

# RESORT



## Trades

Resort Professionals'  
Monthly News Journal



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June 5, 2014  
[www.ResortTrades.com](http://www.ResortTrades.com)



Pocono TreeVentures - Shown in the picture from left to right are Joshua Herschlag, Gina Bertucci, Andy Worthington, Mark Turner, Thomas Casale and Bruce Hagedorn. (INSET PHOTO: Harry Van Sciver was not available for the group photo.)

### NOTICE

17+ Years of  
Timeshare  
History  
Preserved!



### RESORTS GETTING IT RIGHT

The Villas at Tree  
Tops and Fairway,  
The Poconos'  
Best-Kept Secret

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**Changing Lives**  
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## Nikki's Battle from Then to Now

My story is not a short one. I am Nichole, my friends call me Nikki, and I've been married to my high school sweetheart, Jeff, for almost 22 years. We have 2 sons, Josh & Luke, one in High School, one in college.

I was first diagnosed as a senior in high school with 2 types of thyroid cancer which resulted in a total thyroidectomy and 5 rounds of radioactive iodine treatments. The sweetest words I heard were, "you are cured."

Jeff and I became engaged, graduated from college, and were looking for an apartment. Then before our wedding came my checkup; "we found a spot." I had another treatment, which took care of that last area!

As a result of the extensive radioactive iodine that I was given, I have had yearly mammograms since my early thirties. My mammograms always came back perfect until 3 years ago. That was my first irregular which required a biopsy of the right breast. The biopsy results came back normal, we were so relieved.

Then two years ago I underwent a hysterectomy polypectomy with endometrial ablation due to excessive blood loss. March 1, 2013 I scheduled my yearly mammogram and received a call on Monday March 4 that I had an irregular result in the right breast again and I needed another biopsy and on March 18 I received a call saying I had Invasive Lobular Carcinoma. At that point I was in disbelief! I didn't have time for this... Josh was getting ready to graduate, we had his party, I was matron of honor in my friend's wedding, and I had the annual Mother/Daughter weekend in Vegas coming up. After all tests were completed, the decision was made to have a lumpectomy with sentinel node biopsy followed by 6 weeks of daily radiation. My surgery was on April 11. My surgeon called me on the 17 to inform me of the pathology report. My tumor was larger than they thought (2.7 inches) and there was a second Invasive Ductal spot that was 1/2 inch, but I had clear margins. I met with the medical oncologist the next day who informed me that I needed to have the Oncotype test to determine if I needed chemotherapy. I was in utter shock! My result was on the high end of intermediate so he stated that I needed 4 rounds of Taxotere and Cytoxan, then radiation, followed by 10 years of tamoxifen. This first round was very hard on my body, but I knew that I just had to keep going. At my second round, we decided to go without the Neulasta to see if I did any better. My counts were really good! I felt so much better for the first week. Then I started with a fever and ended up in the hospital for 4 days. I finished chemo on August 22 and started radiation on September 23. I finished radiation on November 5 and never missed even one of Luke's football games and have started on Tamoxifen.

My hair and nails have begun to grow back and my energy seems to be increasing. I do have Neuropathy in both my hands and feet, but am confident that this will also improve over time. I haven't been able to have a follow-up mammogram yet due to the skin being too swollen. I will be starting PT to reduce the swelling to hopefully be able to have the mammogram in March.

I am so lucky to have such a close, supportive family. They have truly stood by my side, lifted me up, and pushed me to keep moving. This has not been easy on the 3 males in my life. I will say that my sons have become extremely protective of me. I am hoping that we qualify for this vacation, not only for myself but for Jeff. He has stood by my side ever since I was diagnosed with thyroid cancer. He is my rock! He works so hard and it would be amazing for us to spend some time as a couple enjoying and laughing with each other.

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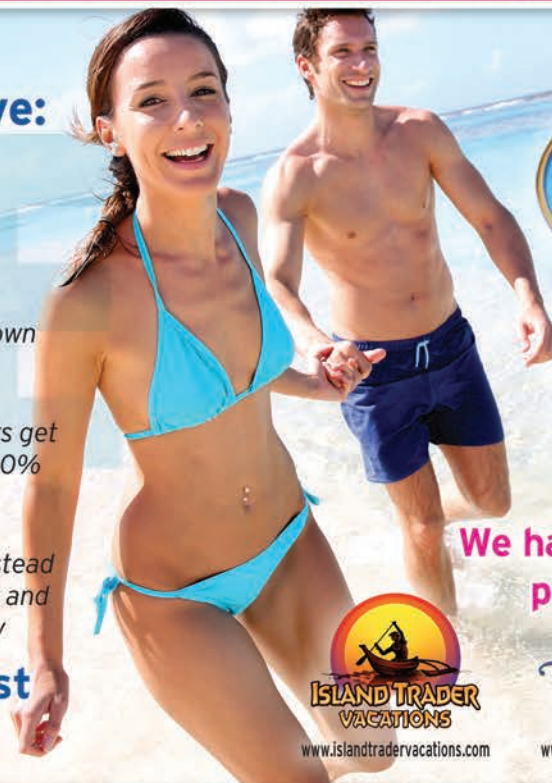
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# PUBLISHER'S CORNER



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

Our team has restored and improved our corporate web site, [ResortTrades.com](http://ResortTrades.com), to effectively protect and archive everything that was ever posted to the site.

## Dear Reader: We Found Your History! Affectionately, [ResortTrades.com](http://ResortTrades.com)

If you or your company were ever mentioned in the Resort Trades news journal, your history has now been preserved online! Our team has restored and improved our corporate web site, [ResortTrades.com](http://ResortTrades.com), to effectively protect and archive everything that was ever posted to the site.

Resort Trades was launched in 1987 as the timeshare industry's B2B news journal. Since that time, The Trades has printed and mailed industry-related news, announcements and articles, as well as the industry's most complete compilation of vendor and supplier contacts, every month to every resort in the United States. In 1997, we created [ResortTrades.com](http://ResortTrades.com) to be the first online business-to-business media site in timeshare. It immediately became the largest repository of timeshare industry information in the world.

[ResortTrades.com](http://ResortTrades.com)'s archives contain a substantial and comprehensive reflection of the history of the industry and include tons of information, from biographies of industry pioneers, to the famous "Women in the Industry" series and much, much more. All of this data became compromised earlier this year, however, and stood at risk of being lost forever.

We asked our IT department to pull it down and rebuild the entire site on a more stable platform using 21st century technology. As so often happens, what was projected to be a two-week project turned out to take a month-and-a-half! But we felt the short-term inconvenience would be worth it in the long run in order to preserve all of the historical data and provide a robust search engine capability. We managed to save thousands of articles so that [ResortTrades.com](http://ResortTrades.com) will remain the most complete repository in existence to tell the history of the timeshare industry.

Immediately following its new release, [ResortTrades.com](http://ResortTrades.com) received more than 3,500 unique visitors per day. The site indexes well over 11,000 pages, 86+ gigs of data. Dear reader, this is your unique history...and now it's safer than ever. So, permit me to say: You're welcome!

Appreciately,  
Tim Wilson, Publisher



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Respectfully,  
Tim Wilson Publisher

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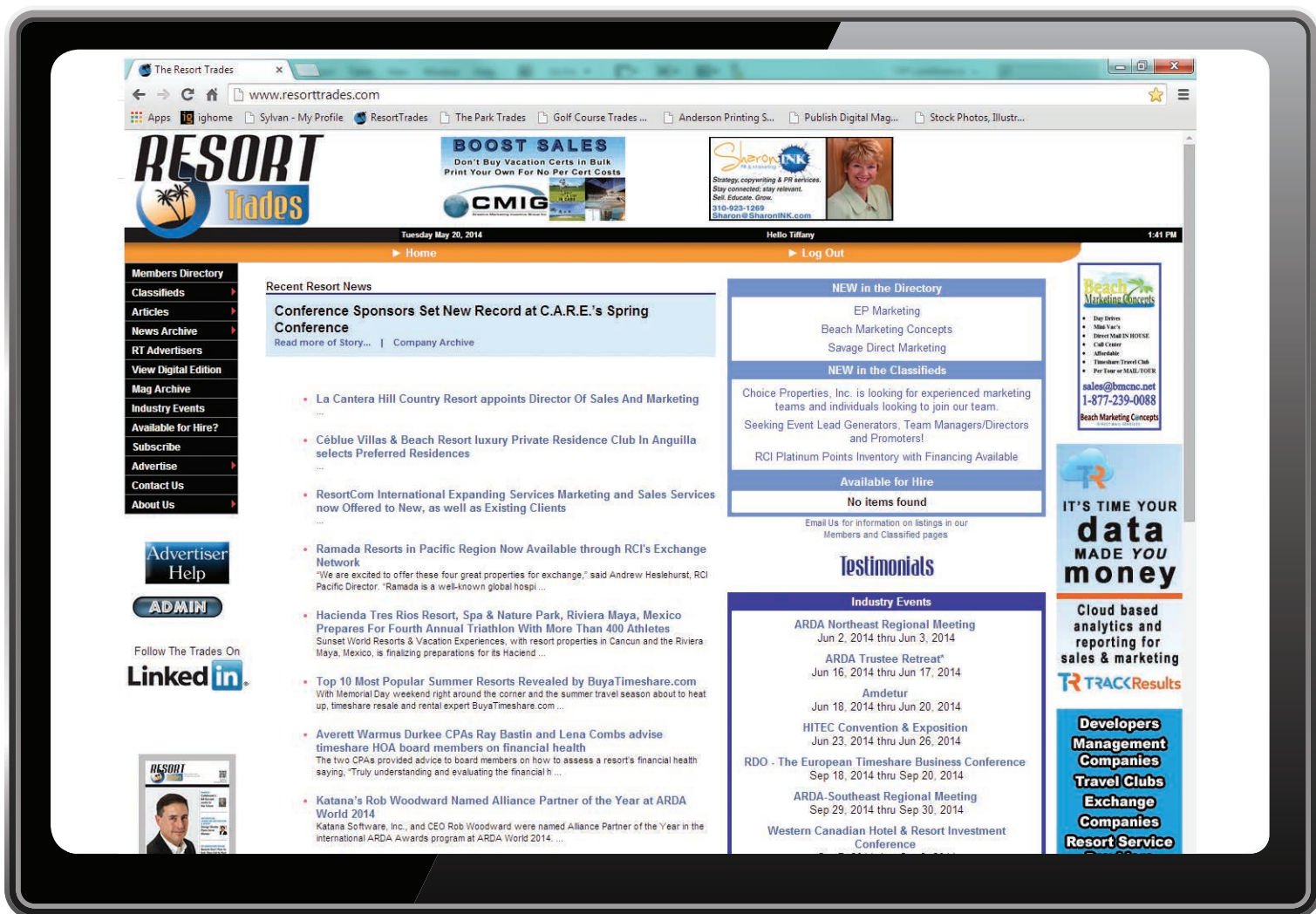
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# 17+ Years of Timeshare HISTORY Preserved!



Resort Trades news journal is pleased to unveil our restored and improved web site, ResortTrades.com. The site was the first industry online media site in timeshare when it was introduced in 1997 and contains archives that reflect the history of the industry including biographies of its pioneers, the famous "Women in the Industry" series and more.

"We asked our IT department to pull it down and rebuild the entire site on a more stable platform using 21st century technology," says Publisher Tim Wilson. "As so often happens, what was projected to be a two-week project turned out to take a month and a half! But we

felt the short-term inconvenience would be worth it in the long run in order to provide a robust search engine capability. After all, there are literally thousands and thousands of articles that have been saved that are still interesting and relevant."

Resort Trades was established in 1987 to be sent to every timeshare resort in the United States, as well as to a 5,500-plus subscriber base of industry professionals. The Trades Publishing Company is an ARDA corporate member and Wilson is a member of ARDA's Chairman's League.

# Trades Faces & Places:

June 2014

*The resort manager's café:  
A gathering place for the timeshare industry's true insiders*

By Karen D'Agostino and  
Sharon Scott, RRP



**Travel To Go** ([www.traveltogo.com](http://www.traveltogo.com)) President and CEO, **Jeanette Bunn** and company recently announced the launch of their new web site. "We are excited about our new site and the strength of services and explanation the site provides," says Bunn. "We hope current and potential partners will take the time to visit the new website and we look forward to receiving any feedback so we can make this site as helpful as possible." In addition

to details regarding Travel To Go's unique 5-Star service and member testimonials, the site explains to its customer base of 60,000 members and other viewers how the travel club works and the many benefits offered to its customer base. FAQ's detailing how distributors and developers can use Travel To Go's travel club membership as a sales tool, as well as the many benefits of partnering with Travel To Go are also provided.

**staySky Vacation Club** captures two top pros – **Jack Chevrier** and **Rene Cardinal**. After a long drought, it's a breath of fresh air to here there is a new developer entering the timeshare business. **John Gordon**, who has owned and operated a successful hotel firm – staySky Hotels and Resorts –

decided the time is right. "staySky Vacation Club will operate a family-friendly vacation club in the Orlando, Florida area," says Gordon, who is CEO of staySky Hotels and Resorts and Chairman of staySky Vacation Club. "Jack will handle the sales and marketing side while Rene takes

charge of operations as COO," says Gordon. "We will be providing 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."



**Desmond (Des) Armstrong**, president and CEO of **The Armstrong Company**, Pasadena, California, attended the ARDA World Convention this year. Des Armstrong founded the Armstrong Company in Pasadena, California in 1972 and

has been the driving force behind the company's substantial growth ever since. He still oversees all aspects of the organization and he is an inspiration to everyone around him.



(Left to right) **Richard L. Ragatz RRP**, Ragatz Associates, Inc.; **Craig J. Smith ASID, IIDA**, C2 Limited Design Associates; **John C. Farrow RRP**, FARROW Commercial Construction; **Arthur O Spaulding, Jr.**, Cox, Castle & Nicholson LLP and **Ann Donahue RRP**, Raintree Resorts International, LLC Inc. formed a panel to discuss "Fundamentals of Resort Design & Developments" during the 2014 ARDA World Convention.

It is refreshing to see that **David Siegel**, President and CEO of **Westgate Resorts**, and long-time business associate Jim Gissy have purchased the historic Cocoa Beach Pier. **Brian Siegel**, Vice President of

Risk Management, a resident of Merritt Island, who also grew up in Cocoa Beach and graduated from Cocoa Beach High School in 1981 will assist Westgate Resorts Vice President of Retail, Dining and Spa Operations

**Mark Mrozinski** to oversee an extensive renovation initiative and ongoing operations of the landmark Central Florida icon.



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## SUPPLIER PROFILE - JANIKING



# Making QA More Than Just a Slogan

At one time, QA – quality assurance – was all the rage among companies before it became unseated by the term ROI. However for Addison, Texas-based Jani-King International, Inc., providers of professional housekeeping services, QA is a way of life. Jani-King's vice president of its hospitality division, Gil Sanchez, has been with the company over thirteen years and talks about how his 100 percent commitment to excellence sets the bar higher. "Jani-King is differentiated by our housekeeping training, our accountability and our proactive approach," he remarks.

He goes on to explain how Jani-King's regional office operational team pays unannounced Quality Assurance inspection visits at all its clients' properties on a monthly basis. "We record all of the data in a customized software system that produces reports to share with the client." That kind of accountability takes the courage of conviction.

"Another thing that's different about Jani-King is our partnering approach with our clients," he says. "We become a part of the resort. We are their housekeeping department, not an outsourced vendor that is taking over the resort's housekeeping duties." Jani-King does not takeover anything, we partner with

our clients to deliver the best guest and owner experience at our client's resorts. "

He explains that Jani-King's franchise owner selection and franchisee employee hiring, vetting and training are conducted in complete lockstep with each resort management team. "We listen to the potential customer about what they are looking for in a housekeeping partner. From there, we work to customize a housekeeping program that is their program. It's never about us; it's about the resort and their owners and guests."

With 120 regional offices in 14 countries and servicing more than 60,000 clients (more than 350 of which are hospitality industry clients), Jani-King is doing something right, one resort at a time.

"We focus on the objectives of the resort," he says. "We seek to obtain the resort's management team's goals that they desire and that is within our reach, whether it's to obtain RCI Gold Crown status, become an Interval International Resort of International Distinction or increase the number of positive responses on guests/owners' comment cards."

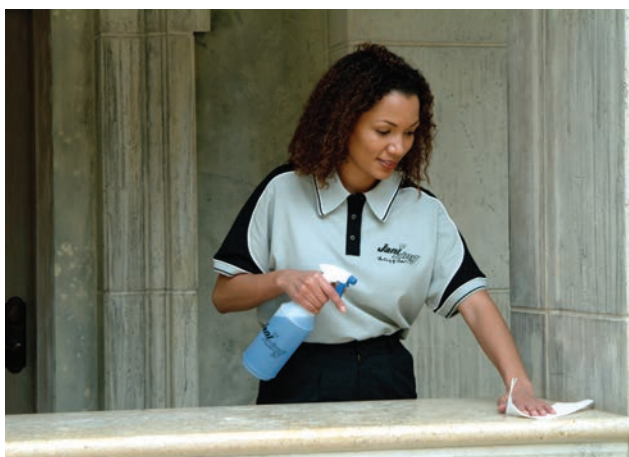
And while the company adheres to its full QA standards, it hasn't lost track of ROI, either. "Our customers are timeshare resorts that are having unit cleaning quality issues or resorts that want a cost comparison against their current housekeeping costs. Our goal is that every client gets a good return on their



housekeeping services investment. We know satisfied clients lead to new customers."

As Jerry Crawford, president & CEO of Jani-King International states, "Jani-King's success is based on 'People, Pride, and Performance. People having Pride of ownership and Performing the services that our clients and their owners and guests expect.'"

For more information, Gil Sanchez can be reached at 800-552-5264 (office), 214-263-1373 (cell) or email [gsanchez@janiking.com](mailto:gsanchez@janiking.com). Visit [www.janiking.com](http://www.janiking.com) to learn more about the Jani-King.



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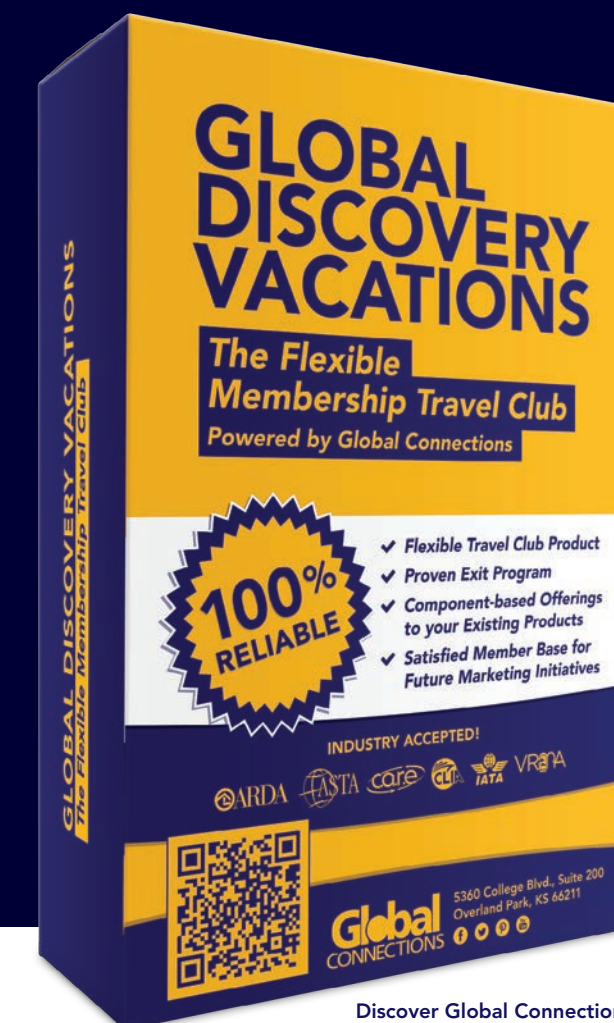
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# BUY BACK PROGRAM

## The Wind-Down Plan A Legacy Resort Board Creates a Viable Exit Program that Can Be Duplicated Elsewhere

by Matt McDaniel



Photos: The Vacation Villas at FantasyWorld



At the recent ARDA World 2014, American Resort Development (ARDA) president Howard Nusbaum reeled off the top challenges facing the timeshare industry today. On his list was the well-being of sold-out legacy resorts. As these older developments deal with an aging owner base, many are faced with members who simply stop paying their dues, or who unwittingly transfer their interest to an unscrupulous company.

But there is hope – and Vacation Villas at FantasyWorld is an excellent example.

If the name of this Kissimmee, Florida resort sounds familiar, it may be because you recall that they opened a revenue-generating indoor-surfing venue in late 2010. (When a decades-old resort opens a \$4 million FlowRider attraction, it tends to draw attention within the shared-ownership industry.) The HOA board at FantasyWorld has long worked hard to keep the resort up to par with newer Orlando-area resorts by adding many new amenities, which also include a totally updated pool area that now includes a lazy river and a poolside bar.

The Vacation Villas at FantasyWorld Timeshare Owners' Association Board President Jeffrey Weinland and the rest of the board love timesharing and have worked tirelessly to keep owners happy with updated amenities that rival those of brand-new resorts while keeping the association financially sound. Weinland, who teaches hospitality-industry courses at the Rosen College of Hospitality Management, humbly adds that "little of what we have accomplished would have been possible without the strategic partnership with SPM Resorts, our management company."

But despite the efforts to keep the resort fresh and desirable, the fact was that the owners were aging and looking to leave their ownership for a variety of reasons, including reduced ability to travel and declining health. And as with any sold-out resort, the impact of owners not paying their maintenance fees could not be overstated. So, a new plan was needed.

The board wrestled with what to do.

Then, in 2013, the board launched an exit strategy called the Wind-Down Plan, which Weinland had built on previous concepts he had come up with. The program, which is offered



Vacation Villas at FantasyWorld Timeshare Owners' Association Board President **Jeffrey Weinland**, who also teaches hospitality-industry courses at the Rosen College of Hospitality Management.

as a last resort, so to speak, works as follows: The owner deeds his or her week to the association and pay them a fee that corresponds to how many additional years' usage the owner would like to retain – anywhere from usage through 2014 all the way up to 2030 (the ownership is deeded, 40-year right to use weekly intervals). The association takes over ownership of the week immediately. The owner doesn't have to pay any more maintenance fees, special assessments, or anything else. In return for the lump-sum fee, the association issues the owner certificates redeemable for one week's stay for each of the years purchased under the plan. The owners' certificate usage corresponds with their ownership season – gold for gold and platinum for platinum. The owners are free to use the certificates themselves, sell them, give them away, or make reservations and deposit the weeks with their exchange company. What's more, whoever uses a certificate is treated just like an owner, with no additional fees or taxes.

The plan starts at \$4,011 for an annual-week owner wanting just one year of usage (2014) to \$10,916 for an annual-week owner wanting usage through 2030 (there are corresponding rates for biennial-week owners).

The plan is not intended to be a profit center. Instead, it calculates the cost of carrying the week for the resort and provides a most fair and equitable solution for owners at the resort looking to get rid of their timeshare weeks. By paying this cost of depreciated annual usage, the program gives

### Getting New Owners

In addition to creating the wind-down plan for exiting owners, the Vacation Villas at FantasyWorld Timeshare Owners' Association Board President Jeffrey Weinland has another key area of focus: how to get new owners (yes, you read that right). He believes even legacy resorts must operate like hospitality companies, just as developer-managed timeshare resorts do. As such, Weinland looks for ways to use association-owned inventory to bring in potential owners. One way is through legitimate organizations that provide renters, and another is through nonprofit organizations. He provides a week that he will deed over to a nonprofit or charity to sell in, for example, silent auctions at fundraisers. But the key is that the association holds the deed until such time that the recipient of the week chooses to buy, so the nonprofit never holds the deed or deals with any costs. It only receives the proceeds from the sale. Weinland then personally explains the timeshare week concept to the recipient and tells them all about the resort. The deed is not transferred until after the recipient visits and is happy with the product in order to ensure that the resort is not taking on another owner who doesn't really want the week.

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these owners an out without putting a financial burden on the rest of the resort's owners.

Uptake on the program has been impressive. "It's been extremely well-received by our owners," Weinland said, adding that the reception also was positive at the recent Timeshare Board Members Association (TBMA) meeting this past May in Orlando. "Talking to the different board members and management and collection company representatives, it seemed to be pretty well received there as well." Thirty owners have

already participated in the Wind-Down Plan, and there are roughly a dozen applications in process at the moment; 55 owners took advantage of the previous incarnation of the plan, then called the Five-Year Plan.

"This is the best possible real world solution for an otherwise unworkable situation, because it's legal, ethical and moral," Weinland states. And while it provides a fair resolution for the resort and owner, it is an incredible win for the industry because it is a portable and customizable answer

to the problem that legacy resorts everywhere are facing. This program is easily transferable and could be rolled out at resorts nationwide – and Weinland is happy to help.



**Matt McDaniel is a Florida-based freelance writer who contributes to several timeshare industry publications. He can be reached at [mcdaniel.communications.com](http://mcdaniel.communications.com).**



## REPUTATION MANAGEMENT



# New ARDA Reputation Management Council

by Gabriella Jaffee

### Gabriella Jaffee

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

*It is widely known that ARDA has helped to mold the timeshare industry into what it currently is today on a global scale. Gabriella Jaffee with JW Maxx Solutions/Reputation Maxx interviews ARDA VP of Marketing and Communications to learn more about the newly formed Reputation Management Council.*

From its world-renowned conventions that bring together developers, technology experts, and others from around the globe, to its continual efforts to improve the industry as a whole, ARDA is an integral part of what the timeshare industry has now become.

ARDA has set its sights on improving the way that timeshare is perceived and on educating consumers, media, regulators, and the financial community on the benefits of the timeshare product. Though the association has a communications department that works tirelessly to put out information about ARDA and its corporate members as well as engage with other industry leaders and the public, Peter Roth, ARDA's vice president of marketing and communications, felt that something else needed to be done in order to manage the reputation of timeshare as a whole.

"When you search for the word 'timeshare' on Google, 95 percent of what you'll find is negative," Roth said during a phone

interview. "We want to change that – not only online but with all audiences that touch the timeshare industry."

Traditionally, corporate communications were done through a department at each timeshare company. News and information was distributed through one site and in one way.

"A lot of people thought that the committee was stagnant, and we wanted to develop a set of initiatives that would cut across organizations and go beyond the responsibilities of traditional corporate communications," Roth said. "We started thinking about how we could revamp, reposition, and restructure it."

The new Reputation Management Council will be made up of nine different people from across the industry. The council's first meeting took place at the end of May in Orlando, Florida, where the group started to discuss what type of initiatives they want to focus on. Our conversation with Roth fell shortly before that first meeting.

"We are going to focus on anywhere from one to three major initiatives so that we can measure and see what type of impact it has on the reputation of the industry as a whole," shared Roth.

This focused approach will both promote and strengthen the current reputation of the timeshare industry, while also responding to and deflecting any negative press. Roth stressed that both he and the council members are very excited about this new endeavor.

It is well known that owning a timeshare unit is one of the best ways to travel. Not only do members get to enjoy the use of their home unit, but they are often able to trade their weeks or points for units at resorts across the globe. The overall value that owning a timeshare affords is simply unbeaten in the vacation industry.

Whether the agreed-upon initiatives are long-term, such as chipping away at the negative stigma that has surrounded the timeshare industry for a long time, or whether the initiatives feature more short-term goals such as promoting the new VacationBetter.org website, each initiative will benefit the industry as a whole. The council's objective was to provide valuable insight into what the best practices are and ways to implement these strategies will be.

The Reputation Management Council will work with the larger Reputation Management Committee to establish a task force for each of the defined initiatives. These task forces will be made up of industry experts from multiple disciplines across ARDA member companies, including all those that have served on the previous Communications Committee.

"It is important to understand that we will focus on the positive perception of timeshare, not just the negative," Mr. Roth said. "We have an 83 percent satisfaction rate in the industry as a whole. We want to focus on why people love this product, and educate people on the benefits of vacationing with timeshare."

In the end, the ARDA Reputation Management Council has one overall goal: "moving the needle and strengthening the reputation of the timeshare industry," says Roth.

"When you search for the word 'timeshare' on Google, 95 percent of what you'll find is negative," Roth said.

"We want to change that – not only online but with all audiences that touch the timeshare industry."



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## RESORTS GETTING IT RIGHT

# Multi-Channel Marketing: Be Present, Be Honest, Be Good

by Kelley Ellert

There's no doubt that 'sold-out resorts' – those timeshare properties no longer in active sales – have to have a marketing plan with a strong online focus in order to survive financially.

"It hasn't always been this way," says Ken McKelvey, CEO of Defender Resorts, Inc., a timeshare property management company. "In the 1980s, timeshare resorts were sold to 95 percent capacity, so the income from maintenance fees was healthy enough to fully support the resorts."

As that shifted over time and with resorts reducing maintenance fees for various reasons, it is crucial for resorts to generate income outside of maintenance fees or else failure would be inevitable. One of the most obvious ways to do this is to utilize the biggest assets a resort possesses – **rental units**. That can be easier said than done, though. The ratio of available rooms compared to the ratio of travelers is rarely equal.

This imbalance has led to a highly competitive marketplace where properties cannot just passively put rooms up for rent then sit back and watch the rental dollars roll in. They have to

market themselves. But around the same time income streams for legacy timeshare properties were changing, so was traditional marketing.

While maintenance fees used to drive income, companies used to have more resources available to promote their branding and marketing. The internet has changed that and marketing, in the packaging it was once known, is practically extinct. The internet has put buying, decision making and corporate reputations into the consumer's hands. This is not a detriment to resorts, it is just a signal to change. Transparency across multiple channels is required. Put simply, be honest and be good in as many places as possible.

### Invest in Technology

The first place to start is investing in the right technology. According to a study by Statistic Brain in 2013, 57 percent of travel reservations are made online. Of those, 65.4 percent are made directly on the property's web site and 34.5 percent are made elsewhere (19.5 percent on merchant sites, 11.3 percent on opaque sites and 3.7 percent on retail sites).

This means that it is imperative to be present on as many of those different Online Travel Agents (OTAs) as possible. The technology many resorts used in the past to book reservations and handle inventory was not designed to link its inventory with OTAs, so software now needs to handle operations, reservations and marketing. A resort's inventory is useless if it cannot be shown to the world.

A presence on OTAs cannot be the only communications effort being made because they can have technical issues which cause lost reservations, many people only use them for researching, and they are expensive with their large commissions. Whereas hotels keep all their income, with timeshare properties the income is split many times already between management companies, rental agencies, OTAs and more. The fewer channels you can use to book a room, the more overall income generated.

There's also a lot of competition on these OTAs with so many properties being present and large chains having an advantage. For example, on Expedia you can advertise and bring more attention to your property. This extra coverage





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can be yours for the 'low' cost of a \$10,000 PER MONTH minimum advertising spend. This may be viable for large chains, but for most independent timeshare legacy properties, it is not.

## Strong, Clear and Honest Communications

The key to success on OTAs is strong, clear and honest communications. Consumers are searching on OTAs because they have some idea of what they want, whether it be location, number of bedrooms, price or resort amenities. By having strong listings that display honest information, you are not just finding customers, but finding the right customers who will be happy they stayed with you and in turn become your cheerleaders and marketers. If you try to bulk up your listings and display well shot photos that incorrectly represent your property or lists of amenities and copy that set your "quaint" resort up as "luxurious" you are just asking to fight a lot of fires both on-site and online.

Resorts should put a strong focus on their online presence beyond OTAs. Many people search for resorts on OTAs and then navigate to the resort's specific web site to learn more or look for extra discounts.

Let people find you on OTAs; make them fall in love with you on your own web site. By making your web site responsive (viewable on any device, computer, tablet, smartphone), easy to navigate, informative and visually pleasing people will be more likely to stay. Once there you need to give them ease and incentive to book directly, which saves the consumer and the property money.

In addition to OTAs you have to show up elsewhere. It's not a quick process, it's time consuming, but it's important. We are no longer in charge of our message. We can't look at it as marketing, it's now communicating effectively which means finding the best channels to spread your message and property details along with monitoring third party sites for misleading information. Don't be afraid to brag about what you do have. Got an indoor pool? Spotlight that. Just do it in an honest way.

It's not a one-person job to be done by a marketer. It's an overall effort by marketing departments, general managers, management companies, front desk staff and more.

## Think Like a Consumer

Develop unique programs and offers for customers by not thinking, "How can I make more money off them?" Instead ask, "What can I provide them with that they will value."

Online reputation management is an important channel to constantly monitor. According to a recent study by travel market research firm, PhoCusWright, 77 percent of customers usually or always reference reviews before looking at a hotel and 53 percent of travelers won't commit to a booking until they read reviews. So obviously people are reviewing TripAdvisor, and management responses make a huge difference. The same study found that 80 percent of travelers read 6-12 reviews before booking; 87 percent have an improved opinion of a property with a bad review if it also has an appropriate management response and 70 percent are less likely to book when management responses are aggressive and defensive.

TripAdvisor should not be the only place you are monitoring. Be sure to review Yelp! and Google. Think like a consumer and Google your property regularly. Be sure to Google it from other devices and computers that you aren't signed in on so it is showing you different results not based on your specific internet history.

Social media is another giant to establish a presence on. You must be present on social media in order to share information and have a conversation with current and potential customers, but it's not necessary to be present on all social media platforms. A non-existent Twitter account is better than an inactive one. It gives the appearance that you don't care. Pick what works for you and be really good at those. It's better to excel at a couple, than be mediocre on many.

All your efforts need to be pulled together with analysis. Just like science, marketing is a constant experiment. It takes generating strategies and goals and then analyzing those to see if they are working or not. That way you can amp up what works and veto what doesn't. You have to be constantly watching every avenue.

There's no perfect formula. There's only trial, error and informed decisions.

In short, be present, be honest and be good. Show consumers who you are and what you have and the right ones will come.

Kelley Ellert is director of marketing for Defender Resorts, Inc., a 35-year-old professional management company specializing in timeshare. She oversees the marketing efforts of all 24 resorts in the Defender Resorts management portfolio. You can reach Defender Resorts, Inc. at (843) 449-6500 or [contact@defenderresorts.com](mailto:contact@defenderresorts.com).

## RESORTS GETTING IT RIGHT



# The Villas at Tree Tops and Fairway, The Poconos' Best-Kept Secret

by Sharon Scott, RRP

### 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.



RGI's team sticks to a pretty straight-forward mandate: treat others the way they want to be treated. This applies to all 18,000 members, whether at Fairway (comprised of 246 two- three- and four-bedroom luxury deeded timeshare villas) or at Tree Tops (made up of 330 two-bedroom 50-year right-to-use timeshare villas).



How does a timeshare development company tucked away in the Poconos thrive through a painful recession, and continue to grow organically?

By quietly doing it right. The Villas at Tree Tops and Fairway began as a small family roadside restaurant with rooms to rent in 1921, and has turned out to be the Poconos' best-kept secret. Two contiguous projects – The Villas at Tree Tops and Fairway Villas (the "Villas") – make up one of the largest timeshare resorts in the Northeast, and they are still growing.

Seven industry veterans formed Resorts Group, Inc (RGI) in 2006 and acquired the 400-acre mountainside retreat from Rank Group, PLC in a management buyout, reversing the

consolidation trend so prevalent in the timeshare industry. These days, RGI employs approximately 475 people, delivers significant annual profits and has an impressive balance sheet. Annual timeshare sales are growing steadily and approaching \$20,000,000 per year. Plus, the company owns a large receivables portfolio and a captive servicing bureau. All in all, RGI and its employees are excited about the future.

Originally under the name Fernwood Resort, the Villas at Tree Tops and Fairway had been early entrants into the timeshare business in 1976. When RGI took over in 2006, the partners deliberately managed the company's growth and built profits by delivering a solid vacation value and treating employees and guests the way they would like to be

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treated. Over the past eight years, the company phased in new construction and added amenities at its two projects.

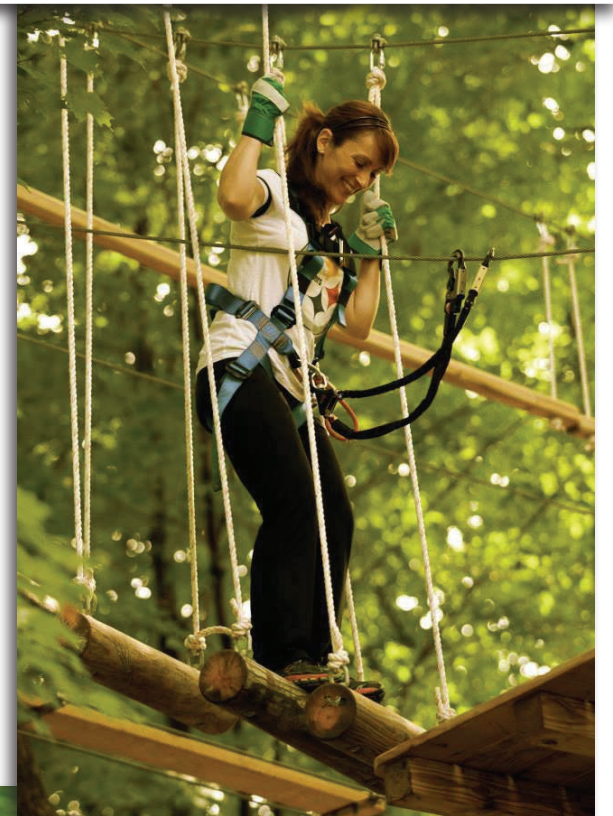
These days, The Villas at Treetops and Fairway are comprised of 576 timeshare units with 694 keys, not to mention approvals for up to 292 more units. The sprawling expanse is enjoyed by 18,000 timeshare members and more than 500,000 annual resort guests. They come to golf, zip line, snow or all-season tube (the resort's Blue Lightning is the only all-season tubing park in the Poconos), hike, swim in six pools, experience the aerial ropes course, canoe, ride horseback, or enjoy dozens of other outdoor activities on site. The Villas also offers Wintergreens Patio Grill with lakeside dining, live entertainment, a resort Trolley system, massage, mini golf and biking. There is great downhill skiing nearby at Shawnee Mountain and sightseeing at Bushkill Falls (the "Niagara of Pennsylvania").

Although only 90 minutes from New York City, The Villas are surrounded by over 70,000 acres of state and federal parkland, which offer hiking, eco-tourism, fishing, hunting and sightseeing. Despite its bucolic setting, the property is minutes away from restaurants, shopping, evening entertainment, a large casino, additional downhill ski areas, water parks, outlet malls, culture, and other scenic attractions.

While other independent resorts had a tough time just surviving during the recent economic downturn, The Villas actually grew. Sure, there's the great location in the scenic Poconos, but still only 90 minutes from New York City. And yes, the management team was able to renovate and improve the property thanks to the zoning and an

existing infrastructure and amenity base. Plus, the partners' shared philosophy of low debt and strong cash flow were important. But the real oil that has kept RGI's gears in working order is a business philosophy that places high value on employee morale and member satisfaction.

The resort's seven hard-working and dedicated owners respect their employees, and are not afraid to roll up their sleeves and join them in demonstrating old-fashioned work ethic. RGI President and CEO Andy Worthington, Chief Operating Officer and Treasurer Mark Turner, General Counsel Tom Casale, Vice President of Marketing Gina Bertucci and Vice President of



Vacation Ownership Marketing Josh Herschlag all live near the Bushkill premises. Bruce R. Hagedorn (Sales and Marketing) and Harry Van Sciver (Finance) serve as outside directors and are in daily contact with the company. All seven partners have been friends for as much as thirty years, and they have worked together or in common ventures at many other companies including Shawnee, Hilton Grand Vacations, Camelback, Diversified Resorts, Oak N' Spruce, Rank Group, PLC, and Whitebriar Financial.

### Complex Property; Simple Philosophy

RGI's team sticks to a pretty straight-forward mandate: treat others the way they want to be treated. This applies to all 18,000 members, whether at Fairway (comprised of 246 two- three- and four-bedroom luxury deeded timeshare villas) or at Tree Tops (made up of 330 two-bedroom 50-year right-to-use timeshare villas).

The RGI partners also believe in minimal leverage, low financing costs, and strong, stable cash flow. They have found that CapitalOne Bank shares their philosophy, and have chosen them exclusively to finance their Receivables Portfolio.

Many Tree Tops members come on-board as first-time buyers, while most Fairway purchasers are repeat or "upgrade" owners. Timeshare members from both projects are very loyal and send thousands of referral prospects each year.

The timeshare sales professionals at the Villas are all independent contractors holding full Pennsylvania Real Estate licenses. Both Tree Tops and Fairway are registered for timeshare sales and marketing in New York and New Jersey, where most of their customers reside. The projects are also registered in Pennsylvania, and legally exempt from licensure in Maryland.

Tree Tops and Fairway are enrolled in the RCI Points plan, which allows timeshare members to exchange their timeshares for weeks, nights,

cruises and other vacation options at over 4,000 vacation venues around the world.

With virtually all sales tours and marketing prospects being self-generated, RGI sales momentum looks unstoppable.

And with plenty of inventory ready for sale (approximately 9,000 Intervals), the company has a great supply. RGI also anticipates developing as many as 292 additional timeshare units in Tree Tops and Fairway in the future, a potential build-out of another 15,084 vacation intervals.

So, while many wheels in the vacation industry ground to a halt in recent years, RGI had its two properties chugging along like a well-oiled machine, adding families to their member base and bringing genuine value to thousands of vacationers. Instead of selling out, these seven partners bought in, and the team is looking forward to a very bright future, indeed.



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 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.



MARKETING DECISIONS INC

### Marketing Decisions Inc.

774 Mays Boulevard, Suite 9  
 Incline Village, NV 89451 USA  
 Ph 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

## CLIENT 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.

## 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



### 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

## COLLECTION SERVICES



## ResortCom International LLC

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

## COLLECTION SERVICES



## Timeshare Resolution Services

A Division Of Advantage Travel, LLC

## Timeshare Resolution Services

4259 S Florida Ave  
Lakeland, FL 33812 USA  
Phone 1: 1-800-204-4788 763  
Email: rodm@atclubs.com  
Specialty: Turning severely delinquent receivables and assessments into cash for HOA's and Developers. Resolving inactive or dissatisfied owners takes a skilled sales representatives that can professionally address the real issues and provide unique options. Give us a call to learn about our success stories and how our approach can generate substantial bottom line revenue for your resort.

## Resort Trades Testimonial

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

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

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

## COMPUTERS AND SOFTWARE

## 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.

## Resort Trades Testimonial

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

Leonard F.

# Trades Faces & Places:

Continued



**Interval International**, a prominent worldwide provider of vacation services and an operating business of **Interval Leisure Group** (Nasdaq: IILG), announced that Interval Travel has been named to Viking River Cruises® Platinum Circle. "We're very proud to receive this prestigious honor

and acknowledge our cruise advisors' dedication to delivering great service," said **Raul Estrada**, Interval's senior vice president of global member services. "Our members enjoy cruising and we're delighted to be able to provide them with Viking's variety of experiences and destinations."



**RCI** (a global leader in vacation exchange and part of the **Wyndham Worldwide** [NYSE: WYN] family of brands) recently introduced its RCI® Online Points Conversion Tool. The online sales tool is a web-based points conversion platform giving resort affiliates a simple, efficient way to demonstrate to owners the benefits of upgrading to RCI Points® membership and is an alternative to using timely and costly in-person sales and phone call strategies typically employed. "Converting to RCI

Points® membership...gives owners more freedom and flexibility to plan their vacations and provides additional revenue opportunity for affiliates," says **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."

# MEMBERS DIRECTORY

## 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



**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 & Buy" closing over 40%, with over \$5,200 VPG  
"Owner-Member Referral" tours closing 30-40% plus!  
Contact Paul Savage at 425-822-8633 or pauls@savagedm.com today for a FREE No-Obligation Marketing Proposal and Recommendation

## DISINFECTANTS/INSECTICIDES

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

## ESCROW COMPANIES



**Stewart Vacation Ownership**  
3275 West Hillsboro Blvd., Suite 206  
Deerfield Beach, FL 33442 USA  
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



**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"



**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"

## 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

## INTERNET MARKETING



Market Approach  
Consulting®

**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.

## LENDING INSTITUTIONS



**CapitalSource Finance LLC**

5404 Wisconsin Avenue  
Chevy Chase, MD 20815 USA  
Ph 1: 301-841-2717  
FAX: 301-841-2370

Email: jgalle@capitalsource.com  
Website: www.capitalsource.com

Contact: Jeff Galle  
Specialty: CapitalSource is a national lender to Resort Developers and Operators throughout the United States and Canada. With a resort portfolio of more than \$1 Billion, we are the leading lender in the resort industry. We provide \$5-\$30 MM inventory loans and \$10-\$60 MM hypothecation loans. Knowledge of the industry and demonstrated financial strength differentiate CapitalSource from our competition.



**Merchants Accounts**

Phone 1: 877-281-3649

FAX: 877-281-3652

Email: mrktg01@yahoo.com

Contact: Call Bill Bailey!

Specialty: We have a credit card processor for your every need. Direct relationship with merchant banks. We are not a third party processor or a consolidator.

## LENDING INSTITUTIONS



**Wellington Financial**

1706 Emmet St N Ste 2  
Charlottesville, VA 22901 USA  
Phone 1: 434-295-2033 ext. 17

Email: sbrydge@wellington-financial.com  
Website: www.wellington-financial.com

Specialty: Wellington Financial has financed the timeshare industry without interruption since 1981. Specializing in receivables hypothecation, inventory and development loans of \$10,000,000 and up, we've funded over \$3 Billion with our group of lenders. Focused solely on lending to resort developers, we are the exclusive Resort Finance correspondent for Liberty Bank. With over 30 years of expertise in the vacation ownership industry, we lend to credit-worthy borrowers at attractive banks rates.

### 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

# Trades Faces & Places:

Continued

**Eric Rubin** has been hired as manager, online marketing, by **Vacatia**, the newly launched online timeshare resale site. Eric's background has been as a web strategist, paid search specialist, social media consultant

and SEO expert. Previously, Eric was the online marketing director at West Advertising, a full-service ad agency in Alameda, California. Rubin has been a writer, editor and production designer for multiple daily and weekly

newspapers in San Francisco, Oakland and Washington, D.C.; has written two novels, three movie scripts and even a TV pilot.



**Richard "Dick" Ragatz**, head of **Ragatz Associates**, says "The Shared-Ownership Resort Real Estate Industry in North America: 2014; Fractional Interests, Private Resident Clubs and Destination Clubs," is available for purchase from RagatzAssociates.com. Ragatz says that fractional interests and private resident clubs (PRCs) are similar, both typically selling deeded ownership in shares of vacation homes, ranging from a 1/15 share to a 1/4 share. The report defines

destination clubs as entities that typically sell 30-year memberships on an equity or, more commonly, non-equity basis into a wide network of vacation homes in multiple locations. Resort professionals interested in this sector are well-advised to purchase this report. Dick's company has a rock-solid 40-year-long reputation for conducting highly accurate research and for making reliable predictions for what the future holds for this segment of the resort industry.

# MEMBERS DIRECTORY

## LIST SERVICES

### EP Marketing

**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.



**Market Approach Consulting**

**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.**  
 Logistics | Transportation | Freight Management | Warehousing | Distribution | Installation

**Harding & Companies, Inc.**  
 4106 Meander Place, Suite 205  
 Rockledge, FL 32955 USA  
 Ph 1: (407) 494-9307  
 FAX: (407) 641-9928  
 Email: rotharding@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.

## 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  
 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

## 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.

## 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*

## THE BROOKFIELD CO.

### Brookfield Planters grow Spectacular Plants

- Planters
- Fountains
- Birdbaths
- Sculptures



**(706)375-8530**  
**www.thebrookfieldco.com**





## 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?



## 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



thetrades.com

# Trades Faces & Places:

Continued



"It is exciting to see how online reputation management (ORM) has become so popular and so heavily discussed by so many companies and associations," says **Walter Halicki, Jr.**, president of **Reputation Maxx** and

VP of sales for **JW Maxx Solutions**. "Seeing ARDA create the Reputation Task Force, for example, is something that we view as extremely positive, as there are so many companies claiming to provide this service. The task force is a great way to review this growing field and provide our industry with the vital information and correct knowledge they need to make an educated choice when it comes to selecting their online reputation management firm." Halicki

Jr. and his father (Walter Halicki, Sr., is CEO of Reputation Maxx) share that they experienced so much positive growth over the last few years that they decided to split their parent company, Reputation Maxx, into two different divisions. "By having two divisions, we can successfully provide the attention needed to the timeshare industry, which is not only an important part of our business, but is close to us personally as well," comments Halicki Sr.



*Home Accents Today*, the leading U.S. publication for the home furnishings industry, included **Clive Daniel Home of Naples** among the 50 businesses selected for inclusion on its 2014 Retail Stars list. CEO and President **Daniel Lubner** said, "This

award is further validation for our merchandising and visual display team as we continue creating trends instead of following them. As the only shop represented from Southwest Florida, we will accept the challenge to do it even better next year."

# MEMBERS DIRECTORY

## PUBLIC RELATIONS



### GBG & Associates

500 West Harbor Drive #822  
San Diego, CA 92101  
Phone 1: 619-255-1661  
FAX: 619-255-8597  
Email: georgi@georgibohrod.com  
Website: www.gb gandassociates.com  
Contact: Georgi Bohrod  
Specialty: Public Relations and Positioning Strategy, Placement and Distribution Management

In today's shared ownership arena, there is one Public Relations group which stands out in its ability to guide and manage business growth, create a positive platform for new business development and increase awareness for management companies, business services, products and resort developers. GBG & Associates is led by Georgi Bohrod, RRP to support the industry's brightest and most energetic talent and seasoned professionals. Specializing in the shared ownership industry for more than a quarter century, GBG & Associates provides resources and spearheads tailor-made comprehensive B2B or B2C strategic plans incorporating both traditional and new media by managing the many moving parts which are part of an effective, comprehensive public relations program.

## PUBLIC RELATIONS & MARKETING



### SharonINK PR & Marketing

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

## 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



### Concord

4150 North Drinkwater Boulevard., Ste. 200  
Scottsdale, AZ 85251 USA  
Phone 1: 800-685-8736  
Phone 2: 480-998-7585  
FAX: 480-951-8879  
Email: jpowers@PowerOfConcord.com  
Website: www.PowerOfConcord.com  
Contact: Joy T. Powers, 1-321-293-0293, Director of Business Development US and Canada

Specialty: Since 1988, performing receivables and maintenance dues servicing and delinquency collections with accuracy, efficiency, flexibility, and customer responsiveness that is unsurpassed in the industry.

Servicing & Collections:

- Internet Account Information / on-line payments
- Credit Reporting to the Three Major Agencies.
- FDCPA and State Regulations Compliance.
- Skip Tracing Department.
- Automatic Debit and Electronic Funds Transfer
- Customized Reporting Packages
- Bilingual Customer Service & Collections Staff

Outstanding References Available. Call or E-mail Joy Powers Today for Informational Packet.

## 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.

## RESERVE STUDIES



### 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.prasystem.com  
Contact: Bill Chaffee  
Specialty: PRA Consultants are certified reserve professionals licensed and trained in implementing the PRA System for preparing the highest quality and most accurate Reserve Studies available. The system is the only reserve management plan preparation software that has been evaluated by a CPA firm for accuracy of calculations while meeting AICPA requirements for reporting. The system is designed to complement properties with different ownership formats and contribution calculations. PRA Consultants utilize property plat maps and model floor plans for planning and scoping how reserve items will be grouped, budgeted and tracked based on the property's common areas, building and unit configurations. This provides the foundation for a reserve management plan with financial support that is easy to understand and provides optimized contributions while projecting that sufficient reserve funds will be available when needed in the future.

## 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.gprgmt.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.gprgmt.com

## 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.



### 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.

**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**

## ROOM AMENITIES



## Essential Amenities

Phone 1: 800-541-6775

Email:

diana.johnson@essentialamenities.com.

Website: www.essentialamenities.com

Contact: Ms. Diana Johnson

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

## 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

## 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.



thetrades.com

## 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

# Trades Faces & Places:

Continued



## Sunset World Resorts &amp; Vacation Experiences

with resort properties in Cancun and the Riviera Maya, Mexico, Corporate Director of Brand and Public Relations **Annie Arroyo** recently presented an ample donation of sheets, pillow cases, bedspreads,

dishes and other kitchen and household items to fully equip the dormitories and kitchens of five firehouses in Cancun and two in the nearby areas of Puerto Morelos and Leona Vicario. Arroyo is a Board of Trustees Member of the local Firefighter's Association.



Speaking of disaster preparation (note the article about Sunset World above), Rich Romanello says Holiday Travel of America's home office in the San Diego area had a close call in the mid-May firestorm. "We anticipate there may be rolling blackouts in Southern California this summer," says Romanello. "We'll be ready for them with approximately \$15,000 worth of heavy-duty generators!"

# MEMBERS DIRECTORY

## TELEMARKETING



### Perfekt Marketing

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

## TELEMARKETING REGISTRATION

### Tele-Sales/Registration Consultants

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

## TITLE COMPANIES



### Stewart Vacation Ownership

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.

## TOUR GENERATION



### MARKETING DECISIONS INC

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

- . Day Tours using Outbound Telemarketing or Inbound Direct Mail Clients on a Per Tour Cost
- . MDI is starting its Sixteenth (16th) year in Client Generation.
- . MDI custom tailors high quality Client Generation Campaigns using qualified incentives to produce the most effective VPG.
- . MDI has a host of Custom designed, cost effective, successful premiums and vacation certificates.
- . Interactive Website for Manifest, Results, Projections, Disputes and Accounting of Weekly Tours. www.ReportsPro.net.
- . MDI has a custom Confirmation Letter Website.
- . Our commitment to Federal and State DNC Compliance is second to none, through proprietary websites.
- . Call David Wagner Today at, 775-831-9732, for a Confidential Marketing Analysis



### 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.

## TOUR GENERATION



### Savage Direct Marketing

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



### 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



### Executive Tour and Travel Services, Inc.

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



### Superior Vacations

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 Phone 1: 855-453-5686  
 Email: superiorvacations@yahoo.com  
 Website: www.noothersolution.com  
 Contact: Dan Garrett  
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 Ph 1: 877-281-3649 FAX: 877-281-3652  
 Email: mrktg01@yahoo.com  
 Website: www.islandtradervacations.com  
 Contact: Chris Dixon  
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 • We offer separate programs and pricing structures for stand-alone travel club sales, timeshare exits and telemarketing of our product.  
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**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 inclusives, 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)

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  - Participants in ARDA.
  - Toll free phone numbers with live experienced customer service and travel agents.
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Phone 2: 800-619-6101 ext 2

Email:

Info@creativemarketingincentives.biz

Website:

www.CreativeMarketingIncentives.biz

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## TRAVEL INCENTIVES

**Executive Tour and Travel Services, Inc.**

301 Indigo Drive

Daytona Beach, FL 32114 USA

Phone 1: 866-224-9650

Email: Frank@ettsi.com

Website: www.ETTSI.com

Contact: Frank Bertalli

Specialty: ETTSI Incentive Premiums

helps you meet your goals with Industry leading incentive programs in travel and merchandise certificates. ETTSI specializes in offering sales premiums in support of Timeshare and Travel Club presentations. You can relax knowing that you are receiving the greatest value and that your customers will be serviced with the utmost attention because you are buying direct from the fulfillment company. ETTSI prides itself on its in-depth understanding of the needs of their clients and they excel at converting that knowledge into strategically and tactically designed sales incentive solutions that work!

Distributor Inquiries Welcome

**Four Biggest Travel Club Challenges and How to Deal With Them**

By Tommy Middaugh, Travel To Go

Since their first appearance in the 1990s, travel clubs have followed several business models and in consequence, have faced a number of challenges with potential customers, the timeshare industry and the travel press. Let's shed some light on these challenges and examine what travel clubs can do to overcome them.

**1) Are travel clubs genuine organizations? Should we believe the negative articles of the travel press?**

The concept of travel clubs is sometimes perceived as a bag of tricks, with a few people entertaining the idea that they're "too good to be true". While the travel press has reported a few incidents of unscrupulous businesses trying to take the money and run without delivering the services they promised, almost all of the travel clubs are legitimate organizations that offer their members a wide selection of travel options to choose from.

The best way for travel clubs to fight this negative perception is to educate their customers, product train the sales people, and aim at delivering the most satisfying level of customer service. For instance, travel clubs should explain in detail to new members the many membership benefits available and how the member can utilize these benefits to enrich their lives.

**2) How can travel club members book the trip they really want?**

Members need to understand that timing is everything when it comes to booking. They can't expect steep discounts to be available for all accommodations at all times. Travel agents must educate their members and explain that while some deals may be available year round, others may come and go as timeshare and resort inventories get filled. Once members understand that they may have to book two one-bedroom accommodations instead of a two-bedroom, or plan their spring break vacation in San Diego instead of Cancun this year, they start realizing that being flexible pays off in reduced travel costs.

**3) How can travel clubs represent themselves as enhancing, not competing, with the timeshare industry?**

Travel clubs are a compliment to the timeshare industry in more ways than one. Today's clubs promote membership with access to thousands of destinations, rather than timeshare ownership

in one single location. Members have access to many travel products and services, from luxury condominium rentals to vacation cruises, and discounts on entertainment, amusement parks, car rentals and tours. Timeshare developers are now seeing the appeal of travel club memberships and use them as a powerful closing tool or an exit package with potential buyers looking for a travel option with no long-term commitment and varying price points.

**4) With so many choices and options, does this make travel clubs too complicated to use?**

Instant access to myriad travel destinations and accommodations can feel overwhelming to new members. Too many choices can be one reason why customers cancel their memberships before they actually use them. Travel clubs should dedicate time and resources to educate their new members and help them make the best use out of the programs. That's why at Travel To Go, we continuously train our travel agents on 5-Star Service. By delivering the utmost customer service, we help our members make the idea travel plans so they can have the time of their lives.



# MEMBERS DIRECTORY

## TRAVEL INCENTIVES



**Spirit Incentives**  
 2455 East Sunrise Boulevard  
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 Ft Lauderdale, FL 33304 USA  
 Phone 1: 954.315.8700  
 Email: [iyoungblood@spirit-incentives.com](mailto:iyoungblood@spirit-incentives.com)  
 Website: [www.spirit-incentives.com](http://www.spirit-incentives.com)  
 Contact: Ilene Youngblood  
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--Ron Goldberg, President, Wellington Financial

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

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

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

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

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

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

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

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



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## EMPLOYMENT



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## EMPLOYMENT



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## EMPLOYMENT



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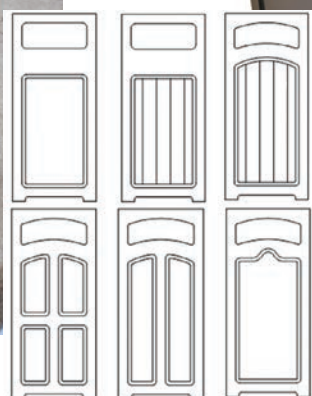






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