RCI Gold Crown Resort® Property Designation

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Sunset World Resorts & Vacation Experiences, with resort properties in Cancun and the Riviera Maya, Mexico, has announced it has been awarded the prestigious RCI Gold Crown Resort property designation by RCI, the worldwide leader in vacation exchange, for its Sunset Royal Beach Resort in Cancun.

A select number of RCI affiliated resorts meet RCI's requirements for recognition and have earned the RCI Gold Crown Resort award. These resorts have attained high levels of excellence in resort accommodations, hospitality and member experience ratings as measured by RCI.

"We are extremely proud to receive the honor of this distinction from RCI. It signifies our ongoing commitment to provide the best possible vacation experience for our members and guests," said Orlando Arroyo Marroquín, CEO of Sunset World Resorts & Vacation Experiences.

"RCI's Resort Recognition Program helps ensure that our RCI affiliated resorts adhere to RCI's standards for quality in accommodations, hospitality and member experience," said Gordon Gurnik, president of RCI. "We are thrilled to recognize those who have attained this designation and continue to work to offer top vacation destinations to our 3.7 million members worldwide."

For more information, go to [www.sunsetworld.net](http://www.sunsetworld.net).



### 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.

If we're smart, the timeshare industry will learn from Groupon's successes and failures; we'll look at Groupon as a modern-day lesson in "marketing the deal" and "dealing with the market."

## Timeshare Rental, Marketing the Deal or Dealing with the Market?

by Jason Tremblay

When Groupon launched in 2008 as a, "deal of the day," company, many in business believed it was paving new territory as a revolutionary marketing model. On a simplistic level, Groupon provides web-based and mobile platforms through which businesses offer deeply discounted deals, hoping to convert new consumers into long-term clients and customers.

However, if you're part of the timeshare industry, you know, vacation ownership has been utilizing a similar strategy for years, reaching out to a broad market, enticing them with free vacations with the hope that their experience at the resort, backed up by a target sales presentation, will turn vacationers into timeshare owners. While there are distinct differences in Groupon's approach and that of the vacation ownership mini-vacation, there are also an uncomfortable number of similarities and perhaps even some valuable insights to be gained.

In a nutshell, here's what works and what doesn't work about Groupon, starting with a little interesting history of this company, that is by all measures, still in its infancy. Launched with \$1 million in investment capital, after only four years in business, Groupon boasted a payroll of some 12,000 employees serving 36 million customers in 48 countries. Despite negative earnings, the company repeatedly received substantial injections of venture funding, with some experts speculating that amount to be as much as a billion dollars.

In 2010, Groupon's young founder, Andrew Mason, rocked the business world by declining an offer from Google to buy Groupon for roughly \$6 billion. In a 60 Minutes television interview with Andrew, correspondent Lesley Stahl told him, "Just about every person on the planet ... really did think you lost it."

By 2011, Mason was taking his company public, raising another \$700 million against its IPO valuation of \$17.7 billion. Since that time, Groupon has repeatedly issued negative earnings reports, has fired Mason as its CEO and continues to draw flack and disparagement from the business world.

Why?

Outsiders just can't wrap their brains around the Groupon business model. Drawing criticism that feels somewhat similar to the public berating of the timeshare model of vacation ownership, Groupon continues to struggle to earn respect. Critics have compared it to a Ponzi scheme, in which an unprofitable company survives only by taking on more and more investors, somewhat like a timeshare company that remains profitable only through the sale and financing of new timeshare. Although neither is a Ponzi, both business models require a continuous stream of fresh money.

Groupon is challenged to satisfy both the bargain-seeking consumers who subscribe to it and profit-seeking businesses that buy into its advertising deals. Margins for participating businesses are extremely thin, so Groupon participation

only benefits businesses if bargain shoppers are transformed into repeat customers. And like all marketing efforts, the Groupon model is restricted by market saturation levels. How many offers from a single business is acceptable to a Groupon subscriber before he or she says, "too many, too often"? For local businesses, geography is another market restriction and for all businesses, there are market saturation points that occur because of age, gender, income and other factors that naturally define the reach potential of any product or service.

Yet none of these challenges is hypothetically as great a problem for Groupon participating businesses as that of value proposition devaluation, and that's where parallels to the timeshare industry become most significant. When timeshares utilize mini vacations as a marketing tool, they become like Groupon advertisers. They struggle in sending the right message and attracting the right client because their strongest marketing overture is to price their product irresistibly low, hoping to later convince the discount shopper to pay a much higher price for the product or service previously delivered for next to nothing.

The timeshare mini vacation sales tour or fly-buy, is always at risk of attracting "be-backs" and others who have no intention of buying timeshare. Be-backs cost money, steal time and energy from your sales team and do nothing to market a resort or the concept of vacation ownership; they are Groupon bargain hunters on a grand scale.

Instead of attracting qualified potential buyers, the mini vacation works to undermine the value proposition of vacation ownership and tie up inventory. But what if, instead of developers reserving inventory for marketing, those available properties were proactively promoted as timeshare rentals?

The vacationer who is willing, capable, and motivated to pay a competitive price to rent timeshare at a resort has to be a more qualified lead than the person who responds to an offer for a free getaway. Timesharing could start to see the elimination of "burn inventory," as timeshare resorts promoted and developed more robust rental programs.

Rental guests, already on property, could still be toured and sales teams would know that those rental guests who chose to attend tours were there because they were genuinely interested in the timeshare product and in becoming a vacation owner. With websites and mobile apps as the natural and logical way to market and grow a healthy timeshare rental program, timeshare developers, hospitality brands, HOAs and individual resorts would be leveraging the internet, strengthening their web presence and visibility, and benefiting their brand in ways that reach beyond the rental of timeshare units.

Whether mini vacation tours were ever the best strategy is no longer the question. Instead, we have to ask whether they continue to have viability for vacation ownership, especially in the face of what could be an aggressively growing timeshare rental market.

While the long-term success of Groupon's marketing strategies may be uncertain, you have to respect its achievement in earning permission from 150 million consumers to market to them daily via their email accounts and cellphones. Despite critics and naysayers, Groupon ranked as the largest IPO by a U.S. Internet company since Google raised \$1.7 billion in 2004. If we're smart, the timeshare industry will learn from Groupon's successes and failures; we'll look at Groupon as a modern-day lesson in "marketing the deal" and "dealing with the market."



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## REPUTATION MANAGEMENT



**Gabriella Jaffee** is the social media manager and head writer at JW Maxx Solutions. A graduate of the prestigious Walter Cronkite School of Journalism and Mass Communication, Gabriella enjoys traveling around the world, outdoor activities and reading.

# Why Online Reputation Management is Important for Timeshare and Travel Clubs

by Gabriella Jaffee

In today's digital age, consumers and clients are more savvy and informed than ever before. Before buying any sort of product, service, or going anywhere, people are looking up the names of businesses to find out what others are saying. Over the last decade, many reviews sites have surfaced that impact the way that timeshare resorts and travel clubs do business online.

On the positive side, these websites have grown to be somewhere that happy members and vacationers can sing praises about everything from the luxurious accommodations they enjoyed to the wonderful customer service and incredible amenities at fine resorts around the world. On the other hand, websites, such as Pissed Consumer, Ripoff Report and more have become a haven for disgruntled and dissatisfied buyers to hurl accusations and insults that oftentimes have no facts to back them up.

It is for this reason that having a positive online image is of the utmost importance, reveals Walter Halicki, CEO of JW Maxx Solutions. Especially in the timeshare industry and travel club industries, rescission rates and cancellation instances are on the rise as negative online comments cause buyers to rethink

spreadsheets were kept with leads in different geographic areas, income levels and other qualifiers. Now, TrackResults, a cloud-based analytics software company, has enabled timeshare as well as travel club sales and marketing rooms to target tours more efficiently and even more precisely through thousands of analytics tests that can be run from anywhere in the world.

"The point is that rescission rates from the Internet are now measured down to an exact number," says online reputation expert Walter Halicki. "Having great online reputation management can increase your bottom line, which, for a timeshare resort that is doing millions of dollars in sales, can mean a lot of savings."

There are many timeshare resorts and travel clubs out there that do nothing about their negative reputations. They simply hope that their word-of-mouth reputation for being outstanding will carry over and land them deals. In the Internet-dominated world of 2014, this is simply an unrealistic approach. It is absolutely necessary to attack negative posts head-on through the dissemination of quality press releases and other methods that will bury negative posts to the pages of search engine results that are rarely seen by the average consumer.

Why make it easy for people to find negative information? Some of the negative information that is seen on many timeshare resorts' search engine results dates back to more than four or five years ago. Since then, the company could now be operated under new management, improved its customer service procedures and more. Should negative information be served up neatly to the consumer on the first page when they search for a timeshare resort or travel club?

The answer, is of course, no. It is possible to regain control of the way that timeshare resorts and travel clubs look online through proven methods. There are several different components that go into an effective online reputation management campaign including: SEO optimization, press releases, responsive microsites and much, much more.

For those in the industry who are struggling with cancellation rates due to an unsightly online landscape, there are many things that they can do in order to once again, regain control of the way that they look online. The future of online reputation management is controlling one's online landscape: showing consumers what the company wants people to see, not just what people have said about that company. The days of hoping that negative posts will go away and being afraid to attack the problem head-on are long gone: it is time to be proactive and regain control once again.

their decisions. It is a well-known fact that many of the negative postings online are from buyers who simply could not afford their weeks, yet were caught up in the moment and made a decision that they later regretted. When they try to cancel their purchase, they oftentimes find that this is not an option. It is then that these people take to the Internet to defame and deface a timeshare or travel club's good name. Unfortunately, if the right steps are not taken to prevent these complaints from ranking on search engine results, it could cause a major hit to the company's bottom line.

Over the years, the business of selling timeshare and travel club memberships has been brought to down to a science. In the past,



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# What is C.A.R.E....


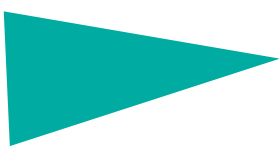
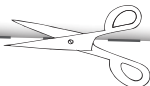
C.A.R.E. is a non-profit trade association formed in 1985 by resort managers to increase owner satisfaction and profitability by offering more travel options and utilization of unused inventory through exchange and wholesale rental.

## WHO should become a C.A.R.E. Member?

Any organization, company, resort or entity established or engaged within the vacation industry and interested in networking with other vacation industry professionals, providing superior service to their members or fully utilizing inventory should consider joining C.A.R.E.

## Different Types of Memberships:

- **General Membership** – These Members own or control resort inventory.
- **Associate Membership** – These Members do not control inventory but have an interest in C.A.R.E. as a means of business enhancement.



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### APPLICATION FOR MEMBERSHIP

**CHECK ONE:**

**General Member Application:** A "General Member" shall possess and/or be in the control of either by direct ownership (title), lease, or right-to use, resort inventory for the purpose of exchange, direct trade, rental or wholesale. The General Member shall have voting rights in the affairs of C.A.R.E. as set forth in the By-laws of C.A.R.E.

**Associate Member Application:** An "Associate Member" does NOT possess nor control use of resort inventory but is seeking membership in C.A.R.E. as a means of business enhancement. The Associate Member shall not have voting rights in C.A.R.E.

**COMPANY NAME** (as it is listed on the official records of C.A.R.E.): \_\_\_\_\_

**PHONE:** \_\_\_\_\_ **FAX:** \_\_\_\_\_ **E-MAIL:** \_\_\_\_\_

**WEB SITE ADDRESS:** \_\_\_\_\_ **EMERGENCY PHONE:** \_\_\_\_\_

**MAILING ADDRESS:** \_\_\_\_\_

**SPONSOR INFORMATION:**  
Please state the company (current member of C.A.R.E. in good standing) and the contact information of the individual that has agreed to sponsor your membership into C.A.R.E.

**Sponsor Company Name:** \_\_\_\_\_

**Sponsoring Individual Name:** \_\_\_\_\_ **Phone:** \_\_\_\_\_

**HOW DID YOU LEARN ABOUT C.A.R.E.?**  
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AMDETUR \_\_\_\_\_ INTERNET \_\_\_\_\_  
**FROM EXISTING C.A.R.E. MEMBER:** \_\_\_\_\_

Name of Company \_\_\_\_\_ Contact Name \_\_\_\_\_  
**OTHER:** (Please Explain) \_\_\_\_\_

**YOUR COMPANY CONTACT INFORMATION:**  
**C.A.R.E. MEMBER RESPONSIBLE PARTY:**  
The individual designated as being the person RESPONSIBLE FOR ALL ACTIONS of the C.A.R.E. Member Company

Name	Title		
Address	City	State/Province	Zip/Mail Code
Phone	E-Mail		

**C.A.R.E. AUTHORIZED MEMBER REPRESENTATIVE (APPLIES TO GENERAL MEMBERS ONLY):**  
The individual gainfully employed by General Member and designated to exercise all the voting rights of the General Member

Name	Title		
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--James R. Danz, RRP, Timeshare Marketing Professional

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--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)



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# Turning the exchange world upside down

by Sharon Scott, RRP  
Contributing Editor, Resort Trades



They came from the 'land down under' in 1997 to form Dial An Exchange (DAE), the world's largest privately-owned global timeshare exchange provider. DAE's founders and business partners Francis Taylor and Marc Chouinard started out with a modest scope – servicing timeshare owners in Australia. Since then, the company has grown so that it is now servicing the entire vacation ownership market, from timeshare weeks, to points club owners and fractional ownership and have turned the exchange world – as we knew it then – upside down!

"Marc Chouinard, and I started Dial An Exchange (DAE) in the back bedroom of his apartment with second-hand computers, a rented fax, printer and photocopier, a very limited bank account, but with lots of ideas and determination," grins DAE cofounder and CEO Francis Taylor. "

The pair hit the road and visited every timeshare resort around Australia. Today, DAE has turned the exchange transaction virtually upside down from when the two giant exchange companies ruled throughout Asia and Europe.

"In 2014, we now operate twelve customer service centers located in Australia, New Zealand, UK, Italy, Germany, Bulgaria, USA, South Africa,

Egypt, China, India and Thailand. Through this network of offices, we have over 550,000 individual member families registered directly with DAE who transact with us to help satisfy their exchange vacations.

"We service another 1.5 million vacation ownership families through technical and commercial agreements with strategic partners who use DAE customer service centers or online technology platform solutions to provide their respective 'owner groups' with exchange

DAE offers a uniquely consumer-centric exchange service: Essentially, timeshare owners or members pay no money upfront and don't need to deposit their week until their exchange request is confirmed. Only then do they pay a service fee and deposit their week. Unlike the major exchange providers, DAE is a transactional service: users pay as they go and don't pay a guest certificate fee. They don't deposit their weeks until there is a successful trade ready to be made. Many of their customers are affiliated with one of the two major exchange companies, but choose to use DAE rather than bank their week.

"Whoever helps them first gets the business," says Taylor. "Why tie up your asset if you may not get helped?"

The idea is really taking off with resort managers and developers. Often, a resort operator prefers to have customers use them as an alternative, since DAE is not involved in developing a points-based club nor does it have aspirations to enter the management business. "Many of our owners are still affiliated with [one of the major exchange companies]," says one resort manager. "But, frankly, I'm more comfortable introducing them to DAE since I can be confident they won't be sold out from under me. Plus, I certainly don't want another management company being promoted to one of my owners."

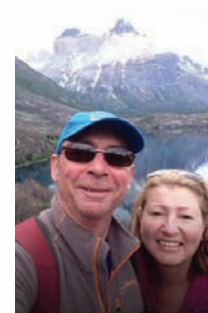
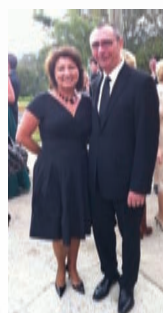
Other resort operators say they see DAE as an additional benefit of timeshare ownership to offer their customers. "My job is to get my owner to use their week every year," says David Burgess, developer and manager of Mariners Point Resort in Crossville, Tennessee. "Owners who use their weeks are going to pay their maintenance fees on time."

Another unique feature DAE offers is providing HOAs and sold-out resorts with online capability



"Marc Chouinard, and I started Dial An Exchange (DAE) in the back bedroom of his apartment with second-hand computers, a rented fax, printer and photocopier, a very limited bank account, but with lots of ideas and determination," Francis Taylor

inventory functionality and services under their own brands."



on their own web sites using web-service integration solutions. Their owners can go onto the resort's web site to perform their own customer service on a 24/7 basis, including paying their annual maintenance fees.

DAE was named the Best Overall Company in the 2014 Perspective Magazine Awards, taking home three top awards at the global timeshare industry's annual 'night of nights' held during the GNEX conference in Sarasota in February. The worldwide vacation exchange provider earned the new award for Best Overall Company (up to 250 employees), as well the Best Customer Service Award and Best Consumer Product.

"Providing the very best customer service is the reason we started this business," says Taylor. "It's what we focus on every day. Earning our recent awards makes us even more inspired to keep moving in this direction knowing that we are making a difference in the industry."

### The Early Days

Prior to Taylor's coming onboard, Marc Chouinard, worked in a small, but busy, local exchange company in Australia. When Chouinard asked the newly-unemployed Taylor to step in and take his place for him for a few months in the early '90s, it was to have been only as an interim between-careers stop.

"My background has always been in customer service, management and administration," Taylor comments. "I'm a qualified international travel agent and worked in the travel industry for a number of years. I then worked with Avis Car rental in Australia for more than 12 years, holding various positions and finished my career with them as the Australian Franchise Administration Manager. I then bought my own Avis franchise which I operated for a few years. I broke up my years with Avis with a 12 month leave of absence to travel overseas (as many Aussies do in their lifetime!). I have experience in the banking sector, hospitality and events industry, and even the fashion industry in a corporate sales and production capacity. It was when my wife and I moved to the Gold Coast and I began to look for work here that I was introduced to timeshare. I took a three-month 'summer vacation' job as a favor to Marc to help him out that I started in this industry. One thing led to another and I've been at it ever since."

### DAE is Introduced to the US

While Taylor and his wife of 30 years continue to handle DAE's 'down under' business, the company opened in the USA in 2003 as a joint venture with Donita's Vacations Unlimited. "We ran the business out of San Diego until 2006," says Taylor. "During that time Marc and I took on a minor shareholder in the business, Classic Holidays - a well-established and respected timeshare management company and developer in Australia."



**Fermin Cruz**

"At this point we were also looking to find somebody to head up our US operations and help us grow the business and the brand," he

says. "As Aussies trying to grasp the American timeshare industry, we were struggling! We spoke with a number of candidates about the role we were looking to fill. A colleague back in Australia suggested we get in touch with Fermin Cruz and have a chat with him."

The rest, as they say, is history. Cruz opened the Phoenix office for DAE in 2006 and over the next few months they moved the entire business there, hired and trained a customer service team, and re-launched DAE with a renewed passion and drive.

"Fermin's role is vice president of American business and he is responsible for the entire DAE business in the Americas," says Taylor. "It was so fantastic to have someone connected, who understood his way around the political minefields in the American timeshare industry and to help us finally make the right moves toward becoming an established brand and business model in this part of the world. He has built a solid team to help him develop and operate the business."

Cruz is assisted by our VP of Operations Corbett Howard. As manager of business development for the Americas, Susan Friedline has been integral in helping to devise and implement a strategy to educate HOAs and resort managers in the US.



**Susan Friedline**

"From my point of view, these three individuals have and continue to put 100-plus percent effort into the development of the DAE business and brand recognition in this part of the world. The business side is obviously important as there are costs associated with running a business and you need to cover them to remain a sustainable and viable concern. There are people under them who turn up every day to work and go out of their way to help our loyal members and provide the best service and vacation opportunities available to satisfy them. We owe it to our team to sustain our business model and provide them with secure employment. But above that there is the culture and driving force that causes DAE to stand apart from others today, just as it did when we first began the company. And these people live and breathe that same belief every day."

Taylor foresees a bright future for his team and for the company. "We have great ideas and grand plans about what else we want to do to enhance our business model and add even great value and benefit to individuals as well as HOA's, resorts, clubs and developers. The DAE business model of being strictly a B2C (consumer) business model and service provider has slowly changed over the years as our name and brand becomes better recognized and trusted and, indeed, sought after by B2B sectors within this industry."

### Spanning the Globe – One Owner at a Time

"Obviously our plans surround growing the membership base around the globe," Taylor continues. "We're looking at various opportunities to establish new customer service centers to boost the support of individual owners and

industry partners more efficiently and effectively. We are always looking at collaborative services with other vendors as we strive to bring greater benefits to our members and our resort and club partners.

"Education is another driving factor behind our business model. We know owners need more education or re-education about how this industry has changed, how the products have changed, and what other services are now available to them as a timeshare owner. DAE will continue to lead the way in customer satisfaction efforts.

"On another front, DAE has always been ahead of the game with using technology and simplicity to help us grow our business. We see the future as seeing the internet web browser start to become the mainstream environment for developing and operating business applications for DAE and the partners that come to us to help their respective membership bases with exchange opportunities. This has the potential to open up a whole new world of opportunity in how business systems, data and processes shall be efficiently accessed and shared across disparate geographic regions."

DAE's standards and philosophy call for the company's human resources staff to be careful in selecting customer service representatives, or 'partners.' "We don't demand a certain number of transactions; we insist on handling customer service with the Golden Rule principle – do unto others....," adds Taylor. "We are looking for more people to join the team and are looking for like-minded people. We want people who know how to listen; and we listen. We encourage everyone to get involved in suggesting ways we can improve the company. That's the DAE Way. We never want to grow complacent; we're always looking for a fresh perspective."

This continuous quest for improvement; DAE's authentic concern for the consumer; their genuine encouragement of employees to feel engaged – all have helped differentiate the company. The exchange world has, indeed, been turned upside down.

*Sharon Scott provides writing services, PR and strategic planning to help clients grow their businesses in the industry. She is head of SharonINK PR & Marketing (SharonINK.com), which is a corporate member of the American Resort Development Association (ARDA), Washington, DC and Managing Editor of The Trades Publishing Company. Scott is an ARDA registered resort professional (RRP) and a member of ARDA's Chairman's League.*

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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 Travel, 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

## Christel House Launches new Website

Christel House is pleased to announce the launch of their new website [www.christelhouse.org](http://www.christelhouse.org). Ease of navigation, new powerful video components and interactive features will make navigating the site an enjoyable experience.

New features include:

Mobile and tablet friendly

Frequent updates of student stories

Ability to share stories through your own social media (Facebook, Twitter, Instagram)

## U.S. POOL & HOT TUB INDUSTRY SUMMIT SLATED FOR AUGUST

Registration Open at [APSP.ORG/SUMMIT](http://APSP.ORG/SUMMIT)

The Association of Pool & Spa Professionals (APSP) announces the 2014 Industry Summit will be held Aug. 18-20 at the Omni Hotel in Fort Worth, Texas. The theme for the Summit is "Facing Change. Taking Charge."

Every two years, APSP brings together hundreds of industry CEOs and senior level decision makers to discuss the most substantive topics affecting the pool, spa, and hot tub industry.

APSP Industry Summit sponsors are Watkins Manufacturing and Zodiac Pool Systems, Inc.

Nationally recognized speakers are slated for both days of the Summit and include:

Louie Anderson, actor & comedian, sharing how swimming saved his life;

Mike Michalowicz, author & entrepreneur, discussing "Disruptive Technology" – how to recognize and outsmart it;

David Nelsen, social media guru, presenting an in-depth workshop focused on pool and hot tub industry needs and challenges;

John Paul Soltesz, economist, shares insight into the industry's economic trends, market projections, and business opportunities;

David Cook, best-selling author, sharing strategies to help companies enhance their performances;

David Mayer, entrepreneur & director of community at Houzz, explaining how Houzz connects millions of homeowners, home design enthusiasts and home improvement professionals across the county and around the world.

In addition to having nationally recognized speakers, attendees will have the opportunity to network with peers and share innovative and creative ideas for shaping the future of the industry.

"No other pool and hot tub industry event brings together top decision makers in such an intimate setting like the APSP Industry Summit," APSP President and CEO Rich Gottwald said. "As the industry rebounds from the recession, it's vital that top industry leaders understand how to navigate the new business landscape and are empowered with tools to enhance their business success."

The deadline for early-bird registration is May 31. For more information or to register, visit [APSP.org/Summit](http://APSP.org/Summit).

For more information on the 2014 Industry Summit and sponsorship opportunities, visit [APSP.org/SummitSponsorship](http://APSP.org/SummitSponsorship).

## TRAVEL TO GO NAMED FINALIST IN 2014 FAMILY-OWNED BUSINESS AWARDS

Travel To Go, known throughout the vacation industry for its innovative products and 5-Star Service, has been named a finalist in the 2014 Family-Owned Business Awards presented by the San Diego Business Journal.

The award recognizes family businesses that are an integral part of the social and business fabric of San Diego. Nominees include companies from respected hotels to cutting-edge agencies that have grown and prospered under the guidance of families dedicated to their industries and their community. The award will be presented on April 3, 2014 at the Paradise Point Resort & Spa, San Diego, CA.

Travel To Go, currently celebrating 24 years in the vacation industry, offers travel benefits and services to a loyal member base of 60,000. Jeanette Bunn, Co-Founder, President and CEO said "I feel privileged and blessed to be able to work among my family. People always ask how we do it. But for us, it's just second nature. We are a close family and we really enjoy spending time together. So working together and helping each other succeed is a very positive experience."

Ms. Bunn's brother, Co-Founder Troy Nu ez, is Vice President of Operations and mother, Diane Sharp, is Business Manager. All have contributed to Travel To Go's recognition as an industry leader and have worked diligently together to remain on top of the ever-changing vacation industry.

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

# MEMBERS DIRECTORY

## COMPUTERS AND SOFTWARE



**Advanced World Concepts Inc.**  
 2237 Del Mar Scenic Parkway  
 Del Mar, CA 92014  
 Ph I: (858) 755-8877 FAX: (858) 755-2754  
 Email: sales@prsystem.com  
 Website: www.prssystem.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 I: 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.

## CONSULTING



**WOW Services Group**  
 7582 Las Vegas Blvd. South, Suite 528  
 Las Vegas, NV 89123 USA  
 Ph I: (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 I: 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!

## DIRECT MAIL AND MARKETING



**Market Approach Consulting**  
 P.O. Box 788, Lorena, TX 76655 USA  
 Phone I: 866-410-7017  
 Email: Sales@marketapproach.net  
 Website: www.marketapproach.net  
 Contact: Wade McLean ext 102  
 Specialty: Professional service and follow-through; offering target marketing services that meet your needs, to include:  
 · Direct Mailing Lists  
 · Telemarketing Lists  
 · Timeshare Owners Lists  
 · Online Lead Generation  
 · Co-Reg Leads  
 · Real-Time Sweeps leads  
 · Call Transfers  
 · Buyers w/Credit Card  
 · Internet Responders  
 · Golf List Specialist  
 · Response & Lifestyle Lists  
 · Database Management  
 · Opt-in Email Programs  
 · Merge/Purge & Suppression Services  
 · REFERENCES READILY AVAILABLE  
 Find out why our clients keep coming back!



**Perfekt Marketing**  
 3015 S 48th St., Tempe, AZ 85282 USA  
 Phone I: 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.



**Savage Direct Marketing**  
 215 3rd Avenue, Kirkland, WA 98033 USA  
 Ph I: 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**  
 Phone I: 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  
 Ph I: 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

## EXCHANGE COMPANIES



**Dial An Exchange LLC**  
 7250 N 16TH ST STE 402  
 Phoenix, AZ 85020 USA  
 Phone I: (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

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- Birdbaths
- Sculptures

(706)375-8530

www.thebrookfieldco.com



## EXCHANGE COMPANIES

**Interval International**

6262 Sunset Drive  
Miami, FL 33143 USA  
Phone 1: 800-622-1861  
Website: [www.ResortDeveloper.com](http://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.

### 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



## 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: [sfzdale@cdcsv.com](mailto:sfzdale@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

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*

## HOSPITALITY INTERIOR 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](mailto:rich@hrdorlando.com)  
Website: [www.hrdorlando.com](http://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.

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

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

## VACATIONOWNERSHIP.COM LLC SHOWS COMMITMENT TO BRAND STRATEGY THROUGH NEW COMMUNICATIONS DIRECTION

Online marketing trailblazer in the timeshare industry appoints Brooke Doucha to management team

VacationOwnership.com LLC is excited to announce the arrival of their new director of communications and brand strategy, Brooke Doucha. VacationOwnership.com is the parent brand to the next generation of consumer servicing and marketing sites in the online secondary timeshare marketplace, including VacationOwnership.com, SellMyTimeshareNOW.com and ResortRentals.com.

The company is making the move to provide more structure to their brand architecture through consumer marketing communications to support their rapid growth. This targeted investment is aimed at capturing more demand, reaching more buyers and introducing the timeshare product to consumers who may not have considered vacation ownership in the past.

Doucha, former director of corporate communications for Orange Lake Resorts, home to the Holiday Inn Club Vacations® brand, worked on the timeshare developer side for nearly 10 years. With her experience heading up social media, public relations, internal and corporate communications, she acknowledges the many opportunities for enhancing the conversations about – and consumer engagement within – the secondary timeshare marketplace.

Doucha says, "When it comes to making important purchasing decisions, consumers are more informed and prepared today than they've ever been. To add to that, the Gen X and Millennial traveler may not be able to relate to the long-term commitment to timeshare

that's being marketed within traditional sales environments. In order to make this product relevant to these new consumers, we need to change our thinking and approach to communications."

The VacationOwnership.com family of brands gives consumers more ways to make the timeshare product work for their lifestyle by diversifying how it can be used: through rental, ownership and an online marketplace for sales.

Doucha adds, "Timeshare makes upscale vacationing more accessible for all - and by positioning ourselves with what consumers really want out of the timeshare product, we'll earn an emotional connection with our brands that will make their purchasing decisions in vacation ownership meaningful and worthwhile."

In this newly created role, Doucha will focus on enhancing the voice and image of each unique brand under VacationOwnership.com LLC, to include building their social media, public relations and corporate communications strategies.

Scott Roberts, the company's chief executive officer and corporate legal counsel, says, "Brooke understands how to get to the heart of complex messages and develop real connections between consumers and brands. She's eager to take creative risks that will help tech-savvy consumers in the online space get to know us better and engage with us to put the timeshare product to work. Perhaps the best part is that she knows that the secondary marketplace in timeshare is one of opportunity, that resales are a smart decision for many consumers and that it's an important aspect of the \$6.9 billion vacation ownership industry."

For more information on the VacationOwnership.com family of brands, visit [www.VacationOwnership.com](http://www.VacationOwnership.com) or find us on Facebook at [www.facebook.com/VacationOwnership.com](http://www.facebook.com/VacationOwnership.com).

## BoardRoom magazine recognizes

### C2 Limited Design Associates

In a February 6, 2014 ceremony, C2 Limited Design Associates – leaders in interior design and furnishings for resorts, hotels and exclusive private club facilities – was recognized by the official publication of the Association of Private Club Directors, The BoardRoom, as the Interior Design Firm of the Year. C2 Limited Design Associates partners Craig J. Smith and Christina H. Romann accepted the award during a ceremony held concurrent with the Club Managers Association of America (CMAA) 87th World Conference and Club Business Expo being held in Orlando, Florida.

"We are gratified to be recognized by the Association of Private Club Directors," says Smith. "The Orlando event further demonstrated to us the association's commitment to assist private clubs in their day-to-day operations, strategic planning and continuing education for board members. The association's goals resonate with us as we, too, feel strongly about bringing high quality interior design and furnishings, which also meet the client's budget."

"A number of recipients of 'Excellence in Achievement' awards were selected for overall excellence in their respective fields, achievements, innovation, vision for future growth and continued impact on private club operations," adds Romann. "We were selected out of a pool of the industry's eight top design firms, whom we greatly respect. So the honor was even sweeter."

[www.c2limited.com](http://www.c2limited.com)

# MEMBERS DIRECTORY

## HOUSEKEEPING SERVICES



**MasterCorp Inc.**  
3505 North Main St. Crossville, TN 38555 USA  
Ph 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  
Ph 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: Wade McLean ext 102  
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
- Online Lead Generation
- Co-Reg Leads
- Real-Time Sweeps leads
- Call Transfers

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

## INTERNET MARKETING



**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.



**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.



**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: Wade McLean ext 102  
Specialty: Professional service and follow-through; offering target marketing services that meet your needs, to include:

- Direct Mailing Lists
- Telemarketing Lists
- Timeshare Owners Lists
- Online Lead Generation
- Co-Reg Leads
- Real-Time Sweeps leads
- Call Transfers
- Buyers w/Credit Card
- Internet Responders
- Golf List Specialist
- Response & Lifestyle Lists
- Database Management
- Opt-in Email Programs
- 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?



## 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.

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  
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](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

## 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...

### 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.

# Industry News

## Send Me On Vacation Announces Poker Tournament To Benefit Breast Cancer Survivors

Send Me On Vacation (SMOV), a non-profit that provides women with breast cancer who have undergone treatment with a way to heal their minds, bodies and spirits through much-needed vacations is excited to announce yet another charity event that will directly benefit breast cancer survivors: the TrackResults Business Intelligence "Go All In To Help Cancer Survivors Win" poker tournament at the South Point Hotel, Casino and Spa. This event will take place on April 5, 2014, one day before timeshare and vacation industry professionals will convene for the ARDA World Convention.

TrackResults Business Intelligence, the only company in the industry to offer real-time, cloud-based analytics to increase the bottom line for sales and marketing centers, is proud to partner with Send Me On Vacation, a 501 (c)(3) non-profit that strives to provide a platform for breast cancer survivors who have been devastated financially through the costs of cancer treatment with the opportunity to emotionally heal on their path toward recovery and good health. Because of the devastating effects – both financially and physically – that cancer treatments can have, breast cancer survivors are not always able to get away and clear their minds of the strenuous journey they have just endured. This is where Send Me On Vacation comes in.

Last year, Send Me On Vacation sent 22 deserving women on vacations to destinations around the world. This year, the charity hopes to double this number. The "Go All In To Help Cancer Survivors Win" poker tournament will play a big role in raising funds to send these incredible women on the vacations that they need and deserve.

The "Go All In To Help Cancer Survivors Win" poker tournament will be hosted by TrackResults Business Intelligence, with all of the

proceeds going to benefit Send Me On Vacation.

"TrackResults never ceases to amaze us with their open-hearted generosity and their unique ideas to support Send Me On Vacation, sending in-need cancer survivors on a well-deserved vacation following treatment," said Send Me On Vacation's president, Cathy Backus.

TrackResults Business Intelligence chose to support SMOV as its primary charity of choice based on the SMOV approach of directly affecting the survival rate of cancer patients, and because one of the co-founders has personally been affected by breast cancer, having two family members who are survivors of this insidious disease. As such, the team at TrackResults Business Intelligence has a first-hand understanding of the devastation and emotional trauma breast cancer can wreak on survivors and their loved ones.

"I believe the action of sending a recovering survivor on a timeshare vacation speaks volumes to the truth and credibility of our sales message," said Drew Reynolds, another co-founder of TrackResults Business Intelligence.

A total of 11 tables will be included in the poker tournament. Ten of the tables will be sold for a buy-in of \$2,500. The playoff table, which is the final table level of sponsorship, is still available and up for grabs. Each table will feature nine seats, and will prominently display which company has donated to SMOV.

At the end of the night, a cash prize will be given to the tournament winner. Throughout the night, other prizes will be given to other winners, such as Las Vegas dinner vouchers, use of a Las Vegas limo, a Harley motorcycle rental, NBA tickets, electronics, signed sports memorabilia, designer purses, Las Vegas show tickets, and much more. Additionally, SMOV is also looking for donations for a silent auction that will happen during the poker tournament.

Nine of the 11 tables have already been sold, and the remaining tables are going fast. Thus far, the following companies have sponsored tables in support of SMOV's mission: Perfekt Marketing, Travel To Go, Merlin Software, Westgate Resorts, Festiva Hospitality, Wells Fargo, Brag Fire, Leisure Loyalty, and TrackResults Business Intelligence.

"Travel To Go actively participates in not only sponsoring Send Me on Vacation survivors but also in donating time to help the organization bring in sponsors and help the survivors get booked on vacations," said Jeanette Bunn, president of Travel To Go and co-president of Send Me On Vacation. "We do this because these women have gone through so much. It has been an overwhelming feeling helping them plan, sometimes their first vacation ever, to be able to truly enjoy themselves with their families. And it just feels good to help!"

"Investing in the future' has always been a hallmark of The March Group of Wells Fargo Advisors," said Nico F. March, senior vice president and senior institutional consultant of The March Group of Wells Fargo Advisors. "The ability to help the great folks at Send Me On Vacation and invest in the future of worthy individuals is even more fulfilling."

"It is Merlin's first time supporting Send Me On Vacation," said Mike Ashton, director of business for Merlin Software. "I have seen first-hand at a C.A.R.E. conference the difference this program makes, and we are very proud to help in our small way."

Companies or individuals interested in purchasing a table can contact Todd at [todd@trackresults.net](mailto:todd@trackresults.net). Those who would like to donate an item to the silent auction or make a donation to Send Me On Vacation can contact Cathy Backus at [backuscathy@gmail.com](mailto:backuscathy@gmail.com). For more information, please visit the website at <http://www.trackresults.com/poker>.

# MEMBERS DIRECTORY

## MARKETING



**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!

## 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"



**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.

## 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

## RECEIVABLES AND MAINTENANCE FEE SERVICING



**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.

## RENTALS AND RESALE



**VacationCondos.com**  
1 Vance Gap Road  
Asheville, NC 28805 USA  
Phone: 855-826-6361  
Email: info@vacationcondos.com  
Specialty: VacationCondos.com was developed as a rental program to assist timeshare owners and Home Owners Associations with offsetting the costs of ownership. As the owner rental program has grown, so has the list of services VacationCondos.com offers. Through a core database of more than 100,000 renters and an extensive global distribution network, VacationCondos.com assists with empty and unused inventory, delinquent inventory, and unused owner inventory, generating revenue and helping your business' bottom line.

**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**

## 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@prasytem.com

Website: www.prasytem.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.

## RESORT MANAGEMENT



GRAND PACIFIC RESORT MANAGEMENT  
Our Experience... Your Success

**Grand Pacific Resort Management**

5900 Pasteur Ct Ste 200, Carlsbad, AZ 92008

Phone 1: 760-827-4181 FAX: (760)431-4580

Email: success@gpresorts.com

Website: www.gprmgmt.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.gprmgmt.com](http://www.gprmgmt.com)

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

**Liberte Resort Management Group**

10681 Gulf Blvd., Ste. 207

Treasure Island, FL 33706 USA

Phone 1: 800-542-3648

Phone 2: 727-360-2006

Email: [libertecoeo@tampabay.rr.com](mailto:libertecoeo@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

## 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](mailto:partnersolutions@pattonhospitality.com)

Website: [www.PattonHospitality.com](http://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.

## Resort Trades Testimonial

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

*Warren Smith, Vice President,  
Cranberry Waterfront Suites*

# Industry News

## Timeshare Advertiser BuyaTimeshare.com to Begin European Outreach at TATOC

The U.S.-based timeshare resale and rental operator has chosen the TATOC conference to begin building relationships across the Atlantic.

Online timeshare advertising company BuyaTimeshare.com (<http://buyatimeshare.com>) will begin exploring the opportunities in the European resale market by participating at the TATOC conference March 7-9, 2014 at the Park Royal Hotel in Stretton, near Warrington, England.

Based in Manchester, England, TATOC (which is the abbreviation of The Association of Timeshare Owners Committees) is celebrating its 25th anniversary as Europe's leading consumer-based timeshare association. With 92 resort members throughout Europe representing 400,000 timeshare families, TATOC is the largest consumer association for timeshare owners in Europe. Serving individual timeshare owners, owner committees, resorts, and reputable timeshare companies, TATOC has developed significant influence within the European timeshare industry and with the U.K. government.

Executives from BuyaTimeshare.com will be speaking to TATOC members to gauge interest in the company's new exclusive referral program, which is already in place for members of the U.S.-based National Timeshare Owners Association.

"As a global timeshare advertising company, we have already been serving owners who live in the U.K. through our industry-leading online marketing platform, so this is just an extension

of the services we have been providing to owners for the last 14 years," said Wesley Kogelman, president and CEO, BuyaTimeshare.com.

"With over \$97 million in confirmed offers provided to our advertisers from prospective buyers in 2013, we are looking at new ways to provide our services to those U.K. residents who may be looking to sell or rent their timeshares. Because so many British residents holiday in places like Orlando, it makes sense that they would use us, especially if they own a timeshare in the U.S. and want to sell it," added Kogelman.

TATOC has the only Accredited Resale Program in the world where resale companies need to comply with a strict Code of Practice in order to be recognized and referred by the Association to consumers. During the event, Kogelman will be discussing this program with TATOC executives to assess potential membership into the Association.

For more information about BuyaTimeshare.com, please visit <http://buyatimeshare.com>.

## Starwood Vacation Ownership and Interval International Announce Long-Term Renewal

Interval International, a prominent worldwide provider of vacation services and an operating business of Interval Leisure Group (Nasdaq: IILG), today announced the renewal of its master affiliation with Starwood Vacation Ownership, Inc. (SVO), a division of Starwood Hotels & Resorts Worldwide, Inc. (NYSE: HOT). The long-term agreement extends the relationship established in 2000 and includes 19 shared ownership properties, as well as future resorts.

Craig M. Nash, chairman, president, and CEO of Interval Leisure Group, said, "We are proud to continue our longstanding partnership with Starwood, one of the leaders in the industry. We look forward to working with them for many more years and contributing to their ongoing success."

"We are pleased to renew our partnership with Interval, as we know they share our dedication to providing exceptional vacation experiences," said Steve Williams, senior vice president and chief operating officer of Starwood Vacation Ownership. "The quality of Interval-affiliated resorts continues to complement Starwood Vacation Network, giving our Owners additional options for villa-style vacations in popular destinations worldwide."

In business for more than 30 years, SVO develops and operates vacation ownership resorts and fractional-residential properties under the prestigious Westin and Sheraton brands throughout the United States, Mexico, and the Caribbean. Its Westin St. John Resort & Villas on St. John, USVI, is currently undergoing a multi-million dollar renovation that includes the conversion of 79 guestrooms into 54 luxury vacation ownership villas. The new project overlooks Great Cruz Bay, with expected occupancy beginning in spring 2015. Upon completion, there will be a total of 200 villas set on the resort's lush landscape. Guests will also enjoy the enhancements to a number of the amenities, including the quarter-acre swimming pool, fitness center, spa, and dining facilities.

For more information contact: Chris Boesch, 305.925.7267  
[Chris.Boesch@intervalintl.com](mailto:Chris.Boesch@intervalintl.com) or David Calvert, 407.903.4285  
[DavidCalvert@starwoodvo.com](mailto:DavidCalvert@starwoodvo.com)

# MEMBERS DIRECTORY

## RESORT MANAGEMENT



**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, Ecru 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.

## 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.



**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.



**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.

## 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**  
 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

## TOUR FULFILLMENT



**ETourandTravel, a Festiva Company**  
 3626 Quadrangle Blvd Ste 400  
 Orlando, FL 32817  
 Phone: 407-658-8285 x4080  
 Email: keith@etourandtravel.com  
 Website: www.etourandtravelbrokers.com  
 Contact: Keith Rogers, Director of Marketing  
 Specialty: Mini-Vac and Day Drive Tour Fulfillment  
 ETourandTravel coordinates Festiva tours. We provide tour fulfillment for hooked tour prospects in Florida, North Carolina, South Carolina, Missouri and Arkansas. Track everything online, it's fast and easy! Call 407-658-8285 x4080 or submit request online for details. \*This is a vendor relationship. Your company is responsible for all applicable federal/state business registrations and compliance.

## 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 GENERATION



MARKETING DECISIONS INC

**Marketing Decisions Inc.**

774 Mays Boulevard, Suite 9  
Incline Village, NV 89451 USA  
Phone I: 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

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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 I: 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

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

## TOUR GENERATION

**Savage Direct Marketing**

215 3rd Avenue  
Kirkland, WA 98033 USA  
Phone I: 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...



thetrades.com

## TOUR GENERATION

**SKS Call Center Solutions**

151 Riviera Drive  
Building B, #202  
Lake Havasu City, AZ 86403 USA  
Phone I: 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.

### Resort Trades Testimonial

Have been using your guide for years  
as a maintenance supervisor. Very help-  
ful in finding hard to find items.

Leonard F.

**Booking online: challenges and opportunities**

By Jeanette Bunn, President and CEO, Travel To Go

**What challenges are travel sites and their customers facing today?**

Planning a vacation can be very exciting, whether it means a quick getaway a few states away, or a two-week-long trip of a lifetime to the other side of the world. However, planning a trip can sometimes be confusing or even frustrating, once travelers realize the many travel destinations, accommodations, and options they have instant access to. This gives travel sites quite a few opportunities and challenges to handle, especially as they keep shifting their customers towards online booking, while decreasing the option of booking by phone or in person.

**Why has online travel booking become so popular?**

Both timeshare owners and travelers are opting more and more for online travel booking, and

for good reasons. Thousands of flight and resort accommodations can be found just a few clicks away. Travelers can do their own research about any destination, book their trip and pay directly online, while adding future trips to their "wish list". Online resources give them the freedom to make individualized travel plans and decide the places of interest they will be visiting. As long as the travel site is user-friendly and easy to navigate, it can be a great resource and solution. However, while online booking may be a breeze for a short weekend trip, it may prove more difficult when organizing longer vacations in multiple places.

**Why do some travelers still want to deal with a travel specialist directly?**

Even in today's online-driven world, some travelers still want the ability to talk to a "real, live person", which can be very difficult on some travel sites. As for people with limited time to plan their vacation, access to travel specialists is a great option. Comparison shopping can be very time-consuming and travel agents can save their customers time and energy by helping them choose the best-fitted accommodations, as well book convenient travel flights, in a single call. They usually know which destinations and accommodations generate the most satisfaction from their other customers. Travel experts can also help make car rental reservations, purchase sightseeing tour passes, recommend great places to eat, etc. For this

reason, travel agents like those at Travel To Go are a great resource when booking a long travel, a trip with multiple destinations, or a cultural trip. They can answer questions on what to pack, what the passport/visa requirements are for each country, or if there are any travel advisories to be aware of, and how much things cost locally.

**What can travel sites do to serve their customers best? Is online booking the way of the future?**

Travel sites may want to forgo their travel specialists and stick to online booking offerings for economical reasons. Since online booking is accessible 24/7/365, travelers can plan a trip at their convenience. However, for those who enjoy human interaction and want a more personal feel, access to a travel specialist via email, phone or chat, is important. That's where a travel club with 5-Star Service comes in. In the end, the memories created during the trip are what matter the most to travelers.



# MEMBERS DIRECTORY

## TOUR GENERATION



**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  
Ph 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



**Superior Vacations**  
2828 Parkway, Suite 30, Pigeon Forge, TN USA  
Phone 1: 855-453-5686  
Email: superiorvacations@yahoo.com  
Website: www.noothersolution.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?



**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!



**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"

## 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  
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.

## 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  
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?





## VRI Redefined... The Future of Hospitality

Vacation Resorts International (VRI) is proud to have Trading Places International (TPI) join them in delivering timeshare and fractional management services to association clients. Together our combined total of **over 200 years** of senior-level timeshare management expertise, robust rental programs, creative resale solutions, and sharing of best practices will give your association the edge it needs to run your resort more efficiently, and enhance the vacation experience for owners and guests alike. Success is in our culture. Be a part of the winning team at VRI.

### Over Three Decades of Results.

Just ask our **160 clients**, representing **325,000 owners** and, most importantly, the dedicated volunteers who serve on the board of directors. They already understand why, in the case of our two companies joining together, the whole really is greater than the sum of its parts.

**We invite you to discuss your needs with us today.**



Vacation Resorts International  
Loren V. Gallagher, President and CEO  
949.206.7090 | [Loren.Gallagher@vriresorts.com](mailto:Loren.Gallagher@vriresorts.com)

Trading Places International  
Marcus C. Wood, Executive Vice President  
949.448.5150 | [Marcus.wood@tradingplaces.com](mailto:Marcus.wood@tradingplaces.com)

# CLASSIFIEDS

## BUSINESS OPPORTUNITIES

**Seeking Vendors Throughout Northeast**  
Bluegreen is seeking vendors throughout the Northeast to support its field marketing efforts for South Mt Resort in Lincoln, NH. We are looking for companies with experience in FTF package sales, OPC, and lead generation. To find out more, contact Daniel Glenn at (603) 745-3640, ext 6.

## EMPLOYMENT



### RESORTS

#### 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](http://www.bluegreenvacations.com) to see what we're all about. All inquires are strictly confidential. Please send your resume to [mike.herрман@bluegreenvacations.com](mailto:mike.herрман@bluegreenvacations.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](mailto:hr@premiermarketing.com). For more information about our company, visit [www.premiermarketing.com](http://www.premiermarketing.com).

#### The Villas at Tree Tops and Fairway

Great opportunity for an experienced representative with expertise to sell exchange guest at our Tree Tops & Fairway Villas Resort located in the Pocono Mts. of Pennsylvania. We currently have between 30 to 250 "unworked" exchange guests per week. Work on-site with a surplus of inventory and financing available. 22% commission to the right individual or team. Temporary housing possible. If you are at a career impasse, looking for a change, or want to grow, call Joe Clewell or Kathy Wallace at 800-891-9992 x 5114 or x 5166. E.O.E M/F/V/D

## EMPLOYMENT

#### 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.

#### 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](mailto:Jobs@vacationwhitemountains.com)



#### 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](mailto:mireya.corona@daelive.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



### RESORTS

#### 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](mailto:Emily.schmoll@bluegreenvacations.com)

## 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](mailto:howarda@60north.net).

#### 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](mailto:mrktg01@yahoo.com) or (f) 877-281-3652 (m) 877-281-3649 or call 888-597-6722



#### 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](mailto:jrbrowning@gcrvacations.com)

#### The Villas at Tree Tops and Fairway

Seeking an experienced full-time in-house sales representative to reload and upgrade owners & exchange guests at our Pennsylvania TreeTops & Fairway Villas Resort in the Pocono Mts. Position has high commission potential. Our resort and team have a rich history of multiple Gold and Silver ARDA awards. If you are considering a change, you have just found it! Temporary housing at the Resort is a possibility for the right individual. For more information, call Joe or Kathy at 800-891-9992 x 5114.

E.O.E. M/F/D/V



#### 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](mailto:Rob@echoiceproperties.com).

## EMPLOYMENT



### RESORTS

#### 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@bluegreen-corp.com](mailto:gregg.thomas@bluegreen-corp.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](mailto: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](http://www.tridentmarketing.com) [www.travelresorts.com](http://www.travelresorts.com) An INC 500 top 5000 Company 5 years running



#### 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

#### 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



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**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)

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Changing Lives  
 One Vacation at a Time

*You are My Beautiful*

I would love to be considered as a recipient of Send Me on Vacation and have the chance of creating lasting memories for me and my loved ones. I am a 39 year old single mother of 2 boys, ages 11 and 17. I was first diagnosed with breast cancer in 2007 at the age of 32. My husband left me and I almost died. Following treatment for cancer, I developed a severe sickness. I was hospitalized and struggled for so long until I was able to find my new normal. My sweet young son lost his mother to the disease for over 2 years. In 2010, I was again diagnosed with recurrent breast cancer in my lymph nodes. I am currently undergoing chemotherapy. I have 6 treatment total to complete followed by 7 weeks of radiation, 5 days a week. I have been nothing but intentional in my approach to being so young and faced with breast cancer again. Intentional in my positive spirit and intentional on "making cancer beautiful." Through journaling and publicly I allow others to share my world, as I share theirs. We are bonded together as those who face the inconceivable truth that no one is immune to contracting this disease and that to date no know has enough information to eradicate it from the planet and save those who come after me. That is why Send Me on Vacation is so desperately needed and your work is truly lifesaving! Due to my second diagnosis I am currently on disability. My mother is my caregiver and through it all, my youngest son has felt the largest burden of my illness. It would be a true blessing for us to take a vacation with my mother and son (sons.) Can you help me "Make it Happen?" Can you help me bless them with this gift of joy that a vacation brings to families? Can you help me find the additional strength, peace and healing and consider my request as a surviving breast cancer recipient? If so, I am blessed and you are my beautiful."

Angela Ratterman



**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).

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### SERVICE

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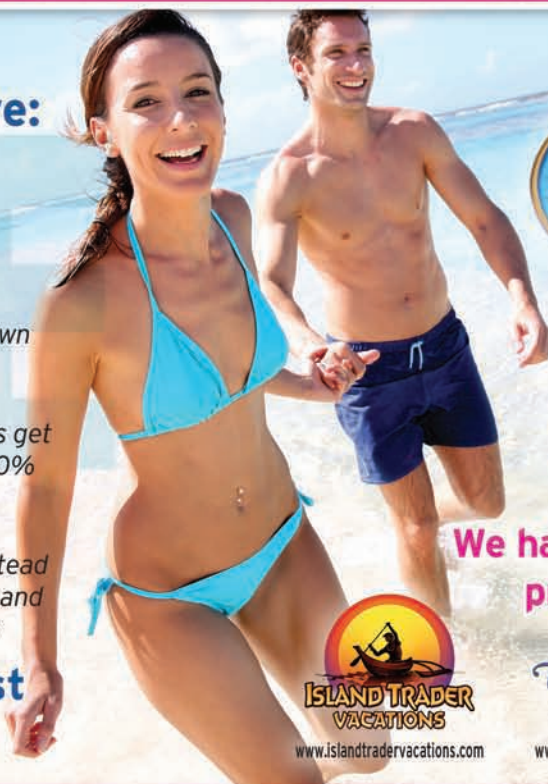
### VALUE

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

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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)





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“ DAE’s approach to helping existing timeshare owners has proved valuable to owners and works perfectly with NTOA’s mission of educating timeshare owners so

that they can use their ownership to its best use. Knowing that there is an ‘alternate’ exchange company, one that doesn’t charge a membership fee and is focused on fulfilling owner requests, is something our members have truly benefitted from.

**Greg Crist**  
President and CEO- National Timeshare  
Owners Association



“ With their quality marketing solutions and excellent customer service approach, Palladium Travel Club members love to work with DAE on all fronts.

From a simple week for week vacation exchange, to very specific and unique experiences, DAE always goes the extra mile to find what our members are looking for! At Palladium Travel Club we are more than satisfied with DAE’s performance.

**Sergio Zertuche**  
General Manager- Palladium Travel Club

