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Resort Professionals'
Monthly News Journal



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PUBLISHER'S CORNER



James T. "Tim" Wilson
Publisher
Resort Trades

This month Resort Trades launches a new monthly column addressing the challenges of operating an aging property: "The Independent Resort."

This month Resort Trades launches a new monthly column addressing the challenges of operating an aging property: "The Independent Resort." R. Scott MacGregor is our first guest writer for this department and we hope to be able to feature much more of his work in the months to come. His article on page 14, "Resorts Don't Plan to Fail; They Fail to Plan," opens up a number of sticky little questions which independent, or legacy as so many are calling them, resorts need to answer before they can have a successful journey.

You won't want to miss Tommy Middaugh's inspiring ideas about working with competitors, on page 29. Tommy inspires us to consider the how and the wherefore of making the best of working with competitors.

We are especially privileged this month to get inside the head of one of the industry's premier lending institutions. In "Colebrook's Bill Ryczek Looks to the Future" on page 8, we hear how Colebrook's repeat business with existing customers sustained them through the recession. It seems that with Colebrook, loyalty is a two-way street that has paid off in several directions.

In "Design Master Plans Save Money," beginning on page 12, Craig J. Smith, partner and co-founder of C2 Limited Design Associates dispels the commonly held myth that hiring a professional design firm is costlier than a DIY approach. He makes the same point MacGregor makes: resorts without a plan can plan to fail.

Appreciately,
Tim Wilson, Publisher



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20 Our Way Drive, Crossville, TN 38555
phone: 931-456-7814 • fax: 931-456-7809
www.thetrades.com

Publisher: Tim Wilson
Managing Editor: Sharon Scott, RRP
Controller: Carrie Vandever • 931-484-8819
Associate Editor/Sales Manager: Karen D'Agostino
Art Director: Tiffany Lewis • 931-484-8819

*For editorial contributions or inquiries, contact Sharon Scott or Tiffany Lewis at 931-484-8819 or email resort@thetrades.com.

*For advertising information, inquiries or to receive a media kit, call 931-931-456-7814 or email karen@thetrades.com.

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Respectfully,
Tim Wilson Publisher

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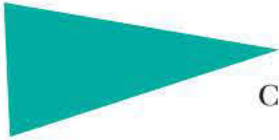

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Sharon Scott, RRP

As head of SharonINK, Sharon Scott (formerly Sharon Drechsler-Scott) strategizes and implements PR programs and campaigns for clients involved in the timeshare industry. She is a registered resort professional (RRP) with the American Resort Development Association (ARDA), Washington, DC, and Contributing Editor for Resort Trades magazine. She can be reached at 1-310-923-1269 (direct), on SKYPE at Sharon.Drechsler or by email: Sharon@sharonink.com.

We have some small customers who've been with us from the beginning, and even though we're much bigger now, they remain valued clients, because we wouldn't be where we are without them.

“Resort Trades, going strong since 1987.”

Colebrook's Bill Ryczek Looks to the Future

by Sharon Scott, RRP

Chronicle: The lending environment seems a lot more competitive than it was a few years ago. How is Colebrook faring?

Ryczek: We're doing relatively well. We do a lot of repeat business with existing customers, and that's really sustained us. Back when the financial crisis hit in 2008 we were overwhelmed with applicants. We couldn't accommodate everyone, and we tried to select those businesses that had exhibited loyalty to their previous lender. We wanted to avoid the price shoppers who change allegiance quickly if a better deal comes along. Our judgment turned out to be pretty good, and most of the people we helped in difficult times are grateful and continue to do business with us. That doesn't mean we haven't sweetened terms as times have changed, but the relationships have been strong. We also realize that loyalty is a two-way street. We have some small customers who've been with us from the beginning, and even though we're much bigger now, they remain valued clients, because we wouldn't be where we are without them.

Chronicle: What's your biggest marketing challenge?

Ryczek: Our biggest challenge is getting people to realize we're not the company we were ten years ago. We started out doing small loans at higher rates, but over time we evolved to become a mainstream player that can do just about anything our large competitors can do. I have to keep getting the message out there and remind people that we've changed a lot during the past ten years.

Chronicle: What advice would you give to developers at this point?

Ryczek: If I were the CFO of a timeshare development company, and knew that a large percentage of my future profit was the arbitrage in my receivable portfolio, I would be looking to protect that margin by fixing the cost of my debt. Bigger companies can securitize, but it's not cost effective for most. That's why we've been offering fixed rate tranches on some of our loans. Everyone's been lulled into thinking that interest rates will be low forever, but they won't be, and none of us can predict when they'll go up. There's little risk in fixing costs, because rates can't really go down.

Chronicle: What do you think will happen with interest rates?

Ryczek: Sharon, I have no idea. They say that anyone who claims to know the answer to that is either a

charlatan or a billionaire, or one about to become the other.

Chronicle: Do you see Colebrook experiencing rapid growth over the next year or two?

Ryczek: It's hard to predict, but I would say probably not. Once a timeshare portfolio reaches a certain size, the attrition is so great that it takes a lot of new loan volume just to maintain existing levels. We don't need to grow, and we won't grow for the sake of growing. There are two approaches to starting a finance company. One is to build the assets as quickly as possible and sell the company. The second, which is the path we've taken, is to grow more moderately and operate the business with the intention of being there over the long term. We're always looking for business, and if the growth is there we'll take it, but we won't stretch for it.

Chronicle: Where do you see Colebrook in ten years?

Ryczek: Ten years is a long time, and I'm going to twist your question a little and tell you where I'd like Colebrook to be in ten years. I'd like to see the company operated by the same partners, and with the same level of personal service. As long as I'm here, I want to talk to customers and lenders, not sit in staff meetings managing committees. Even if we double or triple in size, I think we can maintain the same way of doing business. It's a state of mind, not a matter of size. I see big companies that are hands-on and small organizations that operate more impersonally than a Fortune 500 company. If we lose the personal touch, we lose our biggest competitive

advantage. Where we are in ten years is also a function of where the timeshare industry is at that time. If the securitization market continues to be strong, and dips down to a lower level, it will dramatically change our market, as would continuing consolidation. I think our flexibility and nimbleness gives us an advantage in adapting to change, so I'm optimistic. Let's talk in 2024 and see how accurate I was.

Colebrook Financial Company is a lender specializing in the timeshare/shared ownership industry, providing hypothecation and other financing products for small and mid-sized developers in the US, Mexico, and the Caribbean.

***This article is reprinted with permission from the Spring 2014 edition of Colebrook Financial Company's quarterly newsletter, The Colebrook Chronicle.*



Bill Ryczek

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LYNN UNIVERSITY

The Small School with Big Plans for Hospitality and Event Management

by James F. Downey and Linsley T. DeVeau

There are over 4,100 colleges and universities in the United States and few of them are as proactive and forward thinking as Lynn University in Boca Raton, FL. Originally founded as a two-year institution in 1962, the school saw exceptional growth as the College of Boca Raton starting in 1971. A hospitality management program was launched in the late 1970's and then in 1986 the school became a four-year institution and eventually a full-fledged university in 1991. Today Lynn University has a growing enrollment of just over 2,100 students from 44 states and 78 foreign countries, and is comprised of four colleges, a school of aeronautics, and a conservatory of music. U.S. News ranked Lynn 4th in international students and, in 2012 Student Advisor ranked Lynn as one of the top 50 social media colleges in the nation and 4th in Florida. Most impressively, the 6th annual 2013 edition of Forbes magazine ranking America's top colleges and universities listed Lynn as one of the best universities in the country. Only 640 institutions made this list and Lynn was ranked 524.

Having celebrated its 50th anniversary in 2012, the university has met or surpassed many of the the goals and objectives of its Lynn 20/20 strategic plan launched February 1, 2006. Just in 2012 alone, the university hosted the third and final presidential debate on its campus resulting in economic and publicity gains far surpassing original estimates. In addition, the athletic department saw its unprecedented 20th and 21st national championships won by its men's soccer and women's golf teams respectively. Moreover, having a highly capable and astute administration led by its President Dr. Kevin Ross, a caring and capable faculty, and an engaged and career minded student body, the university is on a solid track to greatness.

A unique academic initiative set for fall of 2013 is the distribution of Apple iPad minis for incoming freshmen. All of the

university's core curriculum, The Dialogues of Learning textbooks and related apps will be uploaded on these Apple tablets for use in and out of the classroom. Eventually, the university would like to eliminate all textbooks and have students rely on the software downloads from their Apple Mini's. Faculty have recently received Apple iPad's which will allow coordination of technology in the classroom on the highest level. This cutting edge step will position Lynn as an in-class leader in classroom technology. Speaking of classrooms, of particular note is the university's average class size. Classes are small with a student to faculty ratio of 16 to 1.

International Business Center

Leading the way to academic greatness and excellence is the university's receipt of an anonymous donation of 9 million dollars which was subsequently matched by the university's additional 3 million dollars to build an International Business Center for the College of Business and Management. This 32,000 square foot facility as pictured in the architect's rendering above will be, as the College Dean has so eloquently put it, "a game changer" for the university. Construction has recently begun and plans are to complete the building in the summer/fall of 2014. There will be nine separate majors provided by the college of which hospitality management and event management will be among them to name just a few.



In addition, listed are some of the features this building will provide:

- 32,000 square feet of flexible spaces and common work areas to foster impromptu collaboration
- a design that is targeting the Leadership in Energy and Environmental Design (LEED) Platinum certification—the highest level of certification awarded by the United States Green Building Council (USGBC)
- the advantage of natural sunlight as a lighting source, decreasing the need for artificial lighting and will include rainwater harvesting to reduce the use of ground water
- space for outside organizations (for-profit and not-for-profit) to come into the college for selected, short-term projects

"This brilliant design is forward-leaning and provides the work and classroom spaces that will help foster learning and innovative thinking," College of Business and Management Dean Tom Kruczek said. "It focuses on flexible spaces for different learning styles in a structure that places sustainability at the heart of its design. I can't think of a better place to teach future business leaders the skills they'll need to succeed in a dynamic and ever-changing global business environment."

Two very dynamic and forward thinking majors that will be housed in the new International Business Center are hospitality management and event management. Outlining some of the key takeaways for both of these majors are provided below

Hospitality Management

Managing an oceanfront resort, working as a cruise line executive, owning or managing a hot new restaurant. Whatever the path, Lynn University will give a student the skills and knowledge to make that dream come true.

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dinner, working for a major hotel, or starting their own company, this major will give them the skills and knowledge to make that dream come true. One great advantage is that students will graduate with a business degree rather than just a hospitality degree. This gives students a broader career options.

Conclusion

South Florida has amazing hospitality and event management opportunities. Lynn's dedicated administration, staff and faculty will match student interests with internship opportunities in successful and dynamic businesses. All full time hospitality faculty have graduated from the top five lodging management colleges and universities in the nation. They also have outstanding contacts in and out of the state of Florida and are all too anxious to assist all students with their selected major.

Students will be ready to join graduates who live and work in over 90 different countries.

Moreover, preparing students to succeed in hospitality management involves more than academics and goes far beyond the classroom. The university's South Florida location puts students in a virtual "living laboratory" for hospitality management. Students are surrounded by amazing hotels, restaurants, theme parks and cruise lines. Since the program began over 30 years ago, Lynn has placed its graduates in operational positions ranging from hospitality management trainee to general manager throughout the state, the nation and the world.

Event Management

Whether students dream of staging a music festival, arranging a charitable fundraising



Succeeding in event management involves more than just academics. Students learn about the food industry, the resort industry and how to stage events of any size. For example, students will be involved in "Lynn Learning in Action Projects" where they can work assisting a local PGA golf tournament, a staged campus event or local event planning company.

The old saying, "good things come in small packages" certainly applies to Lynn University. Having the support and confidence in its programs is its greatest strength now and in the future.

James F. Downey is a professor of hospitality and event management at Lynn University in Boca Raton, FL. Dr. Linsley T. DeVeau is the chair of hospitality and event management at Lynn.



James F. Downey



Dr. Linsley T. DeVeau



Sharon Scott, RRP

SharonInk.com CEO Sharon Scott, RRP, provides PR & copywriting services, using her 25-year timeshare industry experience, broad connections and familiarity with resorts to assist clients in strategizing and implementing effective marketing plans. Sharon is also Managing Editor for Resort Trades, the timeshare industry insider's news journal. She can be reached at 1-310-923-1269 (direct), on SKYPE at Sharon.Drechsler or by email: Sharon@sharonink.com.

The plan covers not only the appearance of the resort, such as colors, themes and materials along with renderings projecting what the finished work will look like; but also details the tasks involved and the most economical way to achieve the end product.

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

Design Master Plans Save Money

by Sharon Scott, RRP

Did you know that using a professional design firm to create a Master Plan for your resort's interior and exterior design can actually save money? Here to tell us how is Craig J. Smith, partner and co-founder of C2 Limited Design Associates.

“A long-term Master Plan is a comprehensive guide that focuses on the interiors and in many cases, the exteriors, of a resort and provides a plan to create or refurbish the property including details about what steps are required, as well as a timeline for completion of each activity,” Smith explains. “The plan covers not only the appearance of the resort, such as colors, themes and materials along with renderings projecting what the finished work will look like; but also details the tasks involved and the most economical way to achieve the end product. Often, we present a plan that can achieve a world-class look for a very reasonable cost when the steps involved are completed in a scheduled series.”

A Master Plan is not just for new developments. Every resort should have one; especially mature projects fighting the advance of deterioration and changing tastes in style.

According to Smith, “C2 Limited has a unique offering in that we provide advisory services to analyze, audit, and envision possibilities for re-positioning existing resorts.”

He presents as an example the firm's completion of the award winning resort refurbishment and brand enhancement of The Hershey Hotel in Hershey, Pennsylvania. “We met with the resort's management extensively, prior to creating their Master Plan to understand their design goals and budgetary constraints,” says Smith. “We were able to present them with a property improvement plan that either our firm or their local design team could implement.”

Smith believes that large development companies would have a lot to gain by using a professional design firm's advisory services. “A professional firm gives you a fresh perspective,” he says. “In the case of C2 Limited's unique advisory service, the work is set up and packaged so that a resort's property management team can have their current designers and contractors implement each task with or without our ongoing advisory involvement, if they so desire.”

Resort operators are often afraid to call on a professional firm. They fear they will be adding unnecessary additional expense to a refurbishment



Craig J. Smith

project. The argument to be made, however, is that using a professional means you'll have an experienced expert who has learned the pitfalls to be avoided.

A Master Plan Keeps Everyone Focused

“Every project, large or small, should have a long-term master plan to ensure that the property always remains looking fresh while staying within a budget,” says C2 Limited Design Associates partner Craig J. Smith. “And it keeps everyone focused, preventing a random idea from creating a tangential derailment of the whole effort. Without a plan, resorts inevitably wind up spending more on unexpected items that in the end do not create a unified single vision contextual resort aesthetic and possibly overlooking vital elements which need to be considered.”

It may come as an eye-opener that engaging a professional hospitality design and resort styling firm to create a master plan will actually save money and result in a far superior end product, says Smith.

“We've worked with several world class resorts including The Greenbrier, located in White Sulphur Springs, West Virginia, Sea Island in Georgia and the Turks & Caicos Sporting Club in the British West Indies,” says Smith. “We've worked with much smaller aging properties, too like Coral Beach in Bermuda and The Tryall Club in Jamaica. The one thing they all have in common is a desire to control costs while providing an experience for guests and owners to enjoy – one that expresses the resort's theme and properly reflects its underlying vision. The answer is to create a master plan that shows activities and purchases required not only for the current year, but for the next two-to-three years, five years out and so forth.”

What Does a Master Plan Cover?

“The master plan provides direction for every detail of a comprehensive property improvement plan, from top to bottom,” he adds. “Following the plan will



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provide consistency and preserve the vision of the resort. For example, for the historic 230-room Hotel Hershey, we created a long-term plan for the property that included the registration lobby, a new retail corridor with its eight shops, ten luxury guest cottages, a meetings cottage, a restaurant that included a tavern, game rooms and meeting facilities, plus a new pool and other outdoor amenities. Without a master plan, it would not be possible to maintain the cohesiveness of the unified aesthetic and overall guest experience throughout the property.”

Smith explains that the master plan benefits both large and small resorts. “Of course, The Hotel Hershey is an example of a huge, sprawling property,” he says. “Nevertheless, we apply the same consultative process to every client. We are interested in building a long-term relationship with our clients and becoming a go-to resource, whether it is limited to conceptual design advisory services or a complete turnkey assignment.”

Regardless of the size and budget of a project, Smith explains that C2 Limited’s resort stylists meet with the resort’s operators and managing entities to discuss immediate and long-term goals. Whether a resort’s plan is simple or complex, the resort stylist must anticipate and provide for changes and additions that will occur in the future to make sure the appearance of newly introduced items don’t disrupt the continuity of the theme.

A good design firm is one that is willing to invest the time and have the interest in becoming familiar with every aspect of the resort. C2 Limited’s Smith also remarks on the advantage a long established firm has through its relationships with suppliers. “We’ve been in the

resort design and styling business for 27 years,” says Smith. “Being able to supply resorts with FF&E that meets their strategic goals and stays current is a major competitive edge for us. It enables us to deliver a better, longer-lasting product at the same cost as if a client did their own remodeling in-house.”

Dollars and Sense

C2 Limited Design Associates Cofounder Christina Romann says her firm’s décor and furnishings sourcing arm, Procurement Consortium, LLC along with the creation and implementation of a master plan, keep costs in line. “C2 Limited specializes in strategy-based design,” she says. “We tend to have long-term relationships with our clients and cost plays into it, without a doubt. Often we have been called in simply for our advisory services: to audit a current plan or help provide direction with the big picture resort vision for an established in-house design team. On many occasions after the first round of advisory services, the resort will request we stay on to develop a phased master plan for their team to implement. The phased master plan essentially becomes a style guide or aesthetic guardrails.”

In the resort business, developers, owners or members demand excellence. As the provider of the guest experience, a development company or resort operators seeks to provide that excellence at an affordable price. If hiring a design firm with resort experience, the capability to provide a well-thought-out master plan and with appropriate pricing works to achieve this, why not give it a try? If done well, a Master Plan can help keep your resort’s guest satisfaction rate on an even keel for years to come.

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R. Scott MacGregor

is co-founder of The Asset & Property Management Group, Inc. and CaryMacGregor, a partnership with timeshare industry pioneer Woody Cary focused on delivering solutions to timeshare businesses and resorts – particularly aging, independent properties. MacGregor is based in Las Vegas and can be reached at smacgregor@aapmg.com.

Resorts Don't Plan to Fail; They Fail to Plan

by Scott MacGregor

I have loved Sunday drives in the car with my family since I was a kid. Usually, there's no destination or predetermined route; we just watch as the world passes by the windows. Most of the time, we end up somewhere nice; other times, we get lost or end up somewhere we wished we hadn't. At least once I remember running out of gas. A journey with no distinct end in mind or planned route may be a nice way to spend an afternoon, but it certainly isn't the way to run a complex business like a timeshare resort. Yet that's just what many resorts continue to do, thinking about just the next couple miles and not developing a road map with a real destination or identifying the important signposts to spot along the way.

A timeshare resort is a very complex business with many inter-dependent systems; legal, operational and financial challenges and, most importantly, a large group of stake holders who expect and deserve that their individual and collective interests are considered and cared for. Effective planning and execution in a complex and changing environment is hard for any organization, and even more so for independent timeshare resorts. An independent resort is one that isn't dependent on an active developer that has a large and forward-looking stake in the project and so is actively involved in the project's planning and financial stability. Our industry continues to struggle with categorizing its component resorts and the issues and challenges that affect them. The labels "legacy," "sold-out" and "association-controlled" are often applied – and as often, poorly defined - and have their

limited applications. For this discussion, "independent" applies to all those not tied at the hip to a well-heeled developer, and perhaps more so, but not exclusively, to those not part of a managed group. Independent resorts are obligated to consider the challenges of keeping their resort relevant and attractive to their owners and potential renters and purchasers, finding ways to replace those owners who fall out and that deserve a way out if they need it, and making sure they have adequate and reliable income streams and resources to make it all happen.

As with any journey that isn't simply a Sunday drive in the countryside, there are three critical questions to be answered: Where are we now, where do we want to end up, and what are the means available and required to get us there? Effective planning and execution require a complete and objective evaluation of the resort's current condition, its options and resources and specific, measurable and attainable goals.

The initial evaluation is one of the most challenging tasks for many resorts and, if not done thoroughly and with complete objectivity, can lead the resort forward blindly or down the wrong road altogether. It must look beyond financial measurements and trends; it must consider all elements of resort sustainability including its product offering, physical plant, team and leadership competency and development, its environment and competitiveness, its compliance with its governing documents and local, state, and federal statutes, and above all, the rights, expectations, and desires of its owners. It must be able to examine itself from the

A journey with no distinct end in mind or planned route may be a nice way to spend an afternoon, but it certainly isn't the way to run a complex business like a timeshare resort.

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perspectives of not just the current owners, but through the lenses that future guests and owners will see and use to evaluate it.

To be objective and to accurately mark the starting point from which it will measure its progress require that the resort be able to quantify each of these metrics, and there are ways to do that in each and every category. Financial measurements are the simplest, and so are often relied upon exclusively as the proxy for the resort's overall health. But financials tell only a small part of the story. Owner and guest comments and online evaluation tools like TripAdvisor and TimeshareAdvisor provide ways to accurately measure owner and guest satisfaction as well as its standing among its peers and alternatives. Point values published by the exchange companies, when indexed against a resort's maintenance fee, give a relative measure of cost of ownership across the resort's unit types and seasonal demand bands. Insurance companies offer models for measuring risk. Rental and resale rates provide comparable indicators of value. Team competencies and stability are measurable. Even aesthetic and quantitative elements like curb appeal and cleanliness lend themselves to standards and measurement. A resort that's paying its bills today, but which may not pass its next sprinkler inspection or appeal to the area's vacationer may not have a very bright future.

Once the resort has taken stock of its condition and begun to identify its strengths and weaknesses, it can more clearly consider its objectives and prospects for the future and start developing the tools and resources required to get there. It is here that two

important labels come into the discussion. Resorts that enjoy strong fundamentals and few or no "red flags" around issues of life & safety or compliance and which can reasonably expect these conditions to continue indefinitely are sustainable. Resorts for which the return on investment required to achieve sustainability is negative or unmeasurable are functionally obsolete, and it's time for their leadership to start considering alternatives – and there are alternatives – before it's too late. In either case, the roadmap and inventory of required resources are required, as are clear, transparent and regular two-way communications with the owners about the resort's condition, options, and plans.

The resources required to complete the journey, regardless of the destination, always include time, capital and expertise. A realistic and achievable plan will consider thoughtfully the amount, availability and source of each. Of even greater importance are the benchmarks, milestones, and goals against which the progress of the plan will be measured and those vested with the responsibility for executing it will be held accountable. This brings us back to the importance of that initial resort evaluation. By identifying the wide range of factors that contribute to a resort's sustainability and applying a measurement method to each, the resort's leadership not only established a starting point for each metric, but also established in the process a manageable way to set goals, consider resources needed and measure progress.

A reserve study is one of the most common (but still vastly underused) resources

available to resorts that clearly illustrate this process. Properly done, it inventories the resort's starting point in terms of its capital components, establishes effective remaining useful lives and estimated future replacement costs of each component, and indicates when money must be available for their replacement. Similarly, a resort's leadership may determine that it needs to incorporate a trust into its legal structure to add flexibility and marketability to its product offering and so must estimate the time and costs of the legal assistance and owner communications necessary to accomplish that goal. The results are measured in the amount of inventory owned by the Association and the resale values of its owners' intervals. They may need to invest in the resort's online presence, reputation and reservations technology, with the goal of moving its TripAdvisor scores up to the 20th percentile in the market.

They may also find along the way that some goals aren't achievable based on the resources allocated for that purpose, and the plan has to be revised. Without distinct metrics, each with its own measurement systems and milestones, the overall plan may go off course without anyone understanding how or why, and with no efficient means to navigate a new course.

Plan the trip. If sustainability is your destination – or even if another path is the right one for your resort – invest the time and effort in evaluating the resort's condition and prospects, answer honestly the hard questions about your obligations to its owners and options for the future, and commit to transparent planning, evaluation and reporting. Your present and future owners deserve it.



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"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...."

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

Industry News

Merlin Software for Vacation Ownership set to bring cloud computing to ARDA 2014

Merlin Software for Vacation Ownership, the leading provider of cloud-based software-as-a-service to the resort industry, will once again be participating at the upcoming ARDA World 2014. The event takes place from April 6-10 at the Venetian Resort Hotel & Casino in Las Vegas, Nevada.

On April 9 from 9am Merlin's Mike Ashton will be joining the ARDA IT Smorgasbord panel considering how much of this function should be kept in house and how much to hand off to third party specialists.

In the convention's exhibition hall, the Merlin team will be demonstrating the software directly from the company's booth (#936).

"Anyone with an interest in cloud computing can pop by and we'll show how easy it is to run your entire resort operation in the cloud -- and the cost and operational benefits of this form of technology," explained Mike Ashton.

One of the most important elements of Merlin today is Merlin Member Interactive which is functionality that allows owners to transact online directly from a resort's website -- with Merlin

capturing all the data to a single database for resort staff to access.

With a Merlin Member Interactive page, members can:

- Login to their personal account
- Change their personal details
- View their ownerships
- Check availability
- Make and amend reservations
- Bank/deposit and rent their weeks
- Order additional services
- Update their travel arrangements
- Pay management fees

New for 2014 is Merlin's web services programme with an advanced application-programming interface (API) that allows greater integration with third-party systems.

This enables companies with skilled IT departments to build custom applications and employ Merlin technology to gain greater control of the construction and optimisation of their websites.

"We've built a supercar and we know it works. Now we're giving resorts access to all its parts, so they can build their own according to their specifications," added Mike Ashton.

Merlin Software for Vacation Ownership, is the leading provider of cloud-based enterprise software for the vacation ownership industry.

Developed as state of the art business application software, Merlin is the only complete enterprise timeshare software system to be cloud-based and served over the Internet on demand using the SaaS model (Software as a Service). Users access their Merlin accounts securely via a web browser anywhere with an Internet connection.

Merlin's front to back functionality includes marketing, sales, front office, property management and back office modules and website integration for members and prospects. This form of software as a service (SaaS) helps businesses become more efficient and productive and makes bringing new products and services to market faster and easier.

The technology platform for Merlin consists of a Microsoft SQL Server database back end with the front end built using Active Server Pages (Browser Front End). As Merlin is served over the Internet there is no requirement for any expensive communication links or hardware and can be accessed from wherever there is an Internet connection.

For more information on Merlin Software contact Mike Ashton at Mikea@quickmerlin.com or call +44 (0) 7753 910788.

You can also find further news and information at Quickmerlin.com or by joining us at facebook.com/MerlinSoftware

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A Fight Won with Support, Love and Hope

My name is **Teresa Ponce** and I was born and raised in California. Growing up my family did not have much money or resources. I had fifteen dollars in my pocket, a plane ticket and all of my belongings in two suitcases. I put myself through school, obtained a Master's in Food Science and have worked hard my entire life.

This past June I was diagnosed with Invasive Ductal Carcinoma stage 2C, at the age of 33. After having both breasts removed and my many struggles that ensued, I decided to not have reconstructive surgery. I want my scars to tell my epic story and inspire others to take charge of their health, be courageous and deal with adversity.

My husband Daniel has been in Mexico since August of 2012. We have been battling a very time consuming immigration case in order for him to obtain his visa. Since his absence, I have been both mother and father as well as bringing in only one income. Daniel and I have a beautiful, loving and vibrant five year-old daughter, Danessa Ponce. Danessa started Pre-K this past fall and has been a huge help during this hurdle in our lives! It is extremely hard for me to let my daughter see me like this; bald, no breast, sick and scars all over. Through many conversations, interactions and prayers it seems that Danessa has had some peace in her heart about me being this way. But of my daughter's smile, her laugh and the time we spend together, gives me the willpower to fight. Days being numbered and tomorrow never being promised became a quick reality in the Ponce household.

My mother Mary is a four-time cancer survivor (2x Breast, Cervical and Melanoma) who has not only had to be my caretaker but my daughters as well. My mom is currently on disability herself, recuperating from her double mastectomy and chemotherapy. My mother travels an hour from Morrison to Enid every week then turns around and drives me the two hours to Cancer Treatment Centers of American in Tulsa. She then drives us back to Enid and stays to cook, & clean for us. My mother has been my back bone throughout my journey. My mother deserves the vacation as so often most caregivers do. Due to absolutely no unnecessary spending, I have been able to meet my monthly mortgage and utility bills every month.

Danessa's dream is to some day visit a beach and most importantly play in the sand. She is a lover of water. In my mind there would be no better gift for my little girl and mother than to be with them at the ocean. Just the very thought of walking hand in hand with my daughter collecting shells on the beach every morning fills my heart with courage and reason to fight harder. I want inner peace for my mother; a chance to clear her mind, soul & mind. This trip would be an answered prayer, a miracle and a rare blessing to have our "3 generations" vacation. A rare celebration, a moving tribute, not only to my survival of cancer but to overcoming a fight, a fight that was fought and won by three generations with support, love and hope.



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Industry News

RCI® Online Points Conversion Tool Makes Converting Owners to Points Simple, Efficient and Cost-Effective

RCI, the global leader in vacation exchange and part of the Wyndham Worldwide (NYSE: WYN) family of brands, debuted the RCI® Online Points Conversion Tool, the industry's first web-based points conversion platform of its kind, today at the ARDA World 2014 Convention & Expo. This powerful marketing tool gives affiliates a simple and efficient way to demonstrate to owners the benefits of upgrading to RCI Points® membership.

The RCI Online Points Conversion Tool is a welcome alternative to the timely and costly in-person sales and phone call strategies typically employed for Points conversion. Through the RCI Online Points Conversion Tool, affiliates can quickly and easily execute campaigns that present owners with easy-to-understand information on the benefits of converting to a Points-based program. The platform also allows owners to digest the content at their leisure in the comfort of their own home, likely making them more open-minded to an upgrade purchase than they might be on a sales call or an on-site demonstration during their vacation.

"Converting to RCI Points® membership is truly a win-win situation. It gives owners more freedom and flexibility to plan their vacations and provides additional revenue opportunity for affiliates," said Gordon Gurnik, president of RCI. "Historically, converting owners from RCI Weeks® to Points has been an expensive and time-consuming process. The new RCI Online Points Conversion Tool is the latest example of our commitment

to providing our affiliates with some of the best sales tools in the industry."

The RCI Online Points Conversion Tool empowers affiliates who wish to convert their owners to RCI Points to be able to clearly demonstrate all the benefits of the RCI Points program. Owners are presented with real-life vacation scenarios customized to the approximate Points allocation they would receive. Through the platform, owners can also learn about various options to help them grasp just how flexible Points-based ownership really is, such as using Points for multiple short stays, borrowing Points from a future year, rolling Points over or using Points for travel extras like car rentals.

Affiliates also have the flexibility to deliver targeted marketing to individual owners through the tool by identifying owner segments including inactive owners, tenured owners, or those visiting during a certain time period, and then customize the content and messaging to appeal to that specific audience.

To use the platform, affiliates send personalized email invitations to targeted owners. Once the owner clicks the custom URL contained in the email, they are connected to the platform

and presented with a co-branded website specially tailored to their membership. Using images, personalized content, videos, interactive quizzes and animation, the self-guided experience engages and excites owners while building brand recognition for the resort.

"The RCI Online Points Conversion Tool is a highly valuable tool when it comes to presenting the benefits of the RCI Points program in a transparent manner that

is customized to the owner's vacation profile," said Carl Hardin, COO of Somerpointe Resorts. "We spent the better part of the last two years getting the word out about the RCI Points program, and there has been an overwhelming acceptance of the product. With the new platform, it's now easier and more cost-effective than ever to inform all our owners of the benefits of RCI Points."

For ease of management, RCI has also invested in a custom-built content management system. The content management component of the RCI Online Points Conversion Tool gives affiliates the ability to adjust live content in real time and instantly preview what any specific audience segment will see when visiting the site.

RCI is the worldwide leader in vacation exchange with nearly 4,500 affiliated resorts in more than 100 countries. RCI pioneered the concept of vacation exchange in 1974, offering members increased flexibility and versatility with their vacation ownership experience. Today, through the RCI Weeks® program, the week-for-week exchange system, and the RCI Points® program, the industry's first global points-based exchange system, RCI provides flexible vacation options to its approximately 3.7 million RCI subscribing members each year. RCI's luxury exchange program, The Registry Collection®, is the world's largest program of its kind with approximately 200 affiliated properties either accessible for exchange or under development on six continents. RCI is part of Wyndham Exchange & Rentals and the Wyndham Worldwide family of brands (NYSE: WYN). For additional information visit our media center, rciaffiliates.com or The RCI Blog. RCI also can be found on Facebook, YouTube and Twitter.



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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.

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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.



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.

CLIENT GENERATION



MARKETING DECISIONS INC

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



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

Resort Trades Testimonial

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

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

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

The Royal Suites by Palladium Resorts Join Interval International

Interval International, a prominent worldwide provider of vacation services and an operating business of Interval Leisure Group (Nasdaq: IILG), announced the affiliation of The Royal Suites Yucatan by Palladium and The Royal Suites Punta de Mita by Palladium in Mexico and The Royal Suites Turquesa by Palladium in the Dominican Republic. Part of Palladium Hotel Group's top luxury tier, these properties feature an upscale, all-inclusive program designed to appeal to sophisticated adult travelers.

"Palladium Hotel Group has years of experience in shared ownership and we are proud that they have chosen to affiliate their high-quality properties with Interval," said Marcos Agostini, Interval's senior vice president of resort sales and business development for Latin America. "We believe these resorts will be especially appealing to our members since they offer such a wide variety of amenities and services and are located in prime vacation destinations."



"The Royal Suites' distinctive blend of adult-only accommodations and personalized service will resonate with discriminating members interested in the opportunity to get away and enjoy the privacy of an exclusive boutique-style resort in a tranquil setting," said Sergio Zertuche, general manager of the Palladium Hotel Group. "With our all-inclusive program, their every need will be met from the moment they arrive."

Located 20 minutes from Playa del Carmen in the renowned Riviera Maya, The Royal Suites Yucatan has 130 units that feature a living room, fully equipped kitchen with granite countertops and modern appliances, state-of-the-art electronics, complimentary Wi-Fi access, and a private terrace with a hot tub.

The Royal Suites Punta de Mita is on Banderas Bay in the Riviera Nayarit about an hour northwest of Puerto Vallarta. The property includes 100 units decorated in tropical colors overlooking acres of lush tropical vegetation and a private 1000-foot golden-sand beach.

The Royal Suites Turquesa is situated on the Dominican Republic's famous Punta Cana Bávaro Beach, which was ranked among the top 25 beaches in the Caribbean by TripAdvisor's "2014 Travelers' Choice Awards." The property has 372 spacious units with elegant furnishings, flat-screen satellite TVs, iPod docks, and views of turquoise waters and landscaped gardens.

Owners and guests at each property can take advantage of adult-only restaurants, bars, and swimming pools. Other onsite services and activities include exercise room, butler service, 24-hour room service, and live entertainment. They also have full access to countless family friendly amenities and activities available within each Palladium resort complex: a la carte gourmet restaurants and bars, full-service spa, beauty salon, gift shop, aerobics classes, miniature golf, tennis, bike trails, beach volleyball, and numerous water sports.

New purchasers at these properties will be enrolled as individual members of Interval International, entitling them to a host of year-round benefits, including the opportunity to exchange their weeks for stays at other resorts in Interval's global network.

For more information, go to www.palladiumhotelgroup.com.

Liberty Bank renews financing for Bluegreen Vacations

Wellington Financial says Liberty Bank renewed its \$50 million timeshare receivables loan to Bluegreen Vacations.

Wellington Financial, the exclusive Resort Finance lending correspondent for Liberty Bank, announced the bank has recently renewed a financing agreement with a major vacation ownership sales, marketing and resort management company, Bluegreen Corporation ("Bluegreen Vacations" or "Bluegreen"). The \$50 million hypothecation loan will be used to finance vacation ownership interest ("VOI") notes receivable.

"We have enjoyed working with the team at Bluegreen since 2008," says Liberty Bank VP Denise Brewer. "They are extremely capable and resourceful; always willing to go that extra mile. This has been a mutually satisfying relationship and one that we look forward to continuing."

"On behalf of the team here at Bluegreen, we are pleased to continue working with Liberty Bank and their servicing entity, Wellington Financial," says Senior Vice President, Chief Financial Officer and Treasurer, Tony Puleo of Bluegreen Corporation. "It is our pleasure to be able to renew our loan and support our VOI operations with this facility."

MEMBERS DIRECTORY

COMPUTERS AND SOFTWARE



Advanced World Concepts Inc.

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

TRACKResults

TrackResults Software

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

CONSULTING



WOW Services Group

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

DIRECT MAIL AND MARKETING



Beach Marketing Concepts

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



Market Approach Consulting

P.O. Box 788, Lorena, TX 76655 USA
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!



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.

DIRECT MAIL AND MARKETING



Savage Direct Marketing

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

DISINFECTANTS/INSECTICIDES



STERI-FAB

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

ESCROW COMPANIES



Stewart Vacation Ownership

3275 West Hillsboro Blvd.
Suite 206
Deerfield Beach, FL 33442 USA
Ph 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

EXCHANGE COMPANIES



Dial An Exchange LLC

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

HOSPITALITY INTERIOR DESIGN



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
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.



Hospitality Resources & Design Inc

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

HOUSEKEEPING SERVICES



Housekeeping Services

Jani-King International Inc.

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

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

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

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

**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.

LEAD GENERATION

**Perfekt Marketing**

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

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 Resort Trades.

*Steve Drummond
President of Destiny Resorts, Inc.*

Industry News

SPI Software Selected by staySky Vacation Club, Orlando

staySky Vacation Club, an important new entrant into the vacation ownership business, has signed an agreement with SPI Software to provide enterprise-wide software and services.

staySky Vacation Club will operate a family-friendly vacation club in the Orlando, Florida area – one of the U.S.'s most popular vacation destinations – and will provide a unique product offering of high quality Vacation Club Programs based on an excellent location, top-tier customer service, and exclusive club member benefits for today's modern buyer. staySky Vacation Club's unique product line is tailored to appeal to a wide range of consumers; catering to the expectations of vacation owners while creating a new excitement for those that have not considered the benefits of Vacation Club ownership before.

"Our mandate for selecting our software platform was simple: We wanted the best system and the best value," comments John Gordon, CEO of staySky Hotels and Resorts and Chairman of staySky Vacation Club. "SPI is in a class above others systems we looked at. Using their system provides us with a clear competitive advantage in the marketplace. We look forward to implementing the system to assist with the aggressive roll-out of staySky's flagship Vacation Club product at the Lake Buena Vista Resort Village & Spa location."

"staySky Hotels and Resorts is a portfolio of unique hotels and resorts in Orlando and Daytona Beach, Florida with well-appointed, spacious accommodations and the generous amenities," says SPI VP of Sales Matt Brosious. "staySky Hotels and Resorts offer



John Gordon



Matt Brosious

everything from Executive Guestrooms to one-, two-, three-, and four bedroom condo style suites with fully equipped kitchens and the premium in-room amenities. Having managed approximately 1800 hotel and resort units in the Orlando and Daytona Beach areas for many years, when staySky founder and CEO John Gordon decided to enter the vacation ownership field, SPI was the clear answer for enterprise software."

Grand Pacific Resort Management Continues Growth Surge

Meadow Lake Resort Brings Resort Portfolio to Twenty

Grand Pacific Resort Management (GPRM) of Carlsbad, has added Meadow Lake Resort to its portfolio of quality timeshare resorts, bringing the number of resorts managed to 20. Meadow Lake is GPRM's first addition of 2014, adding to the four resorts GPRM welcomed into its family of managed resorts in 2013.

Meadow Lake, the premier Montana Golf and Ski Resort is located just minutes from Big Mountain at Whitefish, Glacier National Park and Flathead Lake. This 330-acre RCI Gold Crown resort features 114 timeshare condominiums, 24 hotel rooms, an on-site restaurant/bar, a full service spa, recreation center with pools, hot tub and fitness rooms; all adjacent to the championship Meadow Lake Golf Course. Served by Glacier International Airport and in close proximity to Amtrak's Whitefish depot, Meadow Lake Resort is located in Columbia Falls, Montana—an area filled with dining, shopping and recreational activities such as golf, fishing, sailing, biking, hiking, skiing and much more.

David Brown, Co-President of this growing timeshare management company says Meadow Lake is an excellent opportunity to "demonstrate our expertise as a mountain property management company and expand our footprint in the West. This addition to the GPR family of managed resorts also provides our Owners with yet another choice for a mountain getaway. Meadow Lake is the perfect

atmosphere for the family vacations that our Owners have come to expect from properties managed by Grand Pacific. Our owners may now choose from five exceptional mountain properties in Canada, Northern California, as well as Montana...plus our great beach resorts in California and Hawaii."

"We are proud of our team's ongoing commitment to our Service Culture and to enriching the lives of our Owners, Exchangers and Guests. Our reputation is spreading rapidly as a highly regarded and fully integrated provider of resort management excellence" added Nigel Lobo, COO of Grand Pacific Resorts.

"We have grown by over 25% in the past year," said Sherri Weeks, VP of Business Development at GPRM. "We are so pleased to be able to provide more than 70,000 families with our award winning service culture. More and more HOAs are seeing the value our owner engagement, fiscal responsibility, and a genuine attitude of hospitality and service can bring to a resort. Our reputation is driving our success and owner referrals continue to be our greatest 'new business development component.'"

"What we offer are memorable vacations and when owners, guests and exchangers see that our unique service culture brings genuine vibrancy to timeshare vacations, they seek us out to discuss how we can assist them manage their home resorts professionally while maintaining their uniqueness" added Lobo.

Included in the Meadow Lake full-service management contract are resort operations, design and purchasing, renovations, and Owner Services including inventory and reservations support. GPRM will also handle all maintenance fee billing and collections through Advanced Financial Company (AFC), a Grand Pacific affiliate. Meadow Lake owners will benefit from Grand Pacific's full suite of rental offerings through ResorTime, as well as internal exchange services through Grand Pacific Exchange (GPX).

For more information about Meadow Lake Resort, www.meadowlake.com or www.resorttime.com/meadowlake.

MEMBERS DIRECTORY

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.

LIST SERVICES



EP Marketing
 1581 ParkGlen Circle,
 Apopka, FL 32712 USA
 Phone 1: 407-340-1185
 Email: 411dataguy@gmail.com
 Contact: Edmund Poirier
 Specialty: A Full Service List company that provides live customer service 24/7
 We provide Appending Services for 2 cents a record
 We offer Email Marketing.
 We offer DNC scrubbing
 We provide the following lists for as little as a penny a lead & we won't nickel dime you.
 Telemarketing
 Targeted Qualified Data
 Birthday
 RCI Time Share Owners
 Frequent Travelers
 Mini Vac Buyers
 Tour No Buys
 Cruise Enthusiasts
 Sweepstake Entries
 New Home Owners & Movers
 Lifestyle
 Golfers
 Boaters
 Complete databases for sale
 All leads guaranteed, we will not be undersold.

LIST SERVICES



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.



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.

Resort Trades Testimonial

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

Pam Cordell, CAM, RRP
 Manager, Member Services of
 American Resort Development Association

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.
 · 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



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

"The GREEN Solution to Dog Pollution."

DOGIPOT.



"The Clean Solution to Dog Pollution".
1.866.DOGIPOT • www.DOGIPOT.com

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!

Resort Trades Testimonial

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

Warren Smith, Vice President,
Cranberry Waterfront Suites

PREMIUMS AND WHOLESALERS



American Sales Industry

3560 Investment Lane,
Ste. #101

Riviera Beach, FL 33404

Ph 1: 800-771-4767

Ph 2: 561-844-4767

FAX: 561-844-5415

Email: Pat@asiincentives.com

Website: www.asiincentives.com

Contact: Pat, Steven, or Joe Talerico

Specialty: American Sales Industries specializes in wholesale premiums and incentives. Stop dealing with middle men and get your goods straight from the source. We specialize in incentives ranging from low cost gifts to high-end electronic devices. Dealing in Tablets, Netbooks, Electronics Accessories, Certificates, MP3/MP4 players, Mailpiece Accessories, hard goods and more. We've been proudly serving the time-share and other industries for over 32 years. "Increasing Your Bottom Line Since 1979"

Resort Trades Testimonial

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

Josh Jaffe of Jaffe Lead System

PREMIUMS AND WHOLESALERS



Creative Marketing Incentive Group

2831 Camino Del Rio S.,
Suite 203

San Diego, CA 92108 USA

Phone 1: 800-619-6101 ext 316

Phone 2: 800-619-6101 ext 2

Email:

Info@creativemarketingincentives.biz

Website:

www.CreativeMarketingIncentives.biz

Motto: Our reputation speaks loudly!

Specialty: Offering various types of marketing incentives such as Travel and Vacation Certificates, Cruise and Resort Getaways, Touch Mp4 Players & Digital Camcorders, \$25 - \$300 Dining Certificates, \$50 - \$100 Gas and Grocery Rebates. We manufacture and fulfill all of our own offers in-house. Our reputation speaks loudly. We protect the integrity of your promotions by not re-marketing to your customers, EVER! Why buy certificates in bulk when you can just print and email Unlimited Incentives without having to pay per certificate?



thetrades.com

Industry News

SPI Software Selected by GetAways Resort Management



SPI, the leading provider of vacation ownership software, announced their software has been selected by GetAways Resort Management, a subsidiary of BQ Resorts headquartered in Las Vegas, Nevada.

After five years with SPI, we have come to rely on SPI's technology to manage our network of resort partners," says GetAways' President Tom Johnson. "GetAways Resort Management chose SPI's system based on our many years of positive experience working with them. Their technology is the best in class in every respect and their staff is always eager to please."

"SPI is very pleased to broaden our relationship with Tom and his team to include GetAways Resort Management," says SPI VP of Sales Matt Brosious. "At the present, our software will be handling the points-based vacation ownership product. But the beauty of SPI's software is that it is capable of operating efficiently as new resort entities are added to the mix."

SPI can be reached at 305-858-9505, sales@spiinc.com. Visit our blog at www.spiinc.com/blog and join us on Facebook at www.facebook.com/TimeshareSoftwareSPI.

Breakthrough Timeshare Resale Analysis Released by BuyaTimeshare.com

BuyaTimeshare.com (<http://buyatimeshare.com>) has released the results of an evaluation of owner resale information based

on the consumer advertisements placed on the resale leader's website.

Conducted by the College of Hospitality, Retail, and Sport Management at the University of South Carolina, the independent study measured information from over 18,000 advertisements placed by owners looking to sell their timeshares through BuyaTimeshare.com.

Among the findings:

- The median advertised sale price was \$11,000
- The mode (most frequent) sale price was \$10,000
- The average maintenance fee associated with an interval was \$673
- 2-bedroom units were the most popular units placed for sale, followed by 2-bedroom lockouts and 3-bedroom units
- The median amount of points placed for sale in an ad was 14,000

"This is a significant sample size of actual timeshare owners participating in the secondary market," said Wesley Kogelman, President and CEO, BuyaTimeshare.com. "This isn't a theoretical discussion about possible trends, but actually where the rubber meets the road."

"What strikes me is how closely aligned the advertised prices are compared to earlier resale research conducted by ARDA. For example, the ARDA resale study last year said that buyer intenders, either new buyers or current owners looking for more product, had an expectation of price between \$10,000 and \$12,000.

"The overall average maintenance fee charged per interval is \$822 according to the 2013 ARDA State of the Industry report, so it is interesting that the maintenance fees included in our resale ads are so much lower," added Kogelman. "Perhaps this shows that maintenance fees are not the primary resale motivator that many suggest."

Resorts from 47 states were identified in the analysis, showing the national scope of the BuyaTimeshare.com site and how comprehensive the site is compared to many resale sites and companies which only serve specific resort brands or geographical areas of the United States.

The most popular states represented were:

- Florida - with 30% of the ads representing Florida-based resorts
- California - 13%
- Nevada - 9%
- Hawaii - 7%
- South Carolina - 6%

"The top five states in our data mirror the states with the largest percentage of timeshare units as identified by ARDA in the State of the Industry report, so we are pleased to see that our information is in line with those findings," added Kogelman.

To find out more about BuyaTimeshare.com, please visit <http://buyatimeshare.com>.

MEMBERS DIRECTORY

PREMIUMS AND WHOLESALERS



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

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.gbgandassociates.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.

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

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 Servicing Corporation

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

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

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@prsystem.com
Website: www.prsystem.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

5900 Pasteur Ct
Ste 200,
Carlsbad, AZ 92008
Phone 1: 760-827-4181
FAX: (760)431-4580
Email: success@gpresorts.com
Website: www.gprmt.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 or (760) 827-4190.
Web: www.gprmt.com

Visit www.ResortTrades.com
www.ResortTrades.mobi
Want to be included?
Call 931-484-8819 or email
adrep@thetrades.com

RESORT MANAGEMENT



Liberté Resort Management Group
10681 Gulf Blvd.,
Ste. 207
Treasure Island, FL 33706 USA
Phone 1: 800-542-3648
Phone 2: 727-360-2006
Email: liberteceo@tampabay.rr.com
Website: 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
and click
TESTIMONIALS

RESORT MANAGEMENT



Patton Hospitality Management
Expect more.

Patton Hospitality Management
1 Vance Gap Rd
Asheville, NC 28805
Phone 1: 855-572-8866
Email:
partnersolutions@pattonhospitality.com
Website: www.PattonHospitality.com
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 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.

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.



thetrades.com

Industry News

Les Roches International School Launches Master of Science in Hospitality Leadership

Les Roches International School of Hotel Management is launching a Master of Science in Hospitality Leadership. Classes will start in January 2015. The degree's curriculum is built on three pillars: leading oneself, leading others, and leading businesses and organizations. The announcement was made during Les Roches Leadership Series "How you can inspire leadership" on Bluche Campus by Jonathan Perks, an author, speaker and international business coach, on March 3.



The Master of Science in Hospitality Leadership is a two-semester program that allows students to pursue courses at Les Roches campuses in Bluche, Switzerland. Courses will focus on training students how to effectively lead virtual and international teams, strategic management, conflict and negotiation and innovation and creativity. The curriculum will provide students with a global view on hospitality leadership to help them understand what it means to be a strategic and successful leader in the industry and help them complete complex scenario analyses that lead to creative solutions.

"Today, global hospitality businesses aspire to hire graduates who- not only have knowledge of the industry- but also have unique strategic leadership skills," said Sonia Tatar, CEO of Les Roches. "The objective of this master's degree is to develop tomorrow's leaders and equip them with strategic thinking competencies, help them drive compelling visions and acquire

competitive leadership traits. This program will give students a unique academic experience, positioning them at the forefront of the hospitality industry. We will encourage them to develop new learning approaches and adapt to a global business environment in the hospitality sector."

This new Master of Science in Hospitality Leadership is aligned with Les Roches' commitment to prepare students for a range of multicultural and diverse careers in hospitality management.

According to the World Travel and Tourism Council (WTTTC), international tourism expenditure exceeded WTTTC expectations, with an estimated growth of 4.0% in 2013. By 2023, travel and tourism are expected to increase the GDP contribution from US\$6.9 trillion in 2013 to US\$10.4 trillion in 2023. In the same time frame, the industry will grow to contribute nearly 72 million additional jobs, supporting a total of 338 million jobs around the world. As new high-end hotels are built, they will need to recruit leaders whose talents are unmatched.

"In all international companies, leadership skills are critical for success," said Perks, who is the author of Inspiring Leadership and a frequent motivational speaker. "Leadership is about translating vision into reality and it is something you can learn over time. This new master's program should definitely help students strengthen this skill."

For more information about the new Master of Science in Hospitality Leadership, please visit www.lesroches.edu.

Crelogix to Provide Financing for BuyaTimeshare.com Canadian Customers

Crelogix Acceptance Corporation, a leading Canadian consumer financing provider, is pleased to announce it has partnered with

BuyaTimeshare.com, a US-based online platform specializing in re-selling timeshares across the world. As part of the partnership, Crelogix will provide direct consumer financing for Canadian buyers interested in accessing the timeshare re-sale market offered online by BuyaTimeshare.com.

This affiliate partnership will enable BuyaTimeshare.com's Canadian customers to finance their timeshare purchases through Crelogix's online application form or by contacting Crelogix directly. Customers can get help with their applications by contacting the Support Department, by phone and email seven days a week.

"We are excited to be a reliable financing provider for vacation ownership customers, and we are sure they will benefit from our expert knowledge of the timeshare industry," said Nicholas Carter, Vice President of Quality Assurance for Crelogix. "We share BuyaTimeshare.com's enthusiasm for helping facilitate a growing market for Canadians interested in owning a timeshare. Our loans are convenient and competitive, making them a perfect match for BuyaTimeshare.com's straightforward re-sale market."

"The timeshare re-sale market continues to grow as a significant generator of sales for the overall timeshare industry, providing nearly one out of every three new buyers to the U.S. market alone," said Wesley Kogelman, President and CEO, BuyaTimeshare.com. "With Canadians accounting for nearly \$2 million USD in timeshares purchased on our website, our relationship with Crelogix will give us the opportunity to offer financing to those Canadians and let them enjoy the significant savings available on the re-sale market."

For more information go to www.crelogix.com.

MEMBERS DIRECTORY

SHARED OWNERSHIP SERVICES



WORLDWIDE VACATION EXCHANGE

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.

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.

Resort Trades Testimonial

"When I really want to know what is happening in the industry, I check Resort Trades. Both the on-line and tabloid formats allow them the space to include more news than a magazine can afford to carry. Plus, being a marketing and public relations professional, I understand and appreciate that the Trades' news items are more timely because their turn-time between cut-off deadlines and print are shorter. And, certainly, you can't beat their Web news site for timeliness. In addition, I learn a great deal about who is doing what in the industry by reviewing the ads. I find that the Trades' advertising cost is affordable. Plus, the classifieds - "Trades Members" - is an encyclopedia of who's who in the industry.

Sharon Drechsler
President Drechsler Communications
Scottsdale, AZ 480-626-0121

TELEMARKETING



MARKETING DECISIONS INC

Marketing Decisions Inc.

774 Mays Boulevard
Suite 9
Incline Village, NV 89451 USA
Phone 1: 775-831-9732
FAX: 775-831-5208
Email: dwagner@marketingdecisionsinc.com
Website: www.marketingdecisionsinc.com
Contact: David M. Wagner / Heather A Wagner
Specialty: Outbound and Inbound Telemarketing Day Drives and Direct Mail Tours.

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

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

. MDI custom tailors high quality Client Generation Campaigns using qualified incentives to produce the most effective VPG. . MDI has a host of Custom designed, cost effective, successful premiums and vacation certificates.

. Interactive Website for Manifest, Results, Projections, Disputes and Accounting of Weekly Tours. www.ReportsPro.net. . MDI has a custom Confirmation Letter Website.

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

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



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



vacation ownership

Stewart Vacation Ownership

3275 West Hillsboro Blvd.
Suite 206
Deerfield Beach, FL 33442 USA
Phone 1: 954-418-4550
FAX: 954-418-4551
Email: chermann@stewart.com
Website: www.stewart.com
Specialty: Because your title experience should be as pleasant as your location. At Stewart we strive to make the title and escrow process as relaxing as your development. Whether you're planning a new resort community or looking for smoother securitization and title insurance procedures, we will work with you to meet your exact needs.

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

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.

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

Visit www.ResortTrades.com
www.ResortTrades.mobi
Want to be included?
Call 931-484-8819 or email
adrep@thetrades.com

TOUR GENERATION



MARKETING DECISIONS INC

Marketing Decisions Inc.

774 Mays Boulevard, Suite 9
Incline Village, NV 89451 USA
Phone 1: 775-831-9732
FAX: 775-831-5208
Email: dwagner@marketingdecisionsinc.com
Website: www.marketingdecisionsinc.com
Contact: David M. Wagner / Heather A Wagner
Specialty: Outbound and Inbound Telemarketing Day Drives and Direct Mail Tours.

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

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

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. 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.



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...

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
• Repts and distributors are welcome.

**Working with competitors**

By Tommy Middaugh, Travel To Go

What is a competitor?

A competitor is a business that sells similar products or services to similar audiences as your company does. However, it is extremely rare for two businesses to sell exactly the same products and services to the exact same market. Competitors can overlap in various ways but they tend to run their customer service, sales & marketing, and business development operations differently as they work towards their individualized goals. Most companies work hard at differentiating themselves from the competition, which is why collaboration among competitors can be successful.

Why should you work with your competitors?

As long as competitors don't fully overlap on products, services, or markets, there are opportunities for companies to create collaborative partnerships. These strategic alliances can help

businesses gain access to new customers, distribution channels and niche markets that may be difficult for each business to penetrate on its own without having to increase marketing expenses. Together, companies can also access and share additional services, resources and technologies that might otherwise be too expensive to afford individually.

How do you make the best out of working with competitors?

For the relationship to be successful, it must be balanced and mutually beneficial, with each business offering something valuable to the other. For example, Travel To Go recently entered a strategic partnership with DAE (Dial An Exchange), one of the world's largest independent global timeshare exchange providers. This alliance allows Travel To Go members to use the DAE platform to deposit their timeshare interests, as well as search, book and confirm discounted exchanges instantly. In exchange, DAE gains access to a new niche of timeshare owners, with Travel To Go now acting as its distributor. It's a win-win for all parties involved, including each company's customers.

Why is it important to learn from the competition and how does it benefit the industry overall?

First, by understanding the products or services your competitors offer and the audience they serve, you may create new products and acquire

new markets your competitors do not cater to yet. Second, analyzing your competition's successes and failures can help you implement some changes so you remain competitive. For example, at Travel To Go we are learning to become even more consumer centric and we continue to incorporate easier booking online. Third, joining forces as a group can have many positive effects. Working together on challenging industry issues can help find solutions that benefit the industry as a whole. For instance, Travel To Go is part of ARDA's Travel Club task force, where we work alongside our competitors to make our business more credible and reliable. Finally, the more competition we have, the more we can all work as an industry and find ways to increase demand for our business, which in turn helps to grow the entire industry. As we all improve our products and services, our existing customers will convince their friends and contacts they too should be using our services or buying our products. And that is a very healthy way to grow an industry.



MEMBERS DIRECTORY

TRAVEL CLUBS AND EXIT PROGRAMS



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.

Resort Trades Testimonial

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

Leonard F.

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?



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.

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

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.

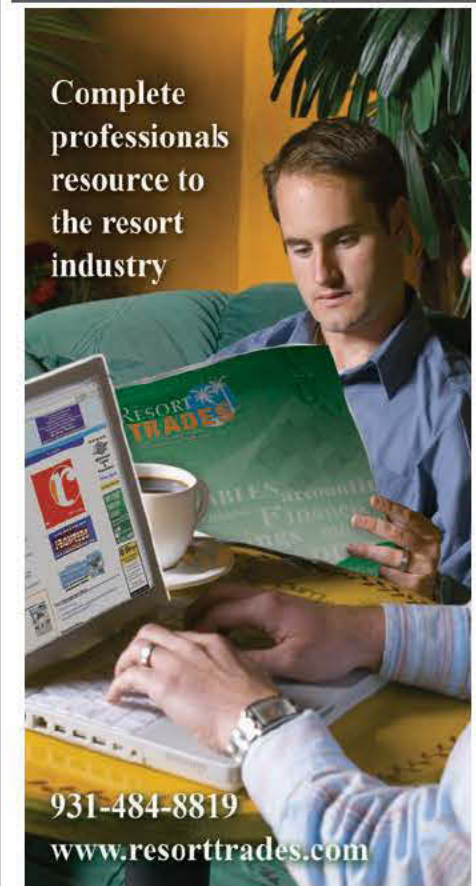


VACATION CERTS



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?



Complete professionals resource to the resort industry

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They will help you find
companies at a glance.**

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Want to be included?
Call at 931-484-8819
or email
adrep@thetrades.com**

COOPERATIVE ASSOCIATION OF RESORT EXCHANGERS, INC.



Joining Forces to Deliver Outstanding Vacation Services

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

Make A Difference!



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

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

Industry News

RCI Wins Nine 2014 ARDA Awards Including ACE Customer Service: Industry Partner

RCI, the global leader in vacation exchange and part of the Wyndham Worldwide family of brands (NYSE:WYN), won nine awards at the 2014 ARDA Awards Gala Dinner in Las Vegas last night. Among the three coveted ACE awards the company took home was the prized ACE Customer Service: Industry Partner award, which was presented to RCI for its commitment to delivering the best service to its customers around the world.

"We are ecstatic to once again take home the ACE Customer Service Award," said Gordon Gurnik, president of RCI. "Customer satisfaction is our number one priority at RCI, and we are committed to listening to, engaging and servicing our customers in whatever way is most convenient and accessible for them. Whether helping a customer online or on the phone, RCI® vacation guides consistently provide prompt, friendly service and assistance to make it easy to book amazing vacations all over the world."

The continued evolution of RCI's customer service department ensures consistent satisfaction through the use of modern tools such as the Click to Chat online service, which gives customers immediate access to a representative when online, and 22 on-site RCI associates in the U.S. RCI also has a team of traveling associates throughout Europe that provides member servicing and problem resolution in a face-to-face setting.

RCI's Tara Bergeron won the ACE Spirit of Hospitality Award. Bergeron has significant industry experience and now applies this expertise to RCI's Online Tour Generation program. Working to

support affiliates' growth, Bergeron identifies and connects them with leads for new potential vacation owners. She is known for her energy, professionalism, competence and poise.

RCI associate Amy Self was part of a group that took home the ACE Volunteer of the Year Award for her involvement in the ARDA LEAPS Leadership Development Task Force. ARDA LEAPS is a one-year program for individuals at various management levels designed to develop and educate future leaders committed to serving ARDA and the shared vacation ownership industry.

RCI was also recognized with the following awards:

Newsletter Electronic Format: RCI Newsletter for Affiliates' Staff, RCI

Magazine Advertisement: RCI's What's Next Campaign, RCI

Direct Mail: Points Beginning Use Year (BUY) Campaign, RCI

Sales Center Materials: RCI Presenter, RCI

Mobile Website or App: RCI Affiliates app for the iPad®, RCI

Video Production, Other: RCI ARDA '13 Booth Teaser, Lenz-works Productions

"On behalf of everyone at RCI, we're thrilled to have won nine ARDA Awards today," continued Gurnik. "This impressive collection of awards stands as a testament to the great work being done throughout the company from graphic design, advertising and marketing campaigns to video production and mobile app development. We will continue working on behalf of our subscribing members and affiliates, and we're excited to help make timeshare the preferred choice of travelers everywhere."

For additional information visit our media center, rciassociates.com or The RCI Blog. RCI also can be found on Facebook, YouTube and Twitter.

Liberty Bank renews financing for Silverleaf Resorts

Wellington Financial, the exclusive Resort Finance lending correspondent for Liberty Bank, announced the bank has recently closed a financing agreement with a major timeshare resort development company, Silverleaf Resorts, Inc. The bank agreed to provide a new \$25 million revolving inventory loan facility and to renew their \$50 million revolving hypothecation loan facility.

"Liberty Bank and Wellington Financial's staff has been very easy to work with," says Mike Smith, Senior Vice President of Capital Markets at Silverleaf Resorts. "Going through the procedure simultaneously for two transactions provided a few complexities, but thanks to their professionalism these were easily ironed out."

"We have found the relationship with Silverleaf Resorts to be very satisfactory over the years," says Liberty Bank Vice President David Brede. "Liberty's relationship with Silverleaf dates back to 2007. Silverleaf's management team has been very consistent in providing a sound product that can appeal to a diversified customer base. We are pleased to continue the lending relationship and expand it to accommodate their growth."

Wellington Financial President Ron Goldberg notes that Silverleaf Resorts has been in the business since 1989. "The resorts' offerings provide their timeshare owners with value, variety, convenience and flexibility – a winning quartet," he says.

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 to see what we're all about. All inquires are strictly confidential. Please send your resume to mike.herrman@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. For more information about our company, visit 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



Integrated Marketing Solutions, Inc.

IMS, an industry leader in the tour generation industry has an immediate opening for the following position:

Call Center General Manager: We are seeking an experienced individual to run our inbound/outbound phone center operations. Must have prior experience managing an inbound or outbound call center. Organizational and motivational skill set is imperative. This position includes a generous base salary and an unlimited commission structure. Interested candidates send resume and cover letter to jmcgrail@nepasonic.com. Attn: Jody McGrail.



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.

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

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

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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.



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

Industry News

Lubner Group Adds Hanson As Hospitality Designer

Lubner Group (www.LubnerGroup.com), internationally respected for its hospitality and commercial design work, has recently named Lauren Hanson as Hospitality Designer to its award-winning company.

According to Nancy Woodhouse, IDS, Lubner Group's Vice President of Design & Product Development, "Lauren has over a dozen years experience as an Interior Designer. Her project management skills and hospitality background are a perfect match to our growing needs. Lauren will be assisting in all facets of the design process, from the inspiration to the installation. She'll work closely with our offices in both Naples and Orlando."

Most recently, Lubner Group's new design professional served as Project Manager and Interior Designer for the past ten years with Aumen Asner of Baltimore, Maryland.

Lauren Hanson comes to her new position with advanced AutoCAD and 3D rendering computer skills. She is a NCIDQ and Leed Certified Project Manager with expertise in residential, commercial, and hospitality projects. She is also proficient in construction drawing preparation, space planning, lighting, custom-millwork detailing and finish and furniture specifications.

Hanson received a B.S. in Visual Communications from Towson University in Maryland and studied Interior Design at the Maryland Institute College of Art and Fine Arts and architecture in Florence, Italy.

Lubner Group provides design and purchasing services for shared ownership, commercial and residential projects with capabilities for crafting custom-designed furniture and total turnkey furnishing packages. Contact Dan Lubner at 239-292-3717.

ResortCom Int'l Expanding Services Marketing & Sales Services now Offered to New, as well as Existing Clients

ResortCom International, the pioneer in providing servicing solutions for the Shared Ownership Industry has expanded its services to include marketing services, said Frank Ingrande, Vice President of Marketing and Sales Services for the award winning company.

Due to a specific request to develop a comprehensive owner referral program for a major client, ResortCom International began providing marketing services in 1999. Over time the 30 year old company gradually expanded their services to include non-owner referral, past guest, and pre-arrival marketing. After many years of fine tuning, ResortCom made the decision to offer these marketing services to other existing clients. And now, the highly respected company offers these services to new clients as well.



Frank Ingrande

Ingrande says "along the way, while discussing marketing services ResortCom discovered that some resorts, either due to now being HOA owned or having temporarily stopping sales activity, were in need of developing a sales force."

In response to this need, ResortCom has developed sales operations for Park Plaza in Park City Utah, Front Sight in Nevada and is in the process of putting together sales operations for Aquarius Vacation Club in Puerto Rico. To oversee the division, ResortCom hired a regional sales director with extensive sale force development and management to oversee this division.

According to Ingrande, "since ResortCom now provides marketing services and sales force development and management any resort that currently has inventory to sell but does not have a sales force in place can potentially benefit from these new services."

ResortCom's Chairman John Small said "We are highly regarded for the hospitality and resort management arm of our business. Yet, we are also well known for our Call Center and Financial Services, having been a leader and innovator in the field for many years, now we are ready to let everyone know about our strong marketing and sales component."

Alex Marxer, President of the company says "our turnkey operation can manage a resort's entire process, or they may opt to choose one of our numerous components."

For more information about ResortCom International, visit www.resortcom.com or call John Small at 619-683-2470, ext. 1004.

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- Discounts on purchases of AIF sponsored industry research
- Subscription to *Developments Magazine*, as well as the opportunity to contribute your expertise and gain recognition throughout the industry www.arda.org/developments
- Discounts on registration fees to attend the Annual ARDA World Convention and Regional Meetings. Date and location information: www.arda.org/meetings
- Access to the HOA Toolbox at www.arda.org/HOAoutreach

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What impact has DAE had on
owner satisfaction levels?



“ We decided to incorporate DAE as one of the enhancements to our membership based on their reputation when providing customer service. We believe that

DAE is the type of company that really delivers what they promise and our members at Circle One By Blue Bay will be greatly impacted when choosing DAE as their exchange option.

Diego Romero
Project Director - Circle One By Blue Bay



“ DAE is always willing to spend time with our members to truly explain to them how best to use and benefit from their vacation ownership, and this has been greatly appreciated by

our members, as they frequently do not know about their options. This educational approach combined with their low prices, and uncomplicated way of doing business, has made for a great solution in behalf of our Group's members.

Frank DeBar
Group Coordinator - Florida Timeshare
Owners Group

