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My "Little" Story

So my "little" story.... I was first diagnosed with stage 2 melanoma in 2006. Had 2 surgeries, but fortunately no chemo! Three years later (after not having insurance because of the melanoma) I was diagnosed with stage 3 breast cancer. I first had a lumpectomy then a week later had a double mastectomy. It was in all of my lymph nodes. I had three forms of breast cancer, which is very rare! I did chemo for a year, lost my hair, my dignity, and was very depressed. In March of 2010 I had a complete hysterectomy because one of my chemos could cause uterine cancer. During this surgery, some tech put a blood pressure cuff on my arm and I now suffer from lymphedema. Three years later I was diagnosed with stage 3B colon cancer (all of my cancers I discovered myself!) I had more surgeries and underwent more chemo that about killed me. I have been treated at Moffitt, Florida Cancer Specialist, and I am currently being treated at Shands in Gainesville. Unfortunately, this cancer spread first to my stomach and is now in my liver and lungs. I went through very intense radiation for my stomach, and then had surgery to remove the tumor. I have undergone more radiation to my liver and lungs and I currently take oral chemo (10 pills a day) which are really wearing me down. My prognosis is not good, but I try to live every day to its fullest and want to be at every event for my 3 precious kids, Abby, 13, Alex, 12, and Ashley, 7. My husband Tom has been by my side through it all and it devastates me that they have to see me going through all of this. I love each of them so much it just completely hurts me to my core to think of missing out on so many of their big moments in life.



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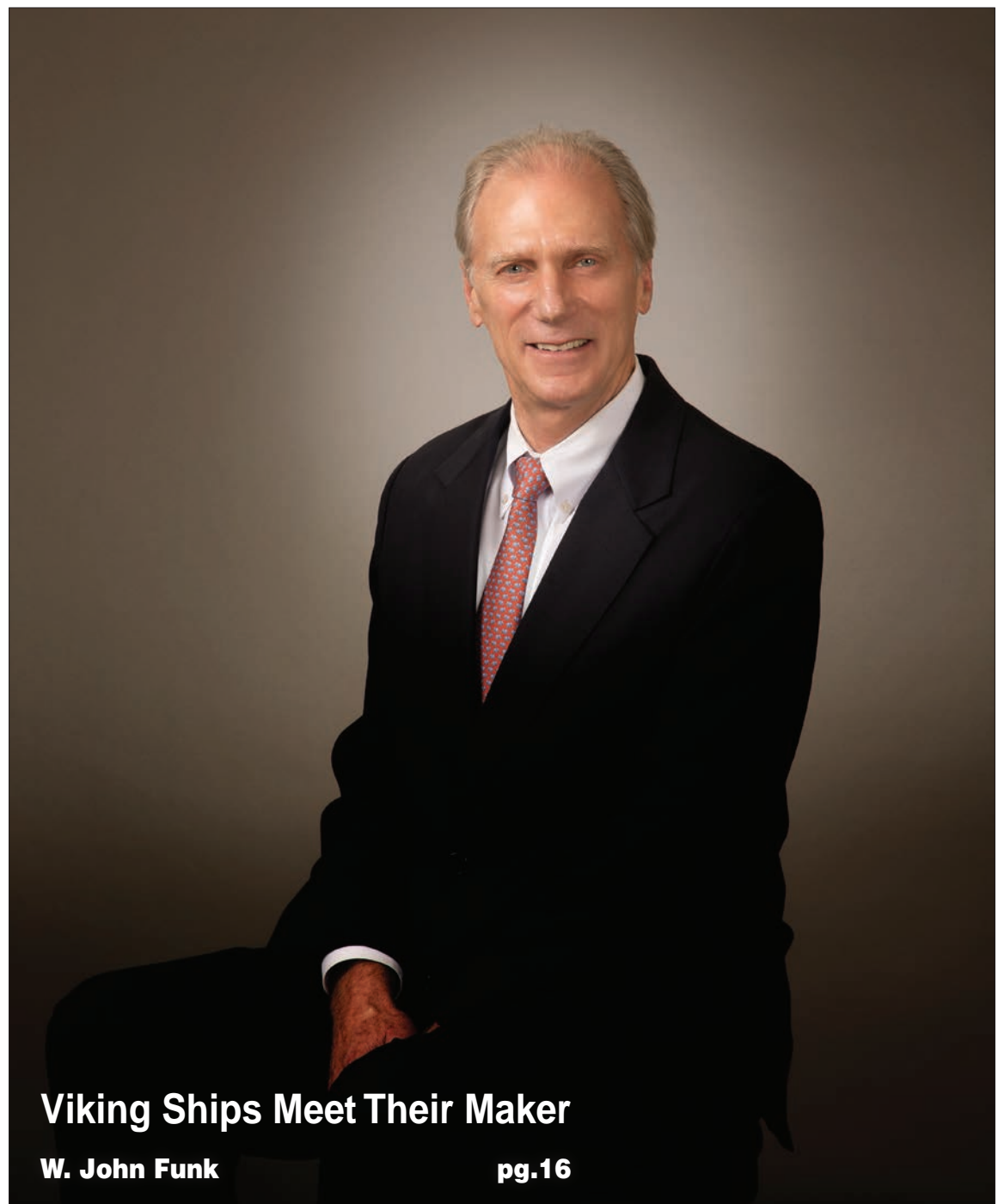
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PUBLISHER'S CORNER



James T. "Tim" Wilson
Publisher
Resort Trades

~~Our team has restored and improved our corporate web site, ResortTrades.com, to effectively protect and archive everything that was ever posted to the site.~~

~~Dear Reader: We Found Your History! Affectionately, 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, 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 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'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 will remain the most complete repository in existence to tell the history of the timeshare industry.~~

~~Immediately following its new release, 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



A publication of: The Trades Publishing Company

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

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

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

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

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

Respectfully,
Tim Wilson Publisher

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Trades

Faces & Places:

August 2014

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

By Karen D'Agostino and
Sharon Scott, RRP



Bill Ryczek, Colebrook Financial Company

Colebrook Financial Company, which provides financing for timeshare resort entities, announced recently they had closed a deal with a timeshare resort homeowners association (HOA) to assist in refurbishing two conjoining resorts — Alhambra at Poinciana and Alhambra Villas — near Kissimmee,

Florida. The loan was facilitated by the Amber Group, Inc., which manages both properties. “The loan enabled what had been a piecemeal renovation to take place in one phase, without burdening the owners with a special assessment,” said Colebrook Financial Principal **Bill Ryczek**. “A key reason for us to make the loan was the fact that the projects are professionally managed by Amber, which was able to provide us with complete information on the scope and timing of the renovation project. Many older resorts (or ‘legacy’ as they are often called) are in a similar condition and contemplating renovation projects. If a project is healthy, we may be able to help them.”



Tommy Middaugh

Tommy Middaugh, Vice President of Business Development for **Travel To Go**, recently endorsed **TrackResults Software**. “TrackResults serves all of our sales and marketing systems. The comprehensive reporting systems and data allows our IT department to focus on other needs of the company.”



Jeanette Bunn

“Our company prides itself on green initiatives. Not only does TrackResults slice and dice data in countless ways, it reduces our carbon footprint and overhead costs at the same time!” added President and CEO of Travel To Go **Jeanette Bunn**.



Wesley Kogelman

seeking to purchase the product. That dollar amount increased 104 percent over the same time period last year, with the dollar amount of offers to rent timeshare increasing 41 percent to \$2,526,476. “We’ve been in business for 14 years and I’ve seen many fluctuations in the market over the years, but the growth in the

resale sector demonstrates that resales are to be taken seriously by the rest of the industry,” said BuyaTimeshare.com president and CEO **Wesley Kogelman**. “Our offer numbers show that potential buyers and renters are using our site because of the transparency it provides them about the product.”

In May of this year, BuyaTimeshare.com released a list of its Top 10 most popular vacation ownership resorts as requested by consumers based on the amount of offers to rent timeshare over the last six months. The Top 10 list named:

1. Marriott’s Aruba Surf Club (Aruba)
2. Casa Dorada at Medano Beach (Cabo San Lucas, Mexico)
3. Wyndham Bonnet Creek (Orlando, FL)
4. Island Seas Resort (Freeport, Bahamas)
5. Marriott’s Aruba Ocean Club (Aruba)
6. Divi Aruba Phoenix Beach Resort (Aruba)
7. Divi Village Golf and Beach Resort (Aruba)
8. Ocean Beach Club (Virginia Beach, VA)
9. Marriott’s OceanWatch Villas at Grande Dunes (Myrtle Beach, SC)
10. Holiday Inn Club Vacations Galveston Beach Resort (Galveston, TX)



Ray Bastin

Ray Bastin and Lena Combs, with **Averett Warmus Durkee (AWD)** — Central Florida-based accountants providing assurance, accounting and tax compliance services to timeshare and vacation ownership developers, HOAs and other businesses — addressed attendees of the Timeshare Board Members Association (TBMA) meeting in Orlando earlier this month. The two CPAs provided advice to board members on how to assess a resort’s financial health saying, “Truly understanding and evaluating the financial health of your association is an ongoing task that provides great value to the association. It can

help you identify any problems or issues and take action before the problems are too big to correct.”



Lena Combs



Andrew Heslehurst, RCI Pacific Director

RCI, the worldwide leader in vacation exchange, announced the addition of four affiliated Ramada resorts, part of the WorldMark South Pacific Club by Wyndham: the Ramada Resort Port Douglas in tropical North Queensland; Ramada Hotel and Conference

Centre Marcoola Beach on Queensland’s Sunshine Coast; Ramada Resort Phillip Island in Victoria and Ramada Resort Shoal Bay in Port Stephens, New South Wales. “We are excited to offer these four great properties for exchange,” said **Andrew Heslehurst**, RCI Pacific Director. “Ramada is a well-known global hospitality brand and we are proud to welcome its resorts to our portfolio. This affiliation is a testament to our commitment to widen the choice of holiday experiences we offer our members in the Pacific region.”

Online timeshare resale advertiser **BuyaTimeshare.com** has released offer figures for the first quarter of 2014 and the results show a considerable increase in the offers placed on timeshares for sale which are advertised through the website. The number of inbound confirmed offers to buy timeshares increased 80 percent in the first quarter compared to the first quarter of 2013, totaling \$15,980,329 worth of offers from prospective buyers

DAE (Dial An Exchange) the world’s largest privately owned holiday exchange company, announced a spring launch of a digital version of its Holiday Access magazine. The publication, which goes to every DAE member, has news, destination features, and tips to help people get the most from both their holiday ownership and their membership of DAE. DAE managing director Europe, **Oliver Green** said: “We have email addresses for over 95 percent of our members and so this is a quick and efficient way of getting their magazine to them.”

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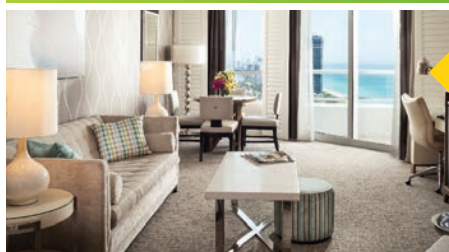
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There's an adage in the hotel business that characterizes the constant process of renewal that industry embraces. When older hotels are re-branded, updated or demolished ("repositioning" is their term for that process) they say, "The hotel industry is not over-built, it's under-demolished." In that highly-competitive industry, repositioning is seen as a healthy process, and a sign of robustness and innovation. Every system, organization or community must go through a process of renewal to remain healthy, a Darwinian process where the strongest thrive, the weakest are excised, and those in the middle evolve and adapt, or die. The timeshare resort community is no different. Can we say that timeshares are not overbuilt, but under-demolished?

The ongoing efforts to rejuvenate older resorts are to be energetically applauded. Remodeling programs are adapting the best designs and materials from our lodging and residential counterparts to give resorts a truly modern look and feel while increasing efficiency and function. Developers of new products are embracing flexible use plans, monetization options, and exit options into their program design to make the product appeal to the demands of the modern consumer. Older resorts no longer in their initial development and marketing cycle are similarly reinventing themselves by adopting point systems, trust regimes, and lease models to deliver those same flexibilities and options to potential new customers. For mature resorts, these investments in new product designs are being driven by courageous and insightful boards and a handful of resort and club developers and entrepreneurial sales organizations that are moving HOA intervals by focusing on points-based flexibilities and, often, shorter ownership duration vacation products, in their sales presentations.

These groups – the associations whose boards have researched alternatives to make their product more salable – and the sales organizations who are introducing these products to new customers – deserve our recognition and support. These Association Boards realize that a passive, low-key sales approach will not keep the demand for their products at or above the supply, which is a critical component of a sustainable resort. No longer can we allow resorts to characterize themselves as "no longer in sales;" a resort is either "in sales" or it is in decline. "In sales" means supporting a program with the goal of keeping the HOA inventory sold out, with the

It's Time to Reposition Timeshare Resorts

By Scott MacGregor

added benefits that it will support better resale values for the owners and provide them the exit options they need and deserve. Giving away the inventory with the thought that "we just want a dues-paying member" is a fool's errand. This will not result in getting all the inventory to be dues-productive. Even worse, it inflicts irreparable damage on the resort and its owners by telling the world that their intervals have no value. How do you start a robust sales program when the value of the inventory has been effectively reduced to zero? Some of these associations have merely given up on finding a way to keep the inventory valuable and getting it sold; many others are simply shying away from an active sales program because they fear some owners or guests will object to the sale presence. A board's consideration of its fiduciary obligations to its owners should include sustaining the long-term value of their ownership, and that can't happen unless an active sales culture is embraced and woven into the fabric of the resort's operations.

In many ways, the boards have been forced to think more like developers in order to keep their resort relevant. They need and deserve the industry's creative, economic, and legal/legislative prowess and resources in order to be successful in their role of "surrogate developer." The weakest, most vulnerable resorts are those that need the most assistance and are often the ones least likely to receive it. The timeshare industry needs to actively identify the resorts that are trending toward failure – and there are plenty of them – and help them to fail gracefully, in a controlled manner that will maximize the benefit to the resort's owners. There are some in our business who fear the "negative PR" if we confess that some resorts are not great and that some should be turned into something else. Some naively choose to keep their heads planted firmly in the sand and believe that it's not a significant problem. Some say it's just too hard, that the resort documents and state laws make it impossible to terminate a timeshare program. A significant number of resorts are heading toward failure, and it will be a far better message that we are doing something about it, rather than reacting to the fallout from resorts that close their doors leaving their owners and stakeholders with little or nothing. And there are solutions; we need to work to create the biggest possible toolbox to help resorts that elect to repositions themselves for the benefit of their owners. Where there's a will, there's a way, and our industry has demonstrated time and again that it has the ability to overcome obstacles.

According to the 2012 ARDA International Foundation State of the Timeshare Industry report, there are 1,548 timeshare resorts in the U.S., and of those, 1,150 were developed before 1990. That means three out of every four US

timeshare resorts are 25 years old, or more. The average size of a resort in 1989 was only 56 units. It is among this population where the concentration of most-vulnerable resorts exists; those that were hotel/motel, condominium or apartment conversions, often concentrated in highly seasonal areas, and designed with the least flexible fixed week and/or unit use plans. Their size puts them at even greater risk; their relatively small owner populations mean that delinquency rates have a proportionally greater impact on the resort's finances. As the number of assessment-paying intervals decreases, the resort's fixed costs have to be spread over a smaller number of people. Any financial shocks – failure of a major system, a lawsuit, a casualty loss due to high deductibles or underinsurance – can easily be a death blow to a smaller Association. Older resorts - particularly the hotel/motel conversions with the tiny bathrooms and kitchens shoe-horned into a space designed for a mini bar – and those with more limited common areas and amenities are also likely to have lower point values as determined by the major exchange companies, and this directly impacts the salability of the Association's inventory. Lower point values make the inventory less attractive to vacation clubs and points-based resellers.

Although the trends that continue to weaken the resorts at the margins are widely discussed and recognized, particularly increasing delinquencies as owners with no other options default, the research and empirical data at an industry level measuring the financial health of resorts categorized by age, location, size or use type are thin at best. The annual Averett Warmus Durkee Timeshare Benchmarking Report* is one of the best views on the changes in financial health of resorts over time, though it looks at a very regionalized resort population. The 2013 AWD Benchmarking Report notes some positive trends in the resort financials it examines, most notably that "timeshare associations have seen a significant improvement in budgeting for bad debt" and that "there was a decrease in special assessments levied by number of resorts of 33.3% (from 9% to 6%) from 2011 to 2012." However, the report also highlights some of the fundamental weaknesses that could be critical to vulnerable resorts including:

- 50 percent of associations are using some portion of next year's collections to pay this year's expenses;
- Over the 10-year period studied, replacement fund expenditures have increased 181 percent, but replacement fund assessments have only increased 77 percent over the same period.

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- An increase in gross accounts receivable ... suggests continued delinquencies and collection problems; collection percentages still appear to remain at historically high levels.

Resort health is more than just a financial measure. Resort sustainability is only understood by taking a determined and objective look at all the measures of a successful enterprise: its competitive strengths and weaknesses in its marketplace; any unique opportunities or threats, its legal, operational and financial fundamentals; its ability to attract the human and financial resources it needs to thrive. Lacking a true census of all US resorts including these markers of their sustainability or trend toward obsolescence across the population of aging timeshare resorts, it is incumbent upon each board to retain the objective professional assistance it needs to subject its resort to the stress-test of sustainability and determine whether it is positioned to thrive – not merely exist, for its owners deserve much, much more than simple existence – and to create a viable plan for its way forward over the next five, ten and thirty years.

It's time to embrace a renewal process for the community of aging timeshare resorts, and accept the fact

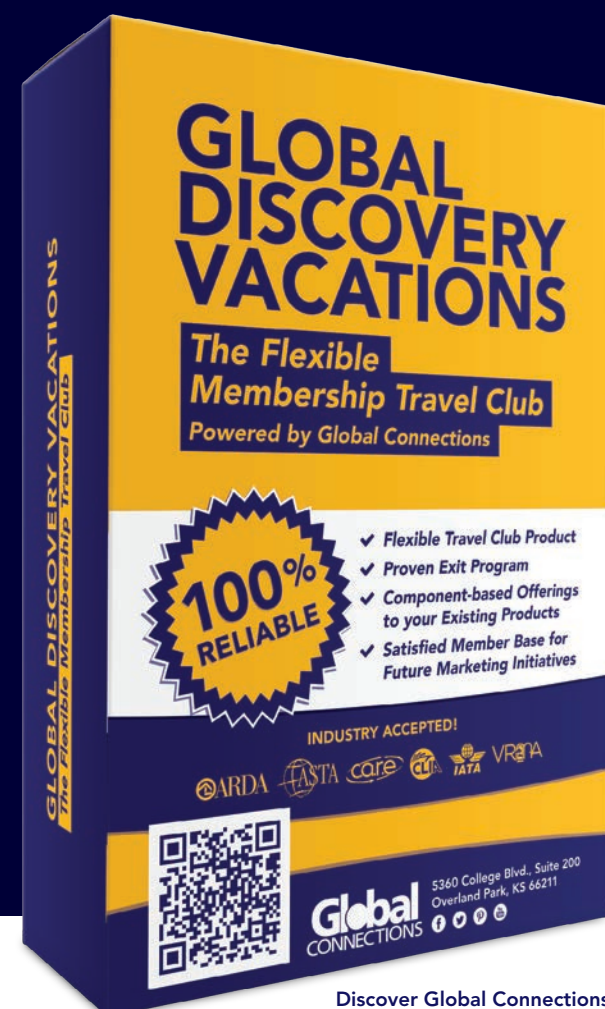
that some resorts would be better off being repositioned to a higher and better use of their real estate assets. There remains a significant disequilibrium of demand and supply of previously-owned timeshares. Efforts to reenergize the stronger resorts and restructure and remarket that inventory seek to address the demand side of that equation. It's time to focus as well on the supply side, removing from the market the least salable, most vulnerable, least sustainable resorts. Our industry has the creativity and the resources to make it happen, and our owners deserve the options and support. Failure cannot be an option.

* For more information visit www.awd-cpa.com, contact Lena Combs by email at lcombs@awd-cpa.com or Tom Durkee at tdurkee@awd-cpa.com, or call (407) 849-1569.



R. Scott MacGregor, RRP, is the former Chairman of the ARDA International Foundation Research Committee, and a principal in CaryMacGregor, a firm that specializes in delivering evaluation and diagnostic tools to timeshare resort associations, and the tools and resources needed to execute the resulting plan. He welcomes your comments and questions by telephone at (702) 279-1432 or by email at smacgregor@carymacgregor.com.

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SITE AMENITIES & HARDSCAPES

The Upsides of Adding High-Action Recreation Amenities

Increased Sales, Incremental Revenue and Low-Season Attractiveness Translate into a solid ROI for Wet and Dry Installations

By Matt McDaniel



Gone are the days of having simply a resort pool and a tennis court—timeshares and other upscale properties long have realized the value of offering some seriously fun amenities onsite. Today, the product choices available to resorts are becoming increasingly diverse, but with one common thread: The right action-based attraction can be a serious boost to your bottom line.

There's definitely a trend toward active play, which reflects the societal shift toward being more physically active and doing more adventurous things. "Even a roller coaster, which most people consider an active experience, is actually passive in that you are sitting there and the vehicle is taking you on a ride," says Seth Foster, vice president of attractions business development for WhiteWater Attractions. "You're not actively participating other than being present. With most of our active-play attractions, the idea is to integrate guests actively doing something as part of their participation" — whether it's a ropes course, zip line or something else.

Adding Seasons

Developers of mountain resorts have noticed that there is a huge population of mountain bikers that will come to a resort to enjoy the sport,



which can help what would otherwise be a two-season resort take advantage of the shoulder seasons. A lot of the people who go mountain biking at your resort are the same ones who will go snowboarding there as well, points out Jason Stouder, vice president of Progressive Bike Ramps. His company manufactures sustainable mountain-bike features, both complete tracks (which can also be used with roller blades, skateboards and other equipment) as well as

elements for longer trails. PBR recently provided Intrawest's Winter Park Resort with a fabricated pump track installation that stores away during ski season.

Stouder also notes that a good mountain bike trail can have an additional advantage: Enthusiasts will seek it out. "You travel when you get into mountain biking," he says, "and you travel far."

On the Waterfront

Water-based amenities also are attracting greater numbers than ever. "The cruise ship industry has proven that adding water amenities makes a tremendous difference in the types of families they get on their ships — most of the major cruise lines have realized through their research that teens have a tremendous influence on what families do on vacation," states David L. Keim, vice president of business development for Aquatic Development Group. "The way we look at it is if that is true on the water, then it must be true on land as well. We're just beginning to see a trend of the higher-end more-traditional resorts starting to add creative water amenities — much more so than in the past."

Aquatic Development Group installed a 45,000 square foot indoor water park at Massanutten Resort in Virginia. "They found that not only did their unit sales increase," Keim says, "but their rental revenue also went up significantly."

"Each resort is different; they could have an indoor need or an outdoor need, but almost every resort has a water play need," adds Jeff Williamson, business development associate for Playtime. "Most resorts are focusing on families with young children. You want to attract a family when they're young, because then they're going to want to keep going back."

Creating Value

While Playtime produces mostly free play areas that do not have a separate charge, their statistics, drawn from the retail environment, have some

interesting applications for the timeshare industry, such as a 30% increase in attendance and sales. "While it's not a direct revenue generator, the data from our clients is showing that our play areas have such an impact that they're increasing revenue," Williamson states. "They're driving families toward that location, and they're going to come back."

WhiteWater Attractions' Foster says even greater results are on the horizon. "The next wave of action amenities will be extremely valuable to the timeshare industry because they're bringing something to guests that enhances their experience and is different from what they can experience elsewhere," he says. The amenity then becomes a differentiator between why someone should go (or buy) at one resort rather than another.

Upcharge Away?

So which attractions are worth a charging a premium for? It all comes down to people's expectations. "They don't expect to pay to go to the pool, and they may not expect to pay for the interactive water play area depending on its scale, but they do expect to pay for active participatory activities such as zip lines and rock walls," Foster states.

Philip Wilson, executive vice president of marketing, Extreme Engineering, adds that it also depends on whether the resort wants to incorporate the product as a recreational revenue aspect or simply as an added-value piece. "It can be pay-per-play or charged by the day. Some resorts open it to the general public to attract new sales prospects," he says. A resort can even offer admission in exchange for taking a tour. "There are multiple ways, promotionally and through revenue generation, to make this a huge value to a timeshare property."

Wilson, who is an American Resort Development Association (ARDA) Chairman's League member, sees distinct benefits for the timeshare industry as a whole. "We've addressed the major issue that the timeshare industry is facing, which is the generational change of buyers and how to sell to millennials. We've changed our product offerings to provide exactly what timesharing needs," he says. "We're trying to get the next generation of buyers into timeshares. Millennials are looking for something much different than baby boomers — these young families want interactive, unique attractions. The amenities that we're offering provide a stay-to-play solution."

Extreme Engineering has installed their High Action Adventure product at a Westgate Resorts property, is currently completing one with Summer Bay, and is in development with Orange Lake/Holiday Inn Club Vacations. "Having the nine-hole golf course, bocce ball and tennis courts is nice — but it's not enough," Wilson says.



Matt McDaniel is a Florida-based freelance writer who contributes to several timeshare industry publications. He can be reached at mcdaniel.communications.com.

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GIVING BACK



Extraordinary Gifts: One Vacation at a Time

by Sharon Scott, RRP

"From the bottom of my heart, I would like to extend a BIG THANK YOU for the wonderful trip that you so graciously provided for my daughter, mother and me," wrote cancer survivor Teresa Ponce. "It was so therapeutic to be home again and with my family!!!"

In writing this, Ponce had quite a bit to be grateful for, not only for having survived breast cancer, but along with her mother and five-year-old daughter, she had just returned from a life-restoring summer vacation at Carlsbad Inn Beach Resort in Carlsbad, California. Their seven-day vacation was provided courtesy of Extraordinary Family Vacations, the newest program from Send Me On Vacation (SMOV) in partnership with Grand Pacific Resorts.

SMOV is a timeshare-based charitable organization that awards vacations to cancer survivors with the intent of providing a vacation experience to women who have just gone through the tumultuous rigors of cancer and the recovery process. Grand Pacific Resorts has long believed in the power of vacations to bring families together to forge stronger relationships and reconnect them to what matters most. They also believe in the impact a business can make when uniting a vision to a cause. The partnership between SMOV and Grand Pacific Resorts was a heartfelt addition to their ambitious giving back programs.

It was with this intent that Grand Pacific Resorts launched Extraordinary Family Vacations and sent their first recipients –Teresa and her family –on a seven-day vacation they had only dreamt about on their own. In her application form, Teresa explained what such a trip would mean to them:

"Growing up my family did not have much money. I wanted to change things so I made a decision to attend Oklahoma State University. I had fifteen dollars in my pocket, a plane ticket and all of my belongings in two suitcases. I put myself through school and have worked hard my entire life.

"In June 2013, I was diagnosed with Invasive Ductal Carcinoma stage 2C, at the age of 33. My cancer was specifically in my left breast; however I opted to have a bilateral mastectomy because the risks of it spreading were so great. After having both breasts removed I confidently decided to not have reconstructive surgery. I want my scars to tell my epic story and hopefully inspire others to take charge of their health and be courageous to deal with any adversity.

"....I have a beautiful, loving and vibrant five year-old daughter, Danessa. It is extremely hard for me to let my daughter see me like this; bald, no breasts, sick and scarred inside and out. Through many conversations, interactions and prayers it seems that Danessa has found peace in her heart about me being this way. We envision better, happier days as a complete family again. My daughter's smile, her laugh and the time we spend together gives me the strength and willpower to fight. Days being numbered and tomorrow never being promised became a quick reality to us. Danessa and I have made the best out of every single situation and have the most sacred and humbling relationship between a mother and daughter.

"My mother Mary is a four-time cancer survivor (2x Breast, Cervical and Melanoma) who has not only had to be my caretaker, but is currently recuperating from her double mastectomy and chemotherapy. My mother travels an hour from Morrison to Enid every week then turns around and drives me the two hours to Cancer Treatment Centers of American in Tulsa. She then drives us back to Enid and stays for two days to cook, clean and take care of Danessa and me. My mother has been my backbone and strength throughout this entire journey. It breaks me down to see my mom work so hard managing my illness and taking care of my daughter and me. In my truthful opinion, my mother Mary deserves a vacation more than anyone I know, including myself."



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Pledging to provide future life-changing gifts of this sort, Grand Pacific Resorts has committed to fund a minimum two Extraordinary Family Vacations with SMOV each year, in keeping with the company's value statement, "Enriching Lives Through Extraordinary Experiences." Furthering their support, Grand Pacific Resorts is also committing to sponsor fundraising events throughout the year, beginning with SMOV's October Napa Wine fundraiser. "Crush Out the Effects of Cancer," will take place October 2, 2014 aboard the famous Napa Valley Wine Train.

The Napa Valley Wine train will offer three different dinner options. The Silverado Car (hosted by Charles Krug Winery) at \$159 per person offers a taste of some of the high end California grilled delights to be found throughout Napa Valley

while enjoying an open-air railcar that features a western atmosphere. The Gourmet Car (hosted by Delectus Winery) at \$189 features the options of both a Lounge Car/Dinner Car and a Dinner Car/Dessert Car with white linen tablecloths as well as relaxing on comfortable lounge chairs for dessert. Le Petit car hosted by Hunter III Winery at \$189 features both early and late seating in an elegant atmosphere. Relive the glory days of when trains were at their peak by dining in luxury in the Vista Dome Car with its private chef, (hosted by Annadel Estate Winery) featuring 180-degree views of the spectacular Napa Valley for just \$199 per person.

Each car's dining selections will be paired with its vintner-selected wines, making this a truly unique experience for all those involved. For reservations and more information about this special wine train experience call the wine train at 1-707- 253-0920 (extension 221) and request the Send Me On Vacation Wine Maker Dinner to reserve your spot.

Giving Time Away From the Home-to-Hospital Routine

"I want to express a huge "thanks" in advance for what you all are doing," continues Ponce. "Being a victim of cancer or watching a loved one battle cancer is, in itself, the same. I truly believe that caretakers and those who are closest to those suffering from cancer are the ones who are affected the most. Families NEED time to get away from the home-to-hospital routine that they are subjected to. Vacations bring healing, family bonding and restoration by allowing families to stop, regroup and regain their footing. Unfortunately this costs money, money that is being consumed in order to keep a loved one alive."

While Ponce makes little mention of her economic situation, clearly she was watching every penny. Imagine their sense of gratitude when the three arrived to find a stocked refrigerator and gift cards to local restaurants. Their Extraordinary Family Vacation provided airfare for the entire family and spacious accommodations. Plus, Grand Pacific Resorts picked up the cost of their rental car.

Resort Trades applauds companies like Grand Pacific Resorts for their support of efforts such as SMOV, Christel House and others. To learn more about Grand Pacific Resort's newest and innovative crowdsource giving program through their online nightly rental platform, ResorTime, visit and vote at <http://ResorTime.com/Giving>.

If you'd like to find out how you and your company can help a cancer survivor get her life back, visit www.SendMeOnVacation.org.



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.

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Viking Ships Meet Their Maker

By W. John Funk

Massachusetts has tackled a problem that has been plaguing the timeshare industry for the last several years. Timeshare transfer companies (TTCs) take advantage of owners who want to sell their deeded timeshares, but have had little success. The TTCs persuade the owners that the timeshare business is a scam, that they're stuck with their timeshare forever and that they and their heirs will have to pay assessments in order to avoid a bad credit rating. To avoid this, the TTCs tell the owners that they will take the timeshares off their hands for a payment to the TTCs, sometimes in the thousands, and that the owners will never have to worry about it again. What they don't tell the owners is that the timeshares are almost always offloaded into limited liability companies who simply hold the title, but have no intention of using the timeshares or paying assessments. The TTCs let the LLCs languish and eventually fold; hence these companies are known by the rubric "Viking Ships" - referring to the Vikings who sent their dead out to sea in boats. That practice hurts the resorts by depriving them of assessment income and causing them to have to foreclose to get the property back. Sometimes the TTCs simply take the owners' money, but don't transfer title.

Massachusetts enacted Chapter 76 in the 2014 session which establishes strict standards

for TTCs. There must be a transfer services agreement that clearly describes the parties, addresses, contact information, fees and services to be provided. The law requires that all funds be escrowed in Massachusetts until the services are performed, an owner's cancellation right within 3 business days of signing, a refund of monies within 20 days after the receipt of the cancellation notice and the keeping of escrow agent records for 3 years. These requirements will get the owners the information that they need to make informed decisions and ensure that their funds will be protected by an escrow agent.

However, the most important feature of the law is that it prohibits TTCs from participating in a plan or scheme to transfer a timeshare to another person under circumstances in which the TTC knows or reasonably should have known that the person does not have the ability, means or intent to pay the assessments associated with the timeshare. A violation of this provision is a violation of the state Consumer Protection Act which provides injunctive relief and a civil penalty of \$15,000 for each violation. Not only can the attorney general bring legal actions, but consumers can as well and recover attorneys' fees if successful.

The law also reigns in fraudulent practices of timeshare resale advertisers (TRAs). It requires the TRA have an agreement with the owner which has the same information that is in a TTC agreement and provides the same rescission rights. It prohibits representations that the TRC will provide services other than advertising or that the timeshare has a specific resale value. The law provides the same remedies as those available against TTCs. Legitimate brokers are exempted.

Chapter 76 puts an important tool in the hands of owners and resorts to fight against fraud and false information.



W. John Funk is a Shareholder/Director with Gallagher, Callahan & Gartrell, P.C., a law firm specializing in financial services and resort law, located in Concord, NH.

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A Review Of New Alternative Accounting Treatments Available For Use By Private Companies

By Tom Durkee, CPA

The Federal Accounting Standards Board recently issued updates on financial reporting for private companies that contain information of great interest to many of Colebrook's developers. The Chronicle asked Thomas Durkee, CPA and partner of Averett Warmus Durkee, located in Orlando, Florida, to summarize the changes for our readers.

In December 2013, the Financial Accounting Standards Board (FASB) Private Company Council (PCC) issued *Private Company Decision Making Framework – A Guide for Evaluating Financial Accounting and Reporting for Private Companies* ("the Guide"). The FASB followed the issuance of the Guide with two Accounting Standards Updates in January 2014, both of which are a consensus of the PCC.

The Guide has identified five areas in which financial reporting guidance may differ for private companies and public companies as follows:

- Recognition and measurement
- Disclosures
- Display
- Effective date
- Transition method

The Guide discusses how and why the needs of users of private company financial statements may differ from the needs of users of public company financial statements and how the cost-benefit considerations of financial reporting differ between private and public companies. The Guide identifies five significant factors that differentiate the financial reporting considerations of private and public companies. Those considerations are:

- Number of primary users and their access to management
- Investment strategies of primary users
- Ownership and capital structure

- Accounting resources
- Learning about new financial reporting guidance

The Guide and subsequent pronouncements issued by the FASB, which present alternative financial reporting guidelines for private companies, are available to be implemented by all entities except for public business entities, not-for-profit entities, and employee benefit plans.

Accounting for Goodwill

In January 2014, The FASB issued FASB Accounting Standards Update 2014-02, *Intangibles – Goodwill and Other (Accounting Standards Codification Topic 350) Accounting for Goodwill*, a consensus of the Private Company Council.

The PCC determined that the benefits of the current accounting for goodwill after initial recognition do not justify the related cost and complexity of performing the goodwill impairment test. Further, feedback indicated that users of private company financial statements felt that the goodwill impairment test required by U.S. GAAP provides limited useful information because most users of private company financial statements generally disregard goodwill and goodwill impairment losses in their analysis of financial condition and operating performance. r goodwill by private companies was warranted.

The Update allows an accounting alternative for the measurement of goodwill subsequent to its initial recognition. Qualifying entities that elect to implement this standard may amortize goodwill over 10 years on a straight-line basis, or less than 10 years if the shorter useful life is more appropriate.

Entities that elect to implement this alternative are required to also make an accounting policy election to test goodwill for impairment at either the entity level or the reporting unit level when a triggering event occurs that indicates that the fair value of an

entity may be below its carrying amount.

The goodwill impairment loss, if any, is the excess of the carrying amount of the entity or reporting unit over its fair value.

This accounting alternative, if elected, should be applied prospectively to goodwill existing as of the beginning of the period of adoption and new goodwill recognized in years beginning after December 15, 2014. Early adoption is permitted.

Accounting For Certain Receive-Variable, Pay-Fixed Interest Rate Swaps – Simplified Hedge Accounting

Also in January 2014, FASB issued Accounting Standards Update 2014-03, *Accounting for Certain Receive-Variable, Pay-Fixed Interest Rate Swaps – Simplified Hedge Accounting Approach*, a consensus of the Private Company Council.

The PCC received input that private companies often find it difficult to obtain fixed-rate borrowing and, therefore, enter into a receive-variable, pay-fixed interest rate swap to convert their variable-rate borrowing into a fixed-rate borrowing. Under U.S. GAAP (Topic 815), an entity is required to recognize all interest rate swaps on its balance sheet as either assets or liabilities and measure them at fair value. Topic 815 permits an entity to elect hedge accounting if certain requirements are met. Because of limited resources and the complexity of hedge accounting, many private companies do not elect to apply hedge accounting, which results in income statement volatility.

The alternative simplified hedge accounting approach permitted for qualifying private companies results in an income statement charge for interest expense that would result if the entity had entered into a fixed-rate borrowing instead of a variable-rate borrowing with a swap.

The simplified hedge accounting approach is effective for years beginning after December 15, 2014. Early adoption is permitted.

Conclusion

Private companies who have been frustrated by some of the complexities of conforming to U.S. GAAP may find comfort in the issuance of the Updates referred to in this article and in future Updates providing alternative and presumably simplified accounting treatments.

Tom Durkee, CPA, is a partner with the Central Florida-based law firm of Averett Warmus Durkee, which provides clients with assurance, accounting and tax compliance services. He may be reached at tdurkee@awd-cpa.com or (407) 849-1569.



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· MDI has a host of Custom designed, cost effective, successful premiums and vacation certificates.
· Interactive Website for Manifest, Results, Projections, Disputes and Accounting of Weekly Tours. www.ReportsPro.net.
· MDI has a custom Confirmation Letter Website.
· Our commitment to Federal and State DNC Compliance is second to none, through proprietary websites.
· Call David Wagner Today at, 775-831-9732, for a Confidential Marketing Analysis



Perfekt Marketing

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

COLLECTION SERVICES



Blackwell Recovery

4150 North Drinkwater Boulevard, Ste. 200
Scottsdale, AZ 85251 USA
Ph 1: 800-451-0801 Ph 2: 480-214-2995
FAX: 480-281-3136
Email: kderry@blackwellrecovery.com
Website: www.blackwellrecovery.com
Contact: Kyle Derry, Director of Operations and Business Development
Specialty: Blackwell Recovery sets the new standard in the collections industry. By providing third-party collections services that are truly innovative and game changing, Blackwell Recovery becomes your most reliable partner.
Collections:
· Internet Account Information / on-line payments
· Credit Reporting to the Three Major Agencies.
· PCI-DSS Compliant
· SSAE16-Type II Reviews
· FDCPA and State Regulations Compliance.
· Skip Tracing Department.
· Automatic Debit and Electronic Funds Transfer
· Customized Reporting Packages
· Bilingual Collections Staff

COLLECTION SERVICES

**Conrad Companies**

476 West Vermont Avenue
Escondido, CA 92025 USA
Phone 1: 800-8-CONRAD
FAX: 760-735-5020

Email: info@conradco.com

Website: www.ConradCo.com

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

The Conrad Companies consists of:

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

Resort Trades Testimonial

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

Leonard F.

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

"I don't know of a resort manager who isn't familiar with the publication," says Cunningham Management Vice President Kevin Mattoni. "In fact, whenever I visit a manager, Resort Trades is almost always somewhere handy in their office. The fact that a manager keeps it close by shows they're reading it. Managers have too much clutter to hold onto anything they're not reading."

Cunningham Management Vice President
Kevin Mattoni

COMPUTERS AND SOFTWARE

**Advanced World Concepts Inc.**

2237 Del Mar Scenic Parkway
Del Mar, CA 92014 USA

Phone 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.

Trades Faces & Places:

Continued



Mid-America Resorts
CEO Tom Fannon

SPI, the timeshare industry's premier software provider, announced they have installed their Orange Enterprise system for **Mid-America Resorts**, located in Owensville, Missouri. "We purchased SPI's system in order to coordinate the myriad types of functions required by an independently managed,

multiple-use project," says **Tom Fannon**. Fannon is the Chief Executive Officer of Mid-America Resorts, which includes Riata Ranch and Lost Valley Lake Resort. "Our team is excited to have all of the data in one system which acts as an efficiency multiplier and can be used by every department."

ResortCom International Vice President of Marketing and Sales Services **Frank Ingrande** announced the company has expanded its services to include marketing. Due to a specific request to develop a comprehensive owner referral



ResortCom VP
of Marketing & Sales
Services Frank Ingrande

to offer these marketing services to other existing clients. And now, the highly respected company offers these services to new clients as well.

Alex Marxer, President of **ResortCom International**, spoke recently at the 15th Annual Call Center Week. His topic "The Quest for the Modern Contact Center" was based on the cultural transformation ResortCom made in the past year. According Marxer, "Zappos inspired us to undergo a cultural transformation which became the center piece of our call center success. We make fantastic



ResortCom President
Alex Marxer

customer service a profit center. Our philosophy combines the spirit of innovation and partnership. We keep our clients' portfolios healthy and cash flow strong while ensuring a positive experience for owners and members through online self-service and a customer service staff with a concierge-like attitude."

Owned and managed by **Global Connections, Inc. (GCI)**, Sea Shells Beach Club in Daytona Beach, Florida, recently received the 2014 TripAdvisor Certificate of Excellence, which honors top-rated lodging businesses, restaurants, and attractions, that consistently achieve outstanding traveler reviews on TripAdvisor. The Certificate of Excellence is awarded to only the top performing 10 percent of businesses listed on TripAdvisor. To qualify, businesses must maintain an average rating of four or higher out of a possible five from travelers'

MEMBERS DIRECTORY

COMPUTERS AND SOFTWARE



Select Software International
 21507 Caribbean Lane
 Panama City Beach, FL 32413 USA
 Phone 1: 850-960-1661
 Email: support@selectsoftwareinternational.com
 Website: www.selectsoftwareinternational.com
 Contact: Keith Wetzel
 Specialty: Property Management software for Timeshares, Condos, Hotels/Motels, B&Bs, Public and Member Campgrounds, Land Sales and Property Owner Associations.
 Software modules: Sales/Marketing/Tour Tracking, Reservations/Rentals, Fees/Taxes Receivable, Contracts/Notes Receivable, Internet Reservations, Internet Owner Portal, Accounts Payable and General Ledger. The programs may be used in a stand-alone or fully-integrated mode and you only need to purchase those you want.

Select Software has been in business for over 20 years and some of our clients have been with us that long. We have TOP NOTCH SUPPORT and GREAT PRICES. Give us a call.



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

CONSULTING



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

DIRECT MAIL AND MARKETING



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.



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

DISINFECTANTS/INSECTICIDES



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

ESCROW COMPANIES



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

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

EXCHANGE COMPANIES



A Better Way to Exchange

Resort Travel & Xchange
 521 College St
 Asheville, NC 28801 USA
 Phone 1: 828-350-2105 Ext. 4448
 Email: cviolette@rtx.travel
 Website: www.rtx.travel
 Contact: Corina J. Violette, Director of Resort Partnerships
 Specialty: Resort Travel & Xchange (RTX) is a timeshare and vacation ownership exchange company based in Asheville, N.C. RTX works with a number of resorts and developers to provide the best exchange options possible to its members. In addition to exchange services, RTX offers a number of travel benefits and discounts to members. Additionally, RTX provides low-cost benefits to partners including opportunities for rental income through assistance with resort inventory. RTX has approximately 60,000 members.

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

HOUSEKEEPING SERVICES



Housekeeping Services

Jani-King International Inc.

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

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

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

HOUSEKEEPING SERVICES



A Passion for Cleanliness

MasterCorp Inc.

3505 North Main Street
Crossville, TN 38555 USA
Phone 1: 800-489-1718 ext 4403
FAX: 931-484-1775
Email: r.hale@mastercorpinc.com
Website: www.mastercorpinc.com
Contact: Russ Hale

Specialty: Specialty: With over three decades of service, MasterCorp is the premier provider of housekeeping services to the resort timeshare industry. MasterCorp is a trusted, professional partner with:

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

"The Most Trusted Name in Resort Housekeeping"

INTERNET MARKETING



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: Melissa Tipton ext. 109

Specialty: Expose you to the latest in "Internet Marketing" Capabilities to include:

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

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

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.

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.

Trades Faces & Places:

Continued

reviews. Headquartered in Overland Park, KS, GCI is the owner and developer of resorts in California, Colorado, Florida and Tennessee and further owns and leases multiple resort condominium units throughout the United States, Canada, Mexico and the Caribbean.

Send Me on Vacation, a charitable organization supporting cancer survivors, announced a fundraising event – Crush Out the Effects of Cancer – with a one-of-a-kind Wine Maker Dinner that will take place on the Napa Valley Wine Train as it winds its way through breathtaking wine country on October 2, 2014. Those interested in reservations and more information should call the wine train at 1-707-253-0920 and request the "Send Me On Vacation Wine Maker Dinner."

C.A.R.E.'s 58th Semi-Annual Conference, held at the Sandestin® Golf & Beach Resort, Destin, FL from May 3-6, 2014 enjoyed the highest dollar amount of sponsorship support in the organization's 29-year history. A record-breaking, almost \$70,000 was raised from many C.A.R.E. companies to support the education, meals, events and

networking at the conference. Club Resort Intervals, LLC (www.crvacation.com) contributed \$20,000.00 as a Presidential Sponsor and hosted a "Cinco de GRI Celebration" to recognize the 5th of May and Club Resort Interval's fifth year as a proud and dedicated member of C.A.R.E.

CondoWarehouse.com (www.condowarehouse.com), also a Presidential Sponsor of C.A.R.E., hosted a special evening of recognition that included a memorable and enjoyable evening of networking and beach activities.

Resort Trades is a media sponsor for C.A.R.E. The non-profit's 59th Semi-Annual Conference will be held at the Renaissance Seattle Hotel, Seattle, WA from October 18-21, 2014.

Interval International announced the addition of OWN Palermo Hollywood and Pop Villa Crespo by OWN, boutique condo-hotels located in the heart of Buenos Aires to their list of resorts. "Shared ownership can offer developers many advantages,



Interval VP
Marcos Agostini

including enhancing profitability through more stable year-round occupancy rates and higher consumer expenditures," noted **Marcos Agostini**, Interval's senior vice-president of resort sales and business development for Latin America. "Owners and guests tend to generate incremental revenue streams by their use of onsite amenities and services."

"Not coincidentally," says **Becky Arnett**, Director of Timeshare Development for **Christel House**, "It was **Lisa Kobek** who led the effort to launch the tournament worldwide in 2003 during her tenure as Director of Development with Christel House. She saw how successful a tournament hosted by Bluegreen Vacations was for Christel House and realized the potential of expanding the tournament concept to more venues."

MEMBERS DIRECTORY

LENDING INSTITUTIONS



Merchants Accounts

Phone 1: 877-281-3649

FAX: 877-281-3652

Email: mrktg01@yahoo.com

Contact: Call Bill Bailey!

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



Wellington Financial

1706 Emmet St N Ste 2

Charlottesville, VA 22901 USA

Phone 1: 434-295-2033 ext. 17

Email: sbrydge@wellington-financial.com

Website: www.wellington-financial.com

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



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!

Resort Trades Testimonial

We certainly find a lot of value in your publication, and of course love working with you! It's a great publication to reach industry professionals. Our staff loves to read all of the articles and the advertisements so we can stay on top of industry trends and learn about new vendors.

Hatton Gravely, SPM Resorts

LOGISTICS/WAREHOUSING/INSTALLATION/LIQUIDATION



Harding & Companies

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

Harding & Companies, Inc.

4106 Meander Place

Suite 205

Rockledge, FL 32955 USA

Phone 1: 407-494-9307

FAX: 407-641-9928

Email: rodharding@hardingcompanies.com

Website: www.hardingcompanies.com

Contact: Rod Harding

Specialty: Harding & Companies, Inc., is a full service solutions provider for FF&E liquidation, FF&E warehousing, FF&E distribution and FF&E installation. Harding & Companies, Inc., was founded to assist clients plan, manage, coordinate and implement effective and efficient logistical solutions in the Hospitality industry.

MARKETING



Creative Marketing Incentive Group

2831 Camino Del Rio S

Suite 203

San Diego, CA 92108 USA

Phone 1: 800-619-6101 ext 316

Phone 2: 800-619-6101 ext 2

Email: Info@creativemarketingincentives.biz

Website: www.CreativeMarketingIncentives.biz

Motto: Our reputation speaks loudly!

Specialty: Offering a large variety of custom marketing incentives, such as: Travel and Vacation Certificates, Cruise and Resort Getaways, Touch Mp4 Players, Digital Camcorders and a NEW 7" WiFi tablet, \$25 - \$300 Dining Certificates, \$50 and \$100 Gas and Grocery Rebates. Not only do we manufacture and fulfill all of our offers in-house, but we guarantee to protect the integrity of your promotions by not re-marketing to your customers....EVER! Why buy certificates in bulk or pay per certificate when you can just print or e-mail Unlimited Incentives for one low monthly fee?



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.gbgandassociates.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.gbgandassociates.com.

MARKETING



Integrated Marketing Solutions, Inc.

Interactive Marketing Solutions

1328 Capouse Ave.

Scranton, PA 18509 USA

Phone 1: 570-814-0749

Website: www.myvacationgifts.com

Contact: Sean Kelly

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 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)



Reputation Maxx

One Deer Valley

1 West Deer Valley RD, Suite 201

Phoenix, AZ 85027 USA

Phone 1: 877-390-1597

Email: wally@jwmaxxsolutions.com

Website: www.jwmaxxsolutions.com

Contact: Walter Halicki

Specialty: JW Maxx Solutions is the undisputed leader in online reputation management for the timeshare industry. With over 20 years of experience in vacation fulfillment, JW Maxx Solutions understands what individuals and companies in the industry need to succeed in today's ever-changing Internet landscape. Through the use of the latest technology available and the best methods to induce a fast-acting makeover of a company's Internet landscape, JW Maxx Solutions provides positive media outcomes for growth-oriented companies.

PET SANITATION



DOGIPOT

2100 Principal Row

Suite 405

Orlando, FL 32837 USA

Phone 1: 800-364-7681

Website: www.dogipot.com

Contact: David Canning

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

PREMIUMS AND WHOLESALERS



American Sales Industry

3560 Investment Lane

Ste. #101

Riviera Beach, FL 33404 USA

Phone 1: 800-771-4767

Phone 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"

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?

Resort Trades Testimonial

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

JÖRG C. HEYER, CHA, LCAM

PREMIUMS AND WHOLESALERS



SML Marketing LLC
162 South Peninsula
Daytona Beach, FL 32118 USA
Ph 1: 386-265-4975 Ph 2: 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

Resort Trades Testimonial

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

Warren Smith, Vice President,
Cranberry Waterfront Suites

PUBLIC RELATIONS



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: 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

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

Trades Faces & Places:

Continued



(Left) Donna Chun of Holiday Inn Club Vacations, Becky Arnett, Director of Timeshare Development for Christel House, Howard Nusbaum, President and CEO of ARDA, and Don Harrill of Orange Lake Resorts

the effort to launch the tournament worldwide in 2003 during her tenure as Director of Development with Christel House. She saw how successful a tournament hosted by Bluegreen Vacations was for Christel House and realized the potential of expanding the

leading provider of cloud-based software to the resort industry, sponsored the 12th annual Christel House-U.K. charity golf tournament, at Badgemore Park, Henley on Thames. Said **Mike Ashton**: "Christel House is a charity that is dear to our hearts and we are delighted that we have been able to increase our support this year. It is great that Colin will be driving the buggy and providing much needed encouragement."



Interval Region Manager
Cristina Marin

Interval International announced the appointment of **Cristina Marin** as region manager of resort sales and service for Pacific and Central Mexico. She is based in Interval's Mexico City office and reports to Juan Pablo Gómez, region director. Marin is responsible for providing sales, marketing, and technology tools to Interval's existing affiliated resorts and building the company's developer client base in popular vacation destinations, including Puerto Vallarta and Acapulco.

CustomerCount online enterprise customer feedback management system has announced that it will be



Pictured, left to right and the Indianapolis RCI Christel House tournament are sponsors and guests: Lisa Kobek, CustomerCount; Dori Carlson, RCI, Matt Morris and Bob Kobek, CustomerCount; Jack Morris, guest. Front row, the youngsters of the Christel House Indianapolis.

supporting the 2014 RCI Christel House Open Golf Tournament by deploying surveys to participants at tournament sites worldwide. In addition to the survey, CustomerCount is also donating \$1.00 for every tournament feedback survey submitted. Now in its 12th year, the RCI Christel House Open International Charity Golf Tournament is Christel House's signature fundraising

event and has raised over \$8 million since inception. According to **Lisa Kobek**, EVP of Client Services and Operations, "CustomerCount is honored to support the 2014 RCI Christel House Open. We have tremendous respect and appreciation for all that Christel House does to help impoverished children around the globe. I am pleased our company can demonstrate our commitment to the success of the event and in turn the children served by Christel House."



Mike Ashton
with Merlin Software

As of this printing, Christel House events will have been played at renowned courses in Branson, MO, Boonville, NY, Daytona, FL, Eagle, CO, Oxfordshire, UK, Indianapolis, IN, Mexico City, Mexico, Myrtle Beach, SC, Orlando, FL, Palm Beach Gardens, FL,

Die Boord, South Africa, Vista, CA and Williamsburg, VA. **Merlin Software** for Vacation Ownership, the

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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:

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 - Credit Reporting to the Three Major Agencies.
 - FDCPA and State Regulations Compliance.
 - Skip Tracing Department.
 - Automatic Debit and Electronic Funds Transfer
 - Customized Reporting Packages
 - Bilingual Customer Service & Collections Staff
- Outstanding References Available. Call or E-mail Joy Powers Today for Informational Packet.



ResortCom International LLC

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

Resort Trades Testimonial

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

Josh Jaffe of Jaffe Lead System

RENTALS AND RESALE



VacationCondos.com

1 Vance Gap Rd
Asheville, NC 28805 USA
Phone 1: 855-826-6361
Email: info@vacationcondos.com
Contact: Jay Bade
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@prasystem.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 USA
Phone 1: 760-827-4181
FAX: 760-431-4580
Email: success@gpresorts.com
Website: www.gprmt.com
Contact: Nigel Lobo
Specialty: Grand Pacific Resort Management (GPRM) will bring over twenty years of best practices and operational excellence to your resort. Currently serving over 60,000 owner-families every year at resorts ranging in size from under 50 units to over 300 units in the United States and Canada, Grand Pacific's signature Owner Engagement strategy will help your resort reduce delinquencies, deliver excellent rental results, and establish a successful resale solution. We manage to your existing budget with a passion for keeping maintenance fees low and quality top notch via our Preventive Maintenance (PM) Program and "owner-centric" Service Culture. For a complimentary analysis and consultation please contact Sherri Weeks at sweeks@gpresorts.com or (760) 827-4190. Web: www.gprmt.com

RESORT MANAGEMENT



Liberte Resort Management Group

10681 Gulf Blvd., Ste. 207
Treasure Island, FL 33706 USA
Ph 1: 800-542-3648 Ph 2: 727-360-2006
Email: libertecoo@tampabay.rr.com
Website: www.libertemanagement.com
Motto: "From NEW to LEGACY Resort Management"
Specialty: Vacation Management Services
o 21 plus years in TS Mgt industry
o Full Service Resort Management
o Financial Budgeting, Reporting & Analysis
o Owner Communications
o Sales, Re-sales, Rentals & Marketing
o Board support & training
o Legacy Resort Transitions
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o Consulting & Mentoring projects coordinator
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"We have been the best choice for nearly any fit for more than 2 decades".
See what our Clients have written at www.libertemanagement.com and click TESTIMONIALS.



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

Resort Trades Testimonial

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.

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, Ecu New York, Little Green, Dickens & Hawthorne Cucumber & Acai, and Joseph Abboud. Feel free to contact us at 800-541-6775 or www.essentialamenities.com for more information.

SALES AND MARKETING PRODUCTS

Rimco Marketing Products, Inc.

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

SHARED OWNERSHIP SERVICES



WORLDWIDE VACATION EXCHANGE

Dial An Exchange LLC

7250 N 16TH ST STE 402
Phoenix, AZ 85020 USA
Ph 1: 800-468-1799 Ph 2: 602-516-7682
FAX: 602-674-2645
Email: Fermin.C@daelive.com
Website: www.daelive.com
Specialty: Simple, no fuss exchange service with a priority on personal service for the consumer. We offer members and business partners:

- A free membership option
- A Gold Advantage membership option
- 24 hour access to live worldwide inventory
- Prepaid exchange voucher programs
- Prepaid bonus week voucher programs
- Revenue share programs
- A Brandable exchange platform that can be used as a compliment to any internal exchange program.

Resort Trades 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.

EMCC, Inc./RMI/Equiant

TELEMARKETING



Integrated Marketing Solutions, Inc.

Interactive Marketing Solutions

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



MARKETING DECISIONS INC

Marketing Decisions Inc.

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

**Perfekt Marketing**

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

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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, Inc.**

3626 Quadrangle Blvd., Ste 400
Orlando, FL 32817 USA
Phone 1: 407-658-8285 Ext. 23
Email: keith@kgiresorts
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
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. Interactive Website for Manifest, Results, Projections, Disputes and Accounting of Weekly Tours. www.ReportsPro.net.
. MDI has a custom Confirmation Letter Website.
. Our commitment to Federal and State DNC Compliance is second to none, through proprietary websites.
. Call David Wagner Today at, 775-831-9732, for a Confidential Marketing Analysis

TOUR GENERATION

**Perfekt Marketing**

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

Resort Trades
Testimonial

"I don't know of a resort manager who isn't familiar with the publication," says Cunningham Management Vice President Kevin Mattoni. "In fact, whenever I visit a manager, Resort Trades is almost always somewhere handy in their office. The fact that a manager keeps it close by shows they're reading it. Managers have too much clutter to hold onto anything they're not reading."

Cunningham Management Vice President
Kevin Mattoni

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By SharonINK PR & Marketing

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

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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)



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

MEMBERS DIRECTORY

TOUR GENERATION



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



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

TRADE ASSOCIATIONS



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

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



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

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

TRAVEL CLUBS AND EXIT PROGRAMS



Travel To Go
 7964-B Arjons Drive
 San Diego, CA 92126 USA
 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)
 • Registered with IATAN, CLIA and ARC.
 • Participants in ARDA.
 • Toll free phone numbers with live experienced customer service and travel agents.
 • Full service licensed and bonded Travel Agency.
 • Bilingual travel coordinators
 • Private branding and service with revenue share possibilities.
 • 5-Star Service Standards (We expect our staff to be 5-Star service trained and we also expect our distributors to share this same vision)
 • Comprehensive product training, customized PowerPoint presentations and posters for tours.
 • Online marketing tool to track all your tours, closing %'s, commissions, etc.
 • Merchant, Escrow services and financing available
 • Travel To Go point of sale "Instant credit card" with Bank of America.
 Please give us a call so we can talk about options for your company!
 Additional opportunities: We have plenty of opportunities for Project Directors and closers. Please call for locations and details.

Resort Trades Testimonial

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

TRAVEL INCENTIVES



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



Executive Tour and Travel Services, Inc.
 301 Indigo Drive
 Daytona Beach, FL 32114 USA
 Phone 1: 866-224-9650
 Email: Frank@ettsi.com
 Website: www.ETTSI.com
 Contact: Frank Bertalli
 Specialty: TTSI 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



Spirit Incentives
 2455 East Sunrise Boulevard, Suite 150
 Ft Lauderdale, FL 33304 USA
 Phone 1: 954-315-8700
 Email: iyoungblood@spirit-incentives.com
 Website: www.spirit-incentives.com
 Contact: Ilene Youngblood
 Specialty: At Spirit Incentives, we provide innovative, branded incentives and benefits for businesses like yours, trying to gain a competitive advantage. Each strategic and focused promotion we create is customized and based upon your marketing objectives. We utilize our incentive and benefit expertise to create turnkey marketing products that produce quantifiable results. Increasing Response Rates and Customer Acquisition
 Building Customer Loyalty and Retention
 Gift With Purchase Products
 Up-Sell Strategies
 Known for our product innovation, 99% customer satisfaction scores and "white glove" service, Spirit Incentives creates innovations that engage and experiences that endure.

TRAVEL PREMIUMS



Casablanca Express

6300 Canoga Ave.

Ste 550

Woodland Hills, CA 91367 USA

Phone 1: 800-370-9153 Ext 7102

FAX: 818-992-3400

Email: nick@casablancaexpress.com

Website: www.casablancaexpress.com

Contact: Nick McClendon

Motto: Travel for less with Casablanca Express

Specialty: Travel Premiums, Day Drives, Mini-

Vacs, and Lead Generation. Over the last

30 years we have traveled over 2,000,000

passengers through our travel premiums

and generated over 300,000 Mini-Vac and

Day Drive tours for Vacation Clubs and

Timeshare Resorts. Our competitively priced

Accommodations with Airfare, Cruise, and

Accommodations Premiums will increase

response rates, boost show factors and raise

your VPG. Our customer friendly fulfillment

process and highly trained staff will minimize

customer issues and enhance customer loyalty.

VACATION CERTS



Creative Marketing Incentive Group

2831 Camino Del Rio S., Suite 203

San Diego, CA 92108 USA

Phone 1: 800-619-6101 ext 316

Phone 2: 800-619-6101 ext 2

Email: Info@creativemarketingincentives.biz

Website:

www.CreativeMarketingIncentives.biz

Motto: Our reputation speaks loudly!

Specialty: Offering a large variety of custom

marketing incentives, such as: Travel and

Vacation Certificates, Cruise and Resort

Getaways, Touch Mp4 Players, Digital

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\$25 - \$300 Dining Certificates, \$50 and

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do we manufacture and fulfill all of our

offers in-house, but we guarantee to protect

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Making Dreams Come True



Are custom trips profitable?

By Tommy Middaugh,
Travel To Go

1) What types of custom trips are in demand?

People of all ages and walks of life

enjoy traveling throughout the year. Alone or with others, they travel for different reasons, for business or pleasure, and therefore have different requirements when it comes to destinations, traveling options, accommodations, local activities and entertainment. Custom trips encompass many types of travels, from singles, couples and group of friends getaways, to honeymoon and anniversary trips, childless trips, family trips (parents with young children, or even multigenerational), family reunion trips,

LGBT trips (lesbian, gay, bisexual, and transgender), trips for people with disabilities that require ADA accommodations, trips with pets, business trips and corporate retreats.

2) Why should travel agencies and travel clubs offer custom trips?

There is no cookie cutter formula when it comes to designing the perfect trip. Travelers are now asking more and more for one-of-a-kind customized products and services. Planning a unique and memorable trip is not easy. Made-to-order traveling arrangements include choosing the right location to meet the customer's needs and wishes, designing the itinerary, finding the right accommodations, and deciding the amount of time spent on various activities while traveling. Custom trips involve a lot of planning, research, and price and feature comparisons. Most people have busy lives and don't have the time or the ability for such planning, so they're looking for travel experts to do the job for them. Travel agents who leave it up to travelers to do the heavy lifting may turn them away. Since custom trips are increasing in demand, it makes sense for travel agents to learn how to cater to these travelers.

3) How can travel agents best serve customers looking to book custom trips?

Travel experts can help travelers take the worry out of planning and let them focus on enjoying their trip. A full-service travel club like Travel To Go makes educated, wellinformed travel agents available to all of its members. These travel experts recommend travel destinations that will fit best the travelers' personal preferences, whether it is an urban setting, an all-inclusive resort or an adventure trip. Our agents can arrange the best mode of transportation, recommend different types of accommodations, advise on the best local restaurants, and suggest tourist attractions, tours and entertainment. Our goal is to make each trip a dream come true.

4) How can custom trips be profitable?

By helping travelers make informed and personalized decisions about their trip, travel agents ensure high customer satisfaction. This will lead to not only repeat business from these travelers, but also new business due to referrals when customers share their dream vacation stories with their friends and family. Travel agencies can also make custom trips profitable by cataloguing popular destinations and useful resources for each, therefore reducing the amount of research for each new custom trip. Finally, travel clubs like Travel To Go are always on the lookout to expand their timeshare and resort partnerships to create profitable travel venues.

CLASSIFIEDS

BUSINESS OPPORTUNITIES

Seeking Vendors Throughout Northeast

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

EMPLOYMENT

Full Time In House Opportunities - Great Commission Structure

Seeking an experienced full-time in-house sales representative to reload and upgrade owners & exchange guests at our Pennsylvania Tree Tops & Fairway Villas Resort in the Pocono Mts. Position has high commission potential. Our resort and team have a rich history of multiple Gold and Silver ARDA awards. If you are considering a change, you have just found it! Temporary housing at the Resort is a possibility for the right individual. For more information, call Joe or Kathy at 800-891-9992 x 5114 or 5116. E.O.E. M/F/D/V

EMPLOYMENT



Seeking Exchange Sales Counselors

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

EMPLOYMENT



The Villas at Tree Tops and Fairway

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



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IMPACT

INTERNATIONAL MARKETING Call Center Manager Needed

Call center manager needed in the Southwestern US to run customer service, fulfillment and mini-vac sales team. ACD management and a sales/marketing history is required. Call Matt Brewster @ 707-225-7981.

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EMPLOYMENT

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Immediate Openings!

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

INVENTORY FOR SALE



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

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

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Homeowner Association owned point intervals. Free and Clear title on Deeds. Point values from 19,000 to 46,500. Maintenance fees \$297.00 - \$545/year, Cost \$49 to \$299. Receive on Consignment RCI Platinum and RCI Elite Barclays Mastercard available. You market and sell and we process the closing and RCI. Call 877-750-1050 or email targettreaty1@gmail.com

OTHER



Executive Quest

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

DRIVING OUT POVERTY

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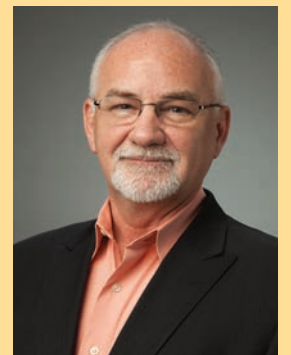
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