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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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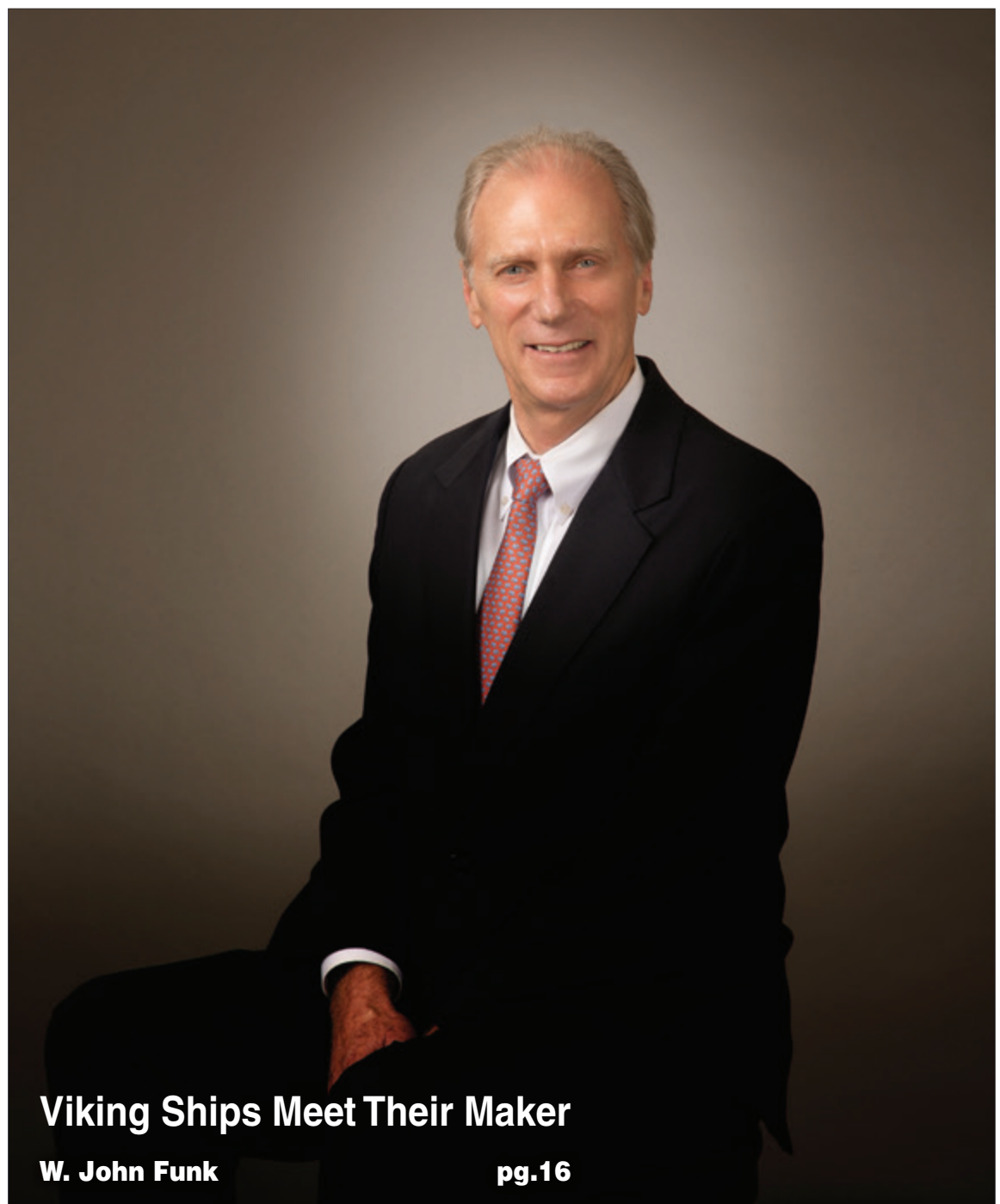
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PUBLISHER'S CORNER

5 things to consider when putting together a hurricane plan

By Hatton Gravely, SPM Resorts

Resort Trades would like to thank SPM Resorts' Hatton Gravely for contributing this important article. We join her and the SPM Resorts team in hoping you and your owners and guests stay safe this season.

To vacationers, putting together a hurricane plan means stopping by the liquor store for light and dark rum to mix with juice and grenadine. To resort employees, putting together a hurricane plan is a process they only hope to practice and never execute.

Here are some tips to ensure your resort is prepared in the case of a hurricane emergency.

1. Having a written document with emergency instructions is essential.

The front of SPM's Emergency Management Plan Guide says "Plan, Practice, Prepare" with good reason: the information is very detailed, and resort managers and department heads need to be well versed in the contents because they are in charge of executing the plan in case of emergency, with assistance from the corporate staff. Every manager and department head is required to stay up to date on the emergency management guide contents.

Karen Middleton, Corporate Director of Human Resources and Risk Management for SPM Resorts stated, "Our HR & Risk Management department creates the emergency binders and makes certain all procedures are continually updated. In addition, we

recently created smaller emergency reference guides to keep at the front desk and for every department, so all employees have a quick reference for emergency procedures."

2. Schedule an annual meeting with employees prior to Hurricane Season.

Hurricane season begins on June 1, so it is imperative to have staff meetings to go over emergency instructions every year before the season begins. Even if employees have access to the emergency plan and procedure instructions, meetings foster open discussion and generate questions.

Middleton added, "Usually department heads and managers hold these meetings in May, just before hurricane season begins, so all employees have the emergency procedures fresh in their minds as they begin the season."

3. Establish a command center and communications plan.

Having a command post that is central to communicating to all that need to be informed helps streamline communications, and prevents chains of "reply all" emails that can get confusing. Karen noted, "In the emergency procedure plan, we define the individuals that need to be informed and how they need to be informed along with their contact information to minimize the response time and make communications efficient." She gave the example that certain team members may need phone calls rather than emails. The resort's insurance broker should be given updates, and your corporate office needs to be informed to answer any owner questions about the status of the resort. The command center should have all of that information readily available during hurricane season.

4. Constantly monitor national and local weather.

Middleton noted, "We monitor local news sites for our destinations in addition to national weather sites. We find the local sites have a different perspective and more detailed information such as mandatory evacuation procedures, than the national sites."

National websites that are great resources include:

- "Mike's Weather Page" is a compilation of various weather sites, so accessing the national websites is easy: <http://spaghettimodels.com>
- National Hurricane Center has up to date information on tropical storms and hurricanes <http://www.nhc.noaa.gov>

5. Keep team members updated.

When there is a hurricane watch, making sure that there are frequent updates about the weather to key staff is important.

Bill Young, President & CEO of SPM Resorts added, "Keeping our team informed by email and phone calls is very important during a hurricane watch. Even though team members could look up weather alerts on their own, they may not have access to the local resources that our HR and Risk Management Department does. In addition, it helps to have one person sending out information to keep communications consistent."

Being prepared with a plan and practice helps resort staff keep the resort, guests and owners safe in the event of an emergency. Hopefully, this year, the only hurricanes resorts will be preparing will involve restocking rum at the pool bar!



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Tim Wilson Publisher

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

By Karen D'Agostino and
Sharon Scott, RRP

Travel To Go (TTG), a leader in the vacation industry that provides travel club memberships to a loyal member base of 60,000, announced it is expanding its timeshare and resort booking opportunities through alliances with new partners in Mexico and South America. As a result of TTG President **Jeanette Bunn's** recent participation in AMDETUR (Asociación de Desarrolladores Turísticos-Mexico Resort Development Association), Travel To Go members will have even more vacation options and choices. According to Bunn, "Actively networking within our industry is a great way to meet our members' growing needs. Since our mission is 'Making Dreams Come True,' we're constantly working to offer more choices to our members by updating and increasing our selection of destinations and accommodations." She further adds, "Our weekly Member Choice specials and Hot Week deals not only include huge discounts on condominium and resort stays within the US for singles and couples alike, but also in many attractive regions of the world."

As part of **DAE's (Dial An Exchange)** ongoing focus to offer its members great holidays, the exchange company announced they will be encouraging TripAdvisor®-style reviews on their website. Beginning this summer, every guest returning from a DAE exchange holiday will receive a 'welcome home' email. It will ask them about their trip and encourage them to share their holiday experiences by 'telling it as it is.' DAE members will be encouraged to write an open and honest online review based on their experiences so that other members can see exactly what fellow members thought and know what to expect from their holiday. DAE Managing Director for Europe **Oliver Green** says, "If there is anything that we can do to enhance our members' holiday experiences we would love to hear about it, so we can then work with resorts to make it happen. We want our members to be able to book with confidence." Members can also leave comments on things like resort cleanliness and maintenance, staff helpfulness and courtesy, the quality of furnishings, appliances, swimming pool and bars, rating them as excellent, very good, above average, average, below average, or poor. Members' feedback means resorts can be praised for what they are doing right, or advised of any possible issues to address. Resorts receiving consistently outstanding reviews will be honored with a DAE award of excellence. Green adds, "DAE has always believed in offering members the widest possible range of holiday opportunities, whether beachfront or mountainside, luxurious or rustic. This is why we operate our famous week for a week exchange system and choose not to grade resorts. But faced with such a wide choice it

can be hard for our members to choose the best resort for them. So to help them with that decision, member reviews will now be published on the resort profile pages on www.dialanexchange.com."

RCI, the global leader in vacation exchange and part of the Wyndham Worldwide family of brands (NYSE:WYN), today launched RCI® Custom Incentives & Benefits Platform, a new low-cost, white-label online sales solution with broad appeal and several sales applications, from tour premiums and first-day incentives to trial and exit programs. RCI designed the web-based platform to empower affiliates to help improve their closing rates and recover marketing costs. "We are committed to providing innovative marketing and technology programs that add value for our affiliates," says **Fiona Downing**, RCI senior vice president, business development & operations, U.S., Canada & Caribbean. "Each relationship is unique, so we strive to offer customized solutions to fit each affiliate's needs. Our new Custom Incentives & Benefits Platform gives affiliates the power to offer product enhancements and arrange trial or exit programs to help close more deals, recover marketing costs and enhance the overall customer experience to build brand loyalty." The Custom Incentives & Benefits Platform lets affiliates design their own marketing and incentive programs with the specific benefits they want to offer, then present them in a way that reinforces their brands. The benefits can leverage special product offerings from RCI and/or third-party vendors, and can be strategically implemented to help achieve specific sales goals such as resort return visits, while giving customers the power to immediately activate and redeem any benefits they receive. In fact, sales reps can help customers to activate the benefits right at the sales table so the customer can use them immediately.



Fiona Downing

Founder and CEO of **Westgate Resorts** **David A. Siegel** has purchased the Orlando Predators Arena Football team through his company, Orlando Predators LLC. Under the new ownership, the Predators will return to the Amway Center for the 2015 season. Siegel also plans to partner the Predators with the Westgate Foundation and create more community

engagement opportunities for youth. The acquisition comes with the promise of returning the franchise to its most visible and competitive position, while simultaneously creating more opportunities to give back to the community. According to Jerry Kurz, Arena Football League Commissioner, "The Orlando Predators has always been a major competitive force in the Arena Football League. It is only fitting that David Siegel – a proven winner himself – be admitted into our proud league as the newest owner of the Orlando Predators. We look forward to great things from David and the Predators in the years to come." Mayor Buddy Dyer added, "This is exciting news for our city and comes at a time when Orlando is undergoing a very significant transformation as a sports destination. It is also great to see the Predators return to the Amway Center, where they will enjoy a state-of-the-art facility and provide ideal proximity to their fan base. We applaud David for his vision in bringing this forth. The Predators will be even more fun to watch going forward." According to Siegel, the purchase and return to Amway was motivated by the opportunity to grant an already storied franchise the exposure and attention it deserves in a world-class venue. "The Orlando Predators is a great football franchise and I look forward to helping them to remain highly competitive for years to come," he said. "They provide great entertainment value for locals and visitors alike and have been a staple in our community since they were introduced into the league over 20 years ago." Westgate Resorts executive Jared Saft has been named President of the Orlando Predators and will oversee the team while Arena Bowl championship coach Rob Keefe, who joined the team in 2013, remains Head Coach.



[Pictured left to right: Orlando Predators President, Jared Saft, Founder and CEO of Westgate Resorts/Orlando Predators Owner, David Siegel, Orlando Mayor Buddy Dyer, Arena Football League Commissioner, Jerry Kurz, Executive Director of Orlando Venues, Allen Johnson]

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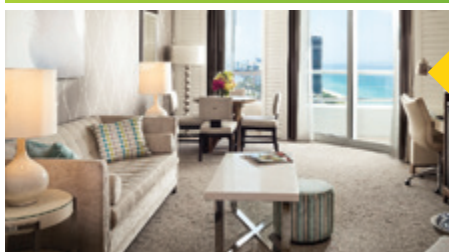
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THE INDEPENDENT RESORT



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 reposition 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 a number of resorts of 33.3% (from 9% down 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.

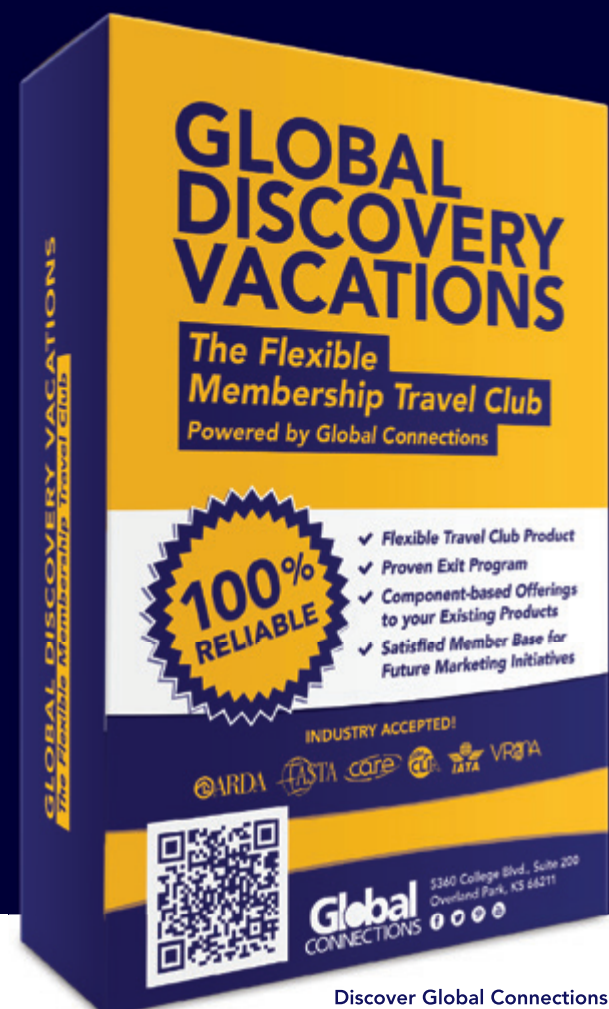
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R. Scott MacGregor, RRP, is the former Chairman of the ARDA International Foundation Research Committee, and a principal in CaryMacGregor, a firm that specializes in delivering evaluation and diagnostic tools to timeshare resort

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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Life-Changing Gifts

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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LEGAL



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:

- a. Recognition and measurement
- b. Disclosures
- c. Display
- d. Effective date
- e. 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:

- a. Number of primary users and their access to management
- b. Investment strategies of primary users
- c. Ownership and capital structure

- d. Accounting resources
- e. 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.

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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· Staffing – forecasting, recruiting, retention
· E-verify and staff background checks
· Integrated staff training & development
· Laundry management
· Carpet, upholstery and drapery cleaning
· Detailed maintenance cleaning
· Award-winning management
· A culture of cleanliness, timeliness, & caring
"The Most Trusted Name in Resort Housekeeping"

CLIENT GENERATION



Casablanca Express

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



Integrated Marketing Solutions, Inc.

Interactive Marketing Solutions

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

CLIENT GENERATION



MARKETING DECISIONS INC

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



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@prasystem.com

Website: www.prasystem.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

Myrtle Beach-based management company

Defender Resorts, Inc.

has been growing its portfolio of resorts to include the 44-unit Caribbean Beach Club located on the shores of Fort Myers Beach, Florida. "Everyone at Defender Resorts is happy to begin working with Caribbean Beach Club," said **Mark Westbrook**, President and COO of Defender Resorts, Inc. "It's the second property we have added on Florida's Gulf Coast in the past six months, and we enjoy the opportunity to dive even deeper into that market." In January, Defender Resorts, Inc. also welcomed Lehigh Resort Club, located 15 miles inland from Fort Myers Beach. The addition of Caribbean Beach Club becomes their fifth Florida property out of twenty-three managed properties. The company has been vigorously expanding throughout the sunshine state by more than doubling their presence over the past year and a half.



Mark Westbrook

Interval International,

a worldwide provider of vacation services, announced they will host a Peruvian Shared Ownership Investment Seminar on August 7 at the JW Marriott Hotel Lima. The event is designed to educate prospective entrants, lenders, and government officials about shared ownership business models and provide compelling examples of successful resort developments. "This seminar will enable attendees to gain further insight into this vibrant segment of the hospitality industry," said **Marcos Agostini**, Interval's senior vice president of resort sales and business development for Latin America. "We also will share the results of our research on the preferences and the behavior of leisure travelers who reside in Peru." The Shared Ownership 2014: A Market Perspective – Peru Edition was developed by Ipsos Reid, one of the world's leading survey-based market research firms, and will offer resort developers and those considering entrance into this industry, valuable insights that can serve as a basis for product development and



Interval VP
Marcos Agostini

marketing strategy. Each delegate will receive a complimentary copy. Themed "Opportunities in Developing Markets for Timeshares, Mixed-Use Developments, Fractional Resorts, and Private Residence Clubs," the sessions will address these business models and more. Other program highlights include a case study of a successful hotel conversion created by HVS Shared Ownership Services and a developer panel with local experts. In addition to Interval, sponsors of the Shared Ownership Investment Seminar are Ipsos Reid and HVS Shared Ownership Services. To register, visit www.sharedownershipinvestment.com.

Interval also announced a multi-year extension of an affiliation agreement for Royal Club at Palm Jumeirah, in concert with Arabian Falcon Holidays and Royal Club Dubai. "This renewal offers a win-win situation for Interval International and Arabian Falcon Holidays" said **Darren Ettridge**, Interval's senior vice president resort sales and business development Europe Middle East, Africa and Asia. "For our part, we have two of the best resorts in the United Arab Emirates affiliated with our worldwide network. On the part of Arabian Falcon Holidays it can offer members at Royal Club at Palm Jumeirah an Interval membership as an additional benefit". "Royal Club members at the Palm Jumeirah will continue to

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

Creative Design Concepts, Inc.

2245 First Street
Suite 106
Simi Valley, CA 93065 USA
Phone 1: 805-583-0722
FAX: 805-583-0279
Email: sfizdale@cdcsv.com
Website: 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**

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

be enrolled into the exchange network, giving them quality alternatives when they go on vacation," said Mohammad Sharafuddin, CEO and president, Arabian Falcon Holidays, the marketing company of Royal Club Dubai. "We are very pleased that the affiliation of Royal Club at the Palm Jumeirah with Interval International has been extended" added Nozmul Islam, CEO of Royal Club Dubai. "Our partnership is good for our companies, and what is more it is good for Dubai." Royal Club at Palm Jumeirah was the first timeshare resort in Dubai and has been successfully marketed by Arabian Falcon Holidays since 2004.

Colebrook Financial Company announced it is expanding an existing loan to **Festiva Development Group** and setting up a \$10 million fixed rate term loan tranche. "We very much appreciate working with Colebrook and having the opportunity to lock in our margins with fixed rate financing," says Festiva's President **Herbert (Butch) Patrick**. "Colebrook's rate for this loan is very competitive, and their management team is extraordinarily flexible and patient. For example, I think of how they bent over backwards to assist us in financing a recent acquisition; even to the point of one of them, **Tom Petrisko**, flying halfway across the country to retrieve the collateral and resolve a logistical problem." "We

find working with Festiva and their management to be very rewarding," says Colebrook Principal Bill Ryczek. "They're a dynamic organization and it's sometimes a challenge to keep up with them, but it's never dull. Watching them grow from their modest beginnings to what they are today has been fascinating, and I've learned a tremendous amount from Butch over the years."

CPA firm **Averett Warmus Durkee (AWD)**, was recently recognized for their 2013-2014 sponsorship of the National Association of Women in Construction (NAWIC) Central Florida Chapter. In addition, the firm was recently awarded a No-One-Left-Behind commemorative plaque. New York artist **Liza Biggers**, the sister of an Army specialist who succumbed to wounds sustained in the Iraq War, created the artwork as a visual representation of the No One Left Behind Foundation. Also this summer, AWD professionals were seen reaching out to contribute to the betterment of their community. NAIOP, the Commercial Real Estate Development Association, appointed **Robin Word**, CPA, as a Central Florida Chapter Director. (The NAIOP of Florida represents all five of Florida's NAIOP Chapters which include Central Florida, Northeast Florida, Northwest Florida, South Florida and Tampa Bay on

statewide legislative and governmental issues.) And, **Erin Koski**, CPA, was appointed to the advisory board of the University of Central Florida, College of Business. "An integral part of Averett Warmus Durkee's mission statement is to encourage members of our firm to give back to the community," says AWD Partner **Tom Durkee**, CPA. "We are very proud of our team members and their participation in these activities."



Tom Durkee

President and CEO of online timeshare resale and rental advertising company **BuyaTimeshare.com** **Wesley Kogelman** was recently confirmed as an ARDA Trustee member during the recent ARDA Trustee Retreat held at The Fairmont Copley Plaza in Boston, MA. "I am honored to have been accepted as an ARDA Trustee and will do everything I can to promote the benefits of timeshare and vacation ownership as a truly enjoyable and cost-effective way to vacation," said Kogelman. ARDA Trustee member

MEMBERS DIRECTORY

LENDING INSTITUTIONS



Merchants Accounts
Phone 1: 877-281-3649
FAX: 877-281-3652
Email: mrlt01@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, 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.gb gandassociates.com
Contact: Georgi Bohrod
Specialty: GBG & Associates. Marketing and Public Relations Strategies and Implementation. GBG & Associates, lead by well known PR and marketing professional Georgi Bohrod and supported by the industry's brightest and most energetic talent will guide your business growth, provide a positive platform for new business development, increase awareness in your product and/or company and even provide prospects for sales. Specializing in the shared ownership industry for more than a quarter century, GBG & Associates has proven results in traditional and creative B2B and B2C marketing and public relations. Visit our web site for examples of press relations, advertising client and member/owner newsletters, collateral materials, member upgrade programs and strategic planning for the shared ownership industry. Whether you need to introduce your company, educate your client base, strengthen your positioning or develop a new campaign, we know how to make it work. Call (619)255-1661 or visit our web site at www.gb gandassociates.com.

MARKETING



Integrated Marketing Solutions, Inc.

Interactive Marketing Solutions
1328 Capouse Ave.
Scranton, PA 18509 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 economicaxxl 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.gbgandassociates.com
Contact: Georgi Bohrod
Specialty: Public Relations and Positioning Strategy, Placement and Distribution Management
In today's shared ownership arena, there is one Public Relations group which stands out in its ability to guide and manage business growth, create a positive platform for new business development and increase awareness for management companies, business services, products and resort developers. GBG & Associates is led by Georgi Bohrod, RRP to support the industry's brightest and most energetic talent and seasoned professionals. Specializing in the shared ownership industry for more than a quarter century, GBG & Associates provides resources and spearheads tailor-made comprehensive B2B or B2C strategic plans incorporating both traditional and new media by managing the many moving parts which are part of an effective, comprehensive public relations program.

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



Wesley Kogelman

companies represent the resort industry's premier leadership. These companies, through their industry stewardship, are committed to vacation ownership industry growth through excellence. ARDA Trustee member companies are recognized for their exemplary leadership in developing and delivering world-class vacation

experiences for consumers around the globe. "We see buyers and renters coming to our website every day and they are intentionally seeking information about the product. They know what they are looking for and are excited about the resorts we promote, so we want to continue improving the open and interactive platform that has successfully connected timeshare owners with buyers and renters since 2000," added Kogelman.

Concept Amenities, recognized globally as a world leader in the supply of guest bath amenities, is one of the first companies in the Guest Amenity industry utilizing sustainable palm oil. The Roundtable on Sustainable Palm Oil (RSPO) certificate has been presented to Concept Amenities in recognition of

manufacturing soap products using only RSPO palm oil. Concept Amenities ensures this by partnering with certified sustainable palm oil growers who adhere to RSPO social and environmental standards. Established in 2004, the Roundtable on Sustainable Palm Oil (RSPO) is a not-for-profit association developed to implement global standards for sustainable palm oil. "We are proud to partner with responsible and certified sustainable palm oil growers," said **Natalie Bloom**, Innovation & Sourcing Manager of Concept Amenities. "In recent years, there has been a significant increase in consumer education relating to ingredients and sourcing practices. This has fueled growing demand from guests to use ethically sourced and sustainable products. As a manufacturer and supplier, we respect our responsibility to assist with efforts to help relieve the plight of deforestation, to advocate fair wages for families, to improve working conditions, and to protect wildlife."

MMGY Global, a \$150 million integrated global marketing firm with over 35 years of experience in the travel, hospitality and entertainment industries, announced the appointment of **Kerry Cannon** as managing director at MMGY Global's Orlando office. In his new role, Cannon will be responsible for driving all marketing strategy, implementation and new business development for the company's Orlando office as well as broadening the agency's overall expertise as a

leader in integrated travel service marketing. He will report to MMGY CEO, **Clayton Reid**. "Kerry brings to our Orlando office a record of proven leadership," Clayton said. "An experienced marketer, entrepreneur and innovator, he has deep travel industry connections and more than 20 years of success in bringing together buyers and sellers in the travel arena." Cannon's career in travel marketing and publishing runs the gamut from traditional print media to digital and mobile communication. He counts among his specialties mobile media and technology, strategic partnerships, and retail and online travel distribution. Before joining MMGY, Cannon served as a long-term strategic and business development consultant for digital media, travel and entertainment companies. His clients included Entertainment Benefits Group, one of the largest privately held travel and entertainment providers in the United States, and NewYork.com, a leading online resource for ticketing and information on New York City travel, entertainment, sports, events, hotels, restaurants and more.



Kerry Cannon

MEMBERS DIRECTORY

RECEIVABLES AND MAINTENANCE FEE SERVICING



Power, Performance, Personalization.

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



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

Resort Trades Testimonial

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
BRINGING OWNERS AND VACATIONERS TOGETHER

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

RESORT MANAGEMENT



Liberté 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
o Difficult & mixed use Resort Specialist
o Consulting & Mentoring projects coordinator
o Still Managing 100% of original T.S. Resorts
(over 21 years)
"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.



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

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

Steve Drummond
President of Destiny Resorts, Inc.

ROOM AMENITIES



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

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
• Promotional Merchandise
Rimco offers you complete creative freedom...
and adds pizzazz!

SHARED OWNERSHIP SERVICES



Dial An Exchange LLC
7250 N 16TH ST STE 402
Phoenix, AZ 85020 USA
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

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.

TRAVEL CLUBS AND EXIT PROGRAMS



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



Travel 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

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Camcorders and a NEW 7" WiFi tablet,

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do we manufacture and fulfill all of our

offers in-house, but we guarantee to protect

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re-marketing to your customers...EVER! Why

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Are custom trips
profitable?By Tommy Middaugh,
Travel To Go1) 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, well-informed 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/V/D



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

EMPLOYMENT

Great Sales Opportunity (Tampa)

Highest commissions in the industry. All tours provided. Vacation club, timeshare or membership camping experience needed. Looking for sales manager and salespeople. Please respond by phone 717-304-2275 or email bamford55@msn.com

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 targetrealty1@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.

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