



Loren Gallagher on left with
Interval Leisure Group
Chairman Craig Nash



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Trades

Faces & Places:

Dec. 2014

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

By Karen D'Agostino and
Sharon Scott, RRP



Resort Trades was Media Sponsor for the October meeting of **The Cooperative Association of Resort Exchangers, Inc. (C.A.R.E.)**, held in Seattle. As you will see from the conference photos on this page, it was a fun-filled, lively group.

C.A.R.E. (Cooperative Association of Resort Exchangers) is a trade association assisting its member companies to utilize inventory and generate revenue through wholesale rentals while continuing to offer expanded exchange and fulfillment options. Many of C.A.R.E.'s members are travel companies selling a short-term product.



Today's younger, 'family-of-four' timeshare purchaser is not as likely as yesteryear's buyer to a) see buying a deeded-interest vacation product as a bargain or b) be able to afford it if they do. The recession most likely has made many of these families feel less secure about even taking a full one- or two-week vacation for fear of losing jobs and income. Recent turbulence in consumers' economic standing has many spooked and unwilling to commit to a long-term annual obligation. This makes the activities of the Cooperative Association of Resort Exchangers (C.A.R.E.) more relevant than ever before as the short-term travel product becomes a stronger component of the industry.



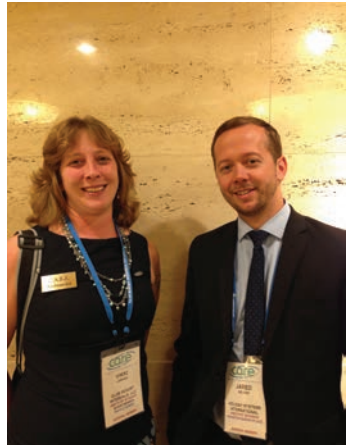
C.A.R.E. member company **Advantage Travel** announced their COO **Linda Mayhugh** has been nominated to be the next C.A.R.E. president. General Members will cast their votes at the Spring 2015 C.A.R.E. Conference being held in Annapolis, MD in May. "After more than 30 years in the vacation industry, it has

been an honor and privilege to serve as a Vice President of the C.A.R.E. Board of Directors for the last five and a half years," says Mayhugh. "It was even more of an honor to accept current C.A.R.E. President Alain Carr's nomination for President of the C.A.R.E. organization at the Fall 2014 C.A.R.E. Conference in Seattle, WA this past October."

OTHER NEWS...

IMPACT Direct Marketing, announced the company moved to new digs in Scottsdale, Arizona. "As more clients engage in our portfolio of products, services and technologies, there is a need for a larger more centrally located office to ensure we continue to be a leader in direct response marketing arena," says **Jason Martinez**, IM's Director of Corporate Development. "Our expansion, revamped website, and new products and service will provide additional support to our organization as it continues to expand its capabilities in lead generation."

DAE (Dial An Exchange), the world's largest privately-owned global timeshare exchange provider, announced they have contracted with **John Locher & Associates** to establish initiatives designed to provide a variety of marketing solutions through membership analytics. **John Locher** was co-founder of **RedWeek**. According to **Fermin Cruz**, DAE's vice president Americas region, "John Locher is an integral part of our marketing team. We tap into John's expertise including his vast knowledge of member engagement tactics and conversion strategies to business intelligence analytics."



Advantage Travel COO Linda Mayhugh has been nominated to be the next C.A.R.E. president.



VACATIONS

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SUPPLIER PROFILE

MotorDolly

By Matt McDaniel

Meridian, a subsidiary of Interval International, is a full-service, third-party collection agency dedicated solely to the shared ownership industry. Meridian is primarily engaged in the collection of two types of debt: delinquent installment loans and delinquent maintenance fee assessments.

Meridian was founded in 1989 by a prominent southeastern timeshare development company with a specific goal in mind: to create an agency that understands the timeshare business model, the intricacies of the timeshare product, and the importance of the relationship between creditor and debtor. In the shared ownership industry, there's more than simply collecting past-due debts—and that's keeping the timeshare consumer satisfied.

Meridian has the expertise and industry experience to assist in reducing losses incurred from bad debts and retaining the clients' consumers. Meridian does this by reinforcing the value of the timeshare product and by making consumers feel good about their purchase and the benefits that come with shared ownership.

In 2009, Meridian acquired Resort Management International (RMI), a long-standing industry-specific collection agency. This acquisition provided the platform for Meridian to expand its customer base domestically and internationally. Meridian has three U.S. Call Centers located in different time zones, allowing expanded hours of operation.

Meridian differentiates itself by the high level of

customer service that it offers clients. It takes the time and effort to address clients' collection processes and procedures and has implemented specialized custom collection strategies designed for particular client needs. Meridian takes great pride in maintaining a reputation as an honest, conscientious collection agency that delivers results.

Meridian's specialized services include:

- Free credit reporting to national credit reporting agencies
- Customized collection programs
- Skip tracing used to locate debtor contact information
- Deeds-in-lieu-of-foreclosure programs to help reduce costly legal expenses
- Password-protected client access to account information and reporting

Meridian has automated processes in place to assist clients with the placement of accounts, return of accounts, payment notifications, remittances, and demographic change notifications. It utilizes sophisticated, computerized collection strategies that include time-tested collection notices and comprehensive predictive-call campaigns. In addition, Meridian offers virtual/unattended call campaigns for its clients.

Management Staff

Gregory B. Sheperd, President

Greg was instrumental in the establishment of Meridian Financial Services. A combination of experience, hard work, and dedication led to a series of increasingly responsible roles that ultimately led to Greg being named president of Meridian Financial Services in 1996.

Greg is also the president of the North Carolina Collectors Association. His shared ownership industry involvement is extensive and includes: Chairman's League member with the American Resort Development Association (ARDA); vice president, board member, and events coordinator for the Virginia Resorts Development Association (VRDA); and regular speaker at ARDA regional meetings and national conventions. Greg achieved his Registered Resort Professional (RRP) designation from ARDA in April 1998.

Karen Green, Director of Operations

Karen began her career with Meridian in 1992 and has held many positions of increasing responsibility. She started as the receptionist and quickly was promoted to other positions, including servicing manager, accounting manager, and director of client services. Karen was promoted to director of operations in 2012.

She was the recipient of the Interval International Crystal Jade award in 2009, a global recognition award for her outstanding management skills.



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Are You Sustainable?

By R. Scott MacGregor

In ecology, "sustainability" refers to how biological systems remain diverse and productive. As a social and business concept, sustainability relates to efforts to incorporate environmentally-friendly processes within homes, businesses, and communities. The premise is that conservation of environmental resources will help to sustain the livability of our planet. Over time, the term has been applied to more than just green initiatives; organizations have adopted the term to encompass policies and processes that are intended to produce positive environmental, economic, and even political, technological or interpersonal results over the long term. Timeshare resorts, in striving to meet their mandate to deliver a long-term vacation ownership experience that remains enjoyable and valuable, are great candidates for the adoption of the "sustainability" concept to guide and measure their efforts to fulfill those obligations.

The hotel industry was an early adopter of the sustainability challenge, embracing building and operating policies that saved money, were ecologically-friendly, and resonated with their customers who valued these initiatives. For timeshare resorts, the associations who govern them and the boards and managers charged with the responsibilities of fulfilling both the written and the unwritten promises of the vacation ownership experience, sustainability is also a valuable guiding principal.

To be sustainable, by definition the policy or practice must be long-term in application, efficient with physical, human and economic resources, and able to be consistently applied. A sustainable timeshare resort is one that can deliver an enjoyable and valuable ownership experience over the long term. It's more

than just being green, although that's one of its many components. Resort sustainability involves financial, competitive, social, and legal considerations. And as with any metrics we employ to measure our progress toward achieving goals, such considerations have to be observable and measurable to be manageable and meaningful. Of course, all resulting policies and concepts must comply with legal and regulatory guidelines, and provide a healthy, safe and fulfilling environment for the resort's employees, owners, and guests.

Financial sustainability is the ability to meet the resort's physical and operational needs. Its measures include the ability to pay all of the current year's financial obligations with the current year's revenues – no borrowing from reserves or next year's assessments – and fully-funded cash reserves for future maintenance and renovations. To meet the value test for its owners, these financial goals must be met with annual owner assessments that support the core value proposition of vacation ownership – better accommodations, delivered more efficiently than rental or whole-ownership options.



One measure now commonly employed to measure the relative financial value of vacation ownership among properties is the cost of ownership (the maintenance fees and taxes) per the number of RCI or II points (or trading power) for the interval. For the analytic, this is an objective and useful measure of where an investment in vacation ownership will yield the greatest bang for the buck. It has been fueled by the introduction of points as a vacation currency by the exchange companies and many developers and their growing acceptance by consumers, and by the transparency and immediacy of the Internet. This potent combination has given consumers a powerful tool to help guide their vacation investments more intelligently and predictably. The other side of that coin is that it stratifies many consumers into one of two groups – those viewing timeshare points as a commodity, and seeking to own the optimal amount at the lowest possible cost per point, and those looking for an ownership experience built around a particular destination, a place where the emotional value of ownership exceeds the financial value. For resorts, this means taking a long, hard look at how they're most likely to be perceived – as a highly-desirable destination or as a best-value-for-the-money destination. Clearly, the optimal goal is to be both, but for many resorts that just isn't an achievable result. If their maintenance fees per point are higher than others, and they aren't a high-demand destination, their option is to reduce their maintenance fees which will probably result in them failing to meet the other tests of sustainability.

Overall, this commoditization of timeshare interests isn't a bad thing; it's inevitable in the modern environment, and it is forcing boards and managers to consider their core value proposition in the marketplace – low cost, high demand or both. It's only dangerous if a resort's leadership assumes the resort is something that it really isn't, and they pursue an operating strategy that will ultimately deliver less long-term value to its owners, or if too many resorts begin competing to be the lowest-cost option, driving resort quality downward. If a resort's maintenance fees are relatively high, it has to be a high-demand, unique destination where owners and guests perceive that their investment is in more than just accommodations; there must be an air of exclusivity or an emotional bond that merits its higher cost. If it can keep its maintenance fees relatively low, it must be able to maintain its physical, financial, and environmental integrity while providing a safe and supportive environment for its staff and guests, without special assessments. These considerations are doubly hard for smaller resorts and those located in highly seasonal markets due to their smaller economic base and/or concentration of value within a smaller portion of the year.

Other important measures of financial sustainability include rental and resale values. Rental rates that, on average, exceed the maintenance fee are an obvious indicator of strong ownership value. Strong rentals are critical as the resort's second most important source of revenues, and one of its primary channels for attracting potential new owners. Resale values reflect demand for the product

and are the key indicator that an owner has exit options when they want or need to end their ownership. From the resort's perspective, it must have a sustainable outlet for the resale of the intervals it inevitably recovers. If it does, it can also implement policies to take deedbacks when appropriate and support its owners' resale efforts. Resorts that offer their intervals for \$0 or at giveaway prices are broadcasting that ownership there has little or no value, and are failing thereby to meet one of the core promises of the timeshare concept. That certainly isn't a sustainable course. Here's a hint: advertise the intervals at a higher price, indicate that prices are heading up, not down, and acknowledge that "reasonable offers will be considered."

Competitive sustainability is an extension of the rental and resale values and the overall value proposition of the resort. The resort must be among the more desirable destinations within its community to assure that those incoming revenues and new owners will continue into the future. Resorts that are actively monitoring and improving their standing in the many online peer-review and rating sites like TimeshareAdvisor and TripAdvisor and within other social media are those whose long-term sustainability is most assured.

Traditional communication channels have always been important to a destination's social sustainability. A great reputation built by great "word of mouth" recommendations and written reviews in credible print and broadcast media are still important marketing tools. The marvels of modern communications have made social sustainability both easier to access and more important to the resort's identity. Managing the resort's online reputation, promoting its visibility in online rental channels, communicating with current and potential customers, and posting current, engaging content are some of the hallmarks of online social sustainability. But society's traditional marketing communication methods can't be forsaken. An engaged dialogue with our owners through electronic, written, spoken (remember what telephones are for?) and in-person communications support the social contract we have with our owners. When they bought a timeshare, they joined a community, and being a member of a strong community is one of those non-financial values that enhance the overall ownership experience.

The resort is also part of the community in which it is located; if it actively participates and contributes to that community, its social sustainability is enhanced. Resort managers should interact with the other resort and hotel managers in the community – and they'll probably be surprised at how supportive that group can be. Attendance at Chamber of Commerce functions and city planning meetings, and participation in service organizations like Rotary, increase the resort's visibility and win friends and allies. For resorts that have the space or facilities, hosting meetings of the local innkeepers' or Realtors group, or even festivals, craft fairs or youth groups are valuable social and marketing opportunities.

Complying with local ordinances and with the association's governing documents, and potentially changing them to meet the changing

times are examples of legal sustainability. At the municipal level, this involves being engaged in local zoning and planning initiatives. Some resorts have sunset provisions in their declarations, or business charters that require renewal. Many resorts are now considering trust and points regimes to modernize and add flexibility to their use plans. Keeping abreast of changes and keeping the resort legally compliant and updated add to the likelihood that it will remain relevant as a valued vacation destination.

The ecological principles from which the sustainability concept grew remain a core component of the resort's strategy. There is ample guidance available in public media on environmentally-friendly "green" initiatives that resorts can employ to reduce costs, protect the environment, and appeal to modern consumer expectations.

Virtually every major task or program can be viewed through the lens of sustainability. In risk management, insurance policies must keep pace with the times. Imagining catastrophic events, which could be a legal event or failure of a major system as well as an act of God, is a form of visualizing sustainability. Consider that cyber-liability and employment practices coverages were, until recently, thought of as esoteric, and are now all but mandatory. Design is more than fashion; functional aspects like the support of wireless devices and gadgets, and comfortable public meeting spaces are at the top of consumer expectations. Is the resort's team – its board, management, staff, and suppliers -- going to be around forever, or are replacements being cultivated?

When thinking about their future, enlightened boards and managers use capital reserve plans and five or ten-year strategic plans to plot their course forward and anticipate challenges and opportunities. As resorts age, the needs and desires of their owners change, and their environments evolve, resort leaders must ask themselves: "Is this property sustainable? If so how do we keep it that way and if not, what are our alternatives?" As in an ecological system, all the elements of sustainability are interconnected, and a strategic plan must probe all of these elements. Short-term decisions yield only short-term results, and can often limit more valuable long term options. If a resort can't make decisions for the long-term, it may be that its long-term options are very limited. Adding the concept of sustainability into the planning process is a great tool for ensuring that the resort won't merely continue to exist, but that it is likely to thrive for years to come.



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.

RESORT MANAGEMENT

Getting It Right: An Interview with Loren Gallagher, President and CEO of Vacation Resorts International and Trading Places International

By Judy Kenninger, RRP

Following their purchase by Interval Leisure Group, Vacation Resorts International and Trading Places International, two of the industry's leading resort management companies, moved into a common headquarters in Lake Forest, California. Loren Gallagher, who serves as president and CEO for both firms, recently sat down with **Resort Trades** to discuss best practices in resort management and how the two companies are benefiting from the chance to compare techniques and systems.

RT: How is it working to have two, previously competing, companies share one headquarters?

LG: We quickly realized that we had a great opportunity to conduct side-by-side comparisons of our differing business models. For example, we studied how each team prepared for association board and annual meetings. We adopted the best ideas of each company, and we now have a "best practices" approach to our meeting preparations. Our board members benefit because the meeting work product is extensive, complete, and delivered timely and our post-meeting follow-up is carefully documented and reported. This process reduces the length of board meetings and facilitates more fluid decision-making by board members. VRI and TPI share a common set of values that govern our work flow and work product. Although our approaches were different, we shared a common goal – to serve our owners and boards in a timely, efficient, and thorough manner. Our senior leadership teams are highly experienced and veterans of the timeshare footprint. This collective experience is routinely applied for the benefit of our board members and timeshare owners

RT: You mention the importance of good, regular communications. What specifically do you mean by that?

LG: Sometimes we become so absorbed by our daily work that we overlook the critical importance of communication—with our owners, our boards, and with one another. We must recognize that consistent communication with our board members regarding even mundane aspects of our management efforts improves their ability to become effective decision-makers during board meetings, and they greatly appreciate it.

It is also important that we routinely recognize our employees' achievements and success stories. Our corporate growth and the addition of new team members have required us to find new ways to share information.

We have developed an internal "best practices" communication policy that combines the old with the new. Sometimes, an email is simply the wrong method—you just need to pick up the phone and call someone. Direct communication is often preferred because it is more personal than sending an email. "Direct" includes, at times, a quick telephone call and, other times, getting up from your desk and walking down the hall to discuss a key topic with another team

member. Direct communication reduces the possibility of mixed message that often accompanies an email.

In a busy work environment and a sense that "everyone needs to receive my message," the number of daily emails in the "In" box can quickly become excessive. We encourage our team members to stop and think before hitting the "send" button. Is this email necessary? Do I need to copy everyone listed in the original distribution? Does the sender expect me to respond at all?

We take our owner communications very seriously. We continually train our on-site teams in principles and techniques of customer care and service. We conduct special sessions each week at our managed resorts where owners and guests can meet and greet the on-site management team and explore answers to all their resort and vacation program questions. We take full advantage of every regularly-scheduled association owner mailing to include information and "extras" that will further enhance the vacation experience.



Loren Gallagher on left with Interval Leisure Group Chairman Craig Nash

RT: It seems every resort in the industry is facing the same issues, one of them being an aging owner base. What are VRI and TPI doing to help resorts deal with this?

LG: It has been difficult for us to observe the aging of our owners who have been happy timeshare owners for the past several decades but who have reached a time when they can no longer enjoy their vacation. In some instances, we have developed site-specific resale programs. In other instances, we've created policies for adoption by the board that authorize the transfer of title to the association and that relieve the owner from the continuing maintenance fee obligation. This is a complicated challenge, not just to VRI and TPI but to the entire timeshare industry. Although we are finding solutions on a limited basis, we are fully engaged and committed to finding broader

solutions. In the interim, our senior executive group will continue to proactively work to limit the "transfer company" challenge that has plagued our industry in recent years and taken unfair advantage of our aging owners.

We are sensitive to chain-of-title issues and encourage our boards to adopt a reasonable deed-in-lieu of foreclosure policy. Some board members will argue that the association has no need for more weeks in its name if it can't sell the ones that it already owns. The weakness of that decision rests with the high cost of foreclosure once the owner loses the willingness to execute a deed-in-lieu or can no longer be found. These policies typically require the owner to be current in payment of maintenance fees and pay one additional year of maintenance fee to qualify for deed-in-lieu consideration. We understand that many aging owners are unable to sell or gift their timeshare and face the temptation to simply abandon it. Our "best practice" is to work with this owner to find solutions.

We are very focused as a company on resale solutions and have created very successful resale programs on both local and regional levels. And, we have raised the bar on our resale strategy sessions to include the possibility of making legal adjustments to historical governing documents to create greater vacation flexibility with much improved appeal to today's timeshare consumer. More than ever before, it is time for the industry, and VRI/TPI, to "think outside the box" and that is an area where our teams truly excel!

RT: Are there any areas where you think VRI and TPI are getting it right?

LG: That is a loaded question, right? Admittedly, we've learned many important lessons in our 30+ years of timeshare management focus but I can now state unequivocally that we get a whole lot more right than we get wrong! Our best practices all boil down to one simple truth: people who trust us with their dollars deserve to receive the benefit of their bargain. If we don't smile when they arrive, we have failed. If we don't

provide a clean room, we have failed. If we don't continually educate our owners how to get the most from their vacation ownership so they understand the opportunities, we have failed.

The best practices are ones that ensure that our owners receive the full benefit of the vacation bargain they purchased. Great service and friendly smiles by resort staff can often make up for aging room décor, floor plan, and size. In this age of social media, unthinking staff can hurt your resort's reputation in an instant. Now, more than ever, we have to get it right the first time.



Judy Kenninger RRP is a Brownsburg, Indiana-based writer and communications consultant who has worked in the shared ownership industry for nearly two decades.

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ARCHITECTURE AND INTERIOR DESIGN



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Simi Valley, CA 93065 USA
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Email: administration@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.

BUSINESS INTELLIGENCE



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Specialty: CustomerCount is a flexible online customer feedback solution providing intuitive real time reporting, fast turnaround on updates, detailed and dynamic data gathering with comprehensive reporting for process improvement and customer loyalty to improve your bottom line. It is the only feedback system designed specifically for the timeshare industry and is capable of segmenting satisfaction report data for any and all prospect, owner and guest touch points.

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· Web based Manifesting displays instant real-time results on your secure, private web-page.
· Generate reports that focus on how to increase VPG on tours while reducing costs.
· No installation, equipment or IT department required.

TrackResults in designed and managed by a team with over 50 years of resort industry experience to be easy to use, fool-proof and completely intuitive. TRS makes your sales and marketing data simple to analyze at a glance.

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San Diego, CA 92108 USA
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Phone 2: 800-619-6101 ext 2
Email: Info@creativemarketingincentives.biz
Website: www.CreativeMarketingIncentives.biz
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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!

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Email: tkelly@perfektmarketing.com
Contact: Tom Kelly
Specialty: Day drives and Minivacs for Vacation Clubs and Timeshare Resorts. Direct mail, Inbound or Outbound telemarketing, Radio and even T.V. Take control of your VPG today. All calls recorded for quality assurance. We are not a broker. Our dynamic staff produces 40k Day Drives annually, all generated in house. Call today and see how quick your business can grow beyond your expectations.

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16885 Dallas Parkway
Addison, TX 75001 USA
Phone 1: 800-552-5264
Phone 2: 972-991-0900
Email: gsanchez@janiking.com
Website: www.janiking.com
Contact: Gil Sanchez, Hospitality Division Director, ext 136
Specialty: Jani-King, the leader in contracted housekeeping services provides comprehensive cleaning services to the hotel/timeshare industry. The following list gives you an idea of our many areas of expertise:
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· Management and Supervision
· Laundry Operation and Linen Distribution
· Carpet/Floor Maintenance
· Kitchen/Amenity Inventory and Replacement
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Email: r.hale@mastercorpinc.com
Website: www.mastercorpinc.com
Contact: Russ Hale
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Scottsdale, AZ 85251 USA
Phone 1: 800-451-0801
Phone 2: 480-214-2995
FAX: 480-281-3149
Email: kderry@blackwellrecovery.com
Website: www.blackwellrecovery.com
Contact: Kyle Derry, Director of Operations and Business Development
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· 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



Meridian Financial Services Inc.
1636 Hendersonville Rd Ste 135
Asheville, NC 28803 USA
Phone 1: (866)294-7120
FAX: (828)670-7462
Email: gsheperd@merid.com
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DIRECT MAIL AND MARKETING



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Website: www.imdirectmarketing.com

Contact: Aaron Garcia

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Email: pauls@savagedm.com
Website: www.savagedm.com

Contact: Paul Savage

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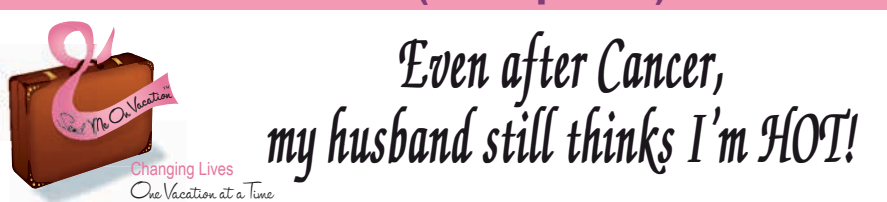
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At 35, I had my baseline mammogram and didn't think anything about it. I had no family history and no issues, but the radiologist called. They wanted me to do an ultrasound. Then a biopsy. Then the radiologist gave me the diagnosis which was that I had cancer. They wished me "good luck." Nothing is good or lucky about cancer.

I worked at a deli and my husband worked as the produce clerk in a grocery store. We had little money. My doctor recommended a double mastectomy. Immediately I worried about my self image but my husband was simply amazing, providing understanding, love and care... and even admires my battle scar.

Like others, I experienced a host of hospitalizations, with three drains in my breast with complications. I had problems with chemotherapy ending with an allergic reaction and yet another hospitalization. Then an incisional hernia repair from the transflap procedure. I did not know how we could possibly pay all these medical bills. I swore never to go to a hospital again.

On September 25, 2014, I did return to the hospital, but this time it brought me good news. I landed a job in the dietary department. I am starting to enjoy life. My husband still thinks I am "HOT," and thanks to Diamond Resorts and Send Me On Vacation, we get to go on a spectacular vacation to reunite the love and passion we once shared as a normal couple. I just know my new normal will be even better than the old one, because it will start out with a dream vacation!

Send Me on Vacation Mission
To Provide a much needed vacation to women with breast cancer who have undergone treatment and need a place to rejuvenate and heal their body, mind and spirit.

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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.

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Website: www.abm.com
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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 INTERIOR DESIGN



hospitality
resources & design

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Orlando, FL 32814 USA
Phone 1: 407-855-0350
FAX: 407-855-0352
Email: rich@hrdorlando.com
Website: www.hrdorlando.com
Contact: Richard Budnik
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Housekeeping Services

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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:
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• Unit/Villa Cleaning
• Unit/Villa Inspections - Jani-King's QA Program
• Housekeeping Management Services
• Trained Supplemental Housekeeping Personnel
-All Positions
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• Deep Cleaning Programs
• Floor Care Programs
• Front-of House Cleaning Programs
• Back-of-House Cleaning Programs
"Partnering Through Housekeeping"



A Passion for Cleanliness

MasterCorp Inc.
3505 North Main Street
Crossville, TN 38555 USA
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• The MasterMind™ housekeeping management app
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• E-verify and staff background checks
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Contact: Desmond Armstrong
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Armstrong has more than 30 years of experience working with timeshares and understands the complexities and unique exposures associated with timeshares and HOAs. Our ancillary services are designed to address the related items that drive the cost of protecting against TIMESHARE/HOA risks.

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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.

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



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5404 Wisconsin Avenue
Chevy Chase, MD 20815 USA
Phone 1: 301-841-2717
Phone 2: 800-699-7085
FAX: 301-841-2370
Email: jgalle@capitalsource.com
Website: www.capitalsource.com
Contact: Jeff Galle
Specialty: CapitalSource, a division of Pacific Western Bank is a commercial bank headquartered in Los Angeles, California. We lend 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 us from our competition.



Merchants Accounts
Phone 1: 877-281-3649
FAX: 877-281-3652
Email: mrktg01@yahoo.com
Contact: Call Bill Bailey!
Specialty: We have a credit card processor for your every need. Direct relationship with merchant banks. We are not a third party processor or a consolidator.



Wellington Financial
1706 Emmet St N Ste 2
Charlottesville, VA 22901 USA
Phone 1: 434-295-2033 ext. 17
Email: sbrydge@wellington-financial.com
Website: www.wellington-financial.com
Specialty: Wellington Financial has financed the timeshare industry without interruption since 1981. Specializing in receivables hypothecation, inventory and development loans of \$10,000,000 and up, we've funded over \$5 Billion with our group of lenders. Focused solely on lending to resort developers, we are the exclusive Resort Finance correspondent for Liberty Bank. With over 30 years of expertise in the vacation ownership industry, we lend to credit-worthy borrowers at attractive banks rates.

LIST SERVICES



IMPACT Direct Marketing
16427 N. Scottsdale Rd, Suite410
Scottsdale, AZ 85254 USA
Phone 1: 844.253.3169
Email: aswapp@imdirectmarketing.com
Website: www.imdirectmarketing.com
Contact: Alexis Swapp
Specialty: One of our many specialties at IMPACT Direct Marketing is to provide our customers with success and profit from our direct response services. IMPACT Direct Marketing provides not only free data consultation that helps you acquire the best mailing list for your campaign but we will help you analyze your current data and provide you with proven techniques to select better data that gives you a higher ROI. We specialize in Consumer Mailing Lists, New Homeowner Lists, Specialty Mailing Lists, Premium Business Lists, Timeshare Owners, Occupant Mailing Lists, New Mover Lists, Basic Mailing Lists, Email Marketing, Online Lead Generation, and much more! We provide our clients with the most accurate direct mail lists that are available. We are all about helping you get the best possible response rate with successful results. So what's stopping you? Let our expert team help you focus on what you do best: SELL!

LIST SERVICES



Market Approach Consulting
 P.O. Box 788
 Lorena, TX 76655 USA
 Phone 1: 866-410-7017
 Email: Sales@marketapproach.net
 Website: www.marketapproach.net
 Contact: Wade McLean ext 102
 Specialty: Professional service and follow-through; offering target marketing services that meet your needs, to include:

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

Find out why our clients keep coming back!

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

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.

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

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?

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

MARKETING



GBG & Associates
 500 West Harbor Drive #822
 San Diego, CA 92101 USA
 Phone 1: 619-255-1661
 FAX: 619-255-8597
 Email: georgi@gbgandassociates.com
 Website: www.gbgandassociates.com
 Contact: Georgi Bohrod
 Specialty: GBG & Associates. Marketing and Public Relations Strategies and Implementation. GBG & Associates, lead by well known PR and marketing professional Georgi Bohrod and supported by the industry's brightest and most energetic talent will guide your business growth, provide a positive platform for new business development, increase awareness in your product and/or company and even provide prospects for sales. Specializing in the shared ownership industry for more than a quarter century, GBG & Associates has proven results in traditional and creative B2B and B2C marketing and public relations. Visit our web site for examples of press relations, advertising client and member/owner newsletters, collateral materials, member upgrade programs and strategic planning for the shared ownership industry. Whether you need to introduce your company, educate your client base, strengthen your positioning or develop a new campaign, we know how to make it work. Call (619)255-1661 or visit our web site at www.gbgandassociates.com.

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MARKETING



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 Incline Village, NV 89451 USA
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 FAX: 775-831-5785
 Email: dwagner@marketingdecisionsinc.com
 Website: www.marketingdecisionsinc.com
 Website: www.ReportsPro.net
 Contact: David M. 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 Eighteenth (18th) year in successful 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.
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 . MDI has a custom Confirmation Letter Website.
 . Our commitment to Federal, State and Wireless DNC Compliance is second to none, through proprietary websites.
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 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

PET SANITATION



DOGIPOT
 2100 Principal Row
 Suite 405
 Orlando, FL 32837 USA
 Phone 1: 800-364-7681
 Website: www.dogipot.com
 Contact: David Canning
 Specialty: DOGIPOT has the highest quality environmentally conscious products, including our OXO-BIODEGRADABLE Litter Pick Up Bags and Liner Trash Bags, to help keep your dog-friendly areas free from unsightly, smelly and harmful dog waste. DOGIPOT supplies the most economical and effective dog waste systems to allow pet owners, not maintenance staff, to assume the responsibility of eliminating dog pollution. There are DOGIPOT imitators in the market, but nobody is able to match DOGIPOT's experience, high quality product line, world class customer service or value. Experience the DOGIPOT Advantage!

PREMIUMS AND WHOLESALERS



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 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?



INTERNATIONAL MARKETING
IMPACT International Marketing
 349 S. Lake Havasu Ave, Suite 104
 Lake Havasu City, AZ 86403 USA
 Phone 1: 844.471.8758
 Email: acox@iimgroup.com
 Website: www.iimgroup.com
 Contact: Abby Cox
 Specialty: IMPACT International Marketing is a leading provider of products, services, and technology platforms for direct response marketing campaigns online or off. IMPACT offers one of the most diverse selections of marketing services and products in the travel industry. Learn more about our Gas, Grocery, Dining, Shopping and Entertainment Rewards, Travel Incentives, Gift Cards, Rebates, Funware options such as Instant Win, Drawings, Sweepstakes, as well as Scratch and Claim Games. We have the direct access through our proprietary API feed of over 200,000 name brand hard premiums ranging from low cost incentives to high end technology. Our redemption platforms can process and single incentive or allow customer to select from a list targeted to your demographic. Our comprehensive understanding of promotional marketing and proven methods to engage consumers will result in the behavior you want and will only enhance your ROI. Contact us today!



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

PREMIUMS AND WHOLESALERS



The Sheet People
 5490 VICTORIA PL
 Crown Point, IN 46307 USA
 Phone 1: (219)756-7000
 Email: gdt@jorsm.com
 Website: www.TheSheetPeople.com
 Specialty: 1800 Thread Count Egyptian Bed Sheet sets. Pure luxury for your rentals and personal use. Reg \$99.95, on sale just \$49.95 a complete set. Visit us today at www.BedSheetsOnSale4Less.com. We ship the NEXT business day, so your guest's can enjoy them now!!

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@gbgandassociates.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.

RECEIVABLES AND MAINTENANCE FEE SERVICING



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 4150 North Drinkwater Boulevard, Ste. 200
 Scottsdale, AZ 85251 USA
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 Phone 2: 480-998-7585
 FAX: 480-281-3135
 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, Concord has been the industry leader for both loan receivables and maintenance fee servicing. Concord's strong emphasis on utilizing technology to obtain efficiency, accuracy and flexibility helps developers, resort operators and HOAs achieve greater success.
 Servicing & Early Collections:
 • Billing & payment processing
 • Enhanced Performance Reporting
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VacationCondos.com
 1 Vance Gap Rd
 Asheville, NC 28805 USA
 Phone 1: 855-826-6361
 Email: info@vacationcondos.com
 Specialty: VacationCondos.com was developed as a rental program to assist timeshare owners and Home Owners Associations with offsetting the costs of ownership. As the owner rental program has grown, so has the list of services VacationCondos.com offers. Through a core database of more than 100,000 renters and an extensive global distribution network, VacationCondos.com assists with empty and unused inventory, delinquent inventory, and unused owner inventory, generating revenue and helping your business' bottom line.

RESERVE STUDIES



Advanced World Concepts Inc.
 2237 Del Mar Scenic Parkway
 Del Mar, CA 92014
 Phone 1: 858-755-8877
 FAX: 858-755-2754
 Email: sales@prsystem.com
 Website: www.prasystem.com
 Contact: Bill Chaffee
 Specialty: PRA Consultants are certified reserve professionals licensed and trained in implementing the PRA System for preparing the highest quality and most accurate Reserve Studies available. The system is the only reserve management plan preparation software that has been evaluated by a CPA firm for accuracy of calculations while meeting AICPA requirements for reporting. The system is designed to complement properties with different ownership formats and contribution calculations. PRA Consultants utilize property plat maps and model floor plans for planning and scoping how reserve items will be grouped, budgeted and tracked based on the property's common areas, building and unit configurations. This provides the foundation for a reserve management plan with financial support that is easy to understand and provides optimized contributions while projecting that sufficient reserve funds will be available when needed in the future.

RESORT MANAGEMENT



Grand Pacific Resort Management

5900 Pasteur Ct Ste 200
Carlsbad, AZ 92008 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 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*

RESORT MANAGEMENT



Liberte Resort Management Group

10681 Gulf Blvd.,
Ste. 207
Treasure Island, FL 33706 USA
Phone 1: 800-542-3648
Phone 2: 727-360-2006
Email: liberteteo@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.

Resort Trades Testimonial

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

*Warren Smith, Vice President,
Cranberry Waterfront Suites*

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 accessories to boutique hotels, bed & breakfast inns, and resort properties. We offer a wide range of exclusively licensed collections that includes Hermes from France, Exotic Coral Collection, Poggesi, Ecu New York, Little Green, Dickens & Hawthorne Cucumber & Acai, Whytemor & Keach, Les Notes de Lanvin Orange Ambre, and Joseph Abboud. Feel free to contact us at 800-541-6775 or www.essentialamenities.com for more information.

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.*

SHARED OWNERSHIP SERVICES



Dial An Exchange LLC

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

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*



BENEFITS OF TRAVEL CLUB MEMBERSHIP

TRAVEL TO GO HELPS MEMBERS TRAVEL ON A PERSONALIZED BUDGET

When we take a look at a vacation budget, accommodations and transportation usually take a large portion of the expense. Depending on the location the traveler chooses, accommodations usually come first. Travel To Go places the style of accommodations as the most important feature for a member's satisfaction. Lessons from the Timeshare industry proved that comfort, luxury and a great amenity package is the choice of most travelers. Studios to 2 bedroom units provide more privacy, kitchen facilities, modern pool decks, workout centers and many more lavish extras. The consumer has become accustomed to these amenities when vacationing. The one obstacle the consumer faces when planning this type of vacation is justifying the expense. In the past, vacationers had to either purchase a timeshare for a large amount of money or book a hotel. The first instinct by many consumers is to opt for a hotel because of perceived lower prices, giving up the luxury and comfort of the nicer resorts.

ENTER TRAVEL TO GO. We have a large selection of inventory in very popular destinations. When we present the cost of a condo week's stay to the member in the same price range as the hotels in that area,

we gain their confidence. Once we have consumer confidence, our members consistently opt for condo week stays for future vacation plans. At Travel To Go we have access to approximately one million different weeks in timeshare properties at a fraction of other online travel agencies' cost. Sometimes up to 70% lower. By instilling that type of saving perspective in the member's mindset, it helps the member broaden their vacation horizons while populating dollars for the POA's and secondary revenue streams for the resort venues. First rate accommodations at a lower cost also gives our member more money to spend on destination travel to exotic or dream destinations.

Travel To Go provides the member with the flexibility of enjoying other vacation options. In addition to condo week stays, we provide our members with hotels at a discount, cruises at a below retail rate, and custom trip and travel packages. Travel To Go has its own internal travel agency that works with the members on an individual basis providing concierge services to meet each member's needs. It gives that personal touch to help the member decide exactly what type of vacation experience they truly want. We take it one step further by facilitating all aspects of the vacation booking in-house. We combine these benefits with an online platform which gives members the opportunity to book vacations on their own. From

one night stays to major vacations, the members have a variety of flexible options that some other fulfillment companies simply do not offer.

FOR OUR DISTRIBUTORS. We provide up-to-date product training to our distributor sales crews on a regular basis. This helps distributors have lower cancellation rates and minimal charge back rates from their merchant processors.

Individually, these pieces can't work alone, however, when all of these parts are assembled together, Travel To Go can help its members travel on their personalized budget.



TOMMY MIDDAGH
VP of Business Development

TMiddaugh@TravelToGo.com
800.477.6331 ext. 105

www.travelto.go.com

SUPPLIER DIRECTORY

TELEMARKETING



MARKETING DECISIONS INC
Marketing Decisions Inc.
 774 Mays Boulevard
 Suite 9
 Incline Village, NV 89451 USA
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 FAX: 775-831-5785
 Email: dwagner@marketingdecisionsinc.com
 Website: www.marketingdecisionsinc.com
 Website: www.ReportsPro.net
 Contact: David M. Wagner
 Specialty: Outbound and Inbound Telemarketing Day Drives and Direct Mail Tours.
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 · 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, State and Wireless DNC Compliance is second to none, through proprietary websites.
 · Call David Wagner Today at, 775-831-9732, for a Confidential Marketing Analysis



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

TELEMARKETING REGISTRATION



Tele-Sales/Registration Consultants
 7835 San Pablo Road, SE
 Deming, NM 88030 USA
 Phone 1: 575-546-4094
 Phone 2: 575-494-5477 Cell
 FAX: 575-546-4095
 Email: regiscon@msn.com
 Contact: Guy B. 'Ben' Eubanks, JD (Ret.)
 Specialty: NEED / WANT TO EXPAND YOUR MARKETING AREA:
 · Timeshare Registrations: 42 States \$1K or Less, each (CA, NY, NV, ID, FL, NE, MN, TN – Prices Negotiable)
 · Telemarketing, Seller of Travel, Transient Sellers, etc.
 · All 50 States Telemarketing Registrations: \$7,500 (Includes 13 Courtesy Filings)
 · Any Individual Telemarketing, Seller of Travel, Trans. Seller, etc. \$250.00 Each (Except OH and UT – Negotiable)
 · Free Assessments
 Note: Retiring: December 31, 2015
 I want to thank for your business, and for your friendship over the past 21 years.
 Ben Eubanks

TITLE COMPANIES



Stewart Vacation Ownership
 3275 West Hillsboro Blvd.
 Suite 206
 Deerfield Beach, FL 33442 USA
 Phone 1: 954-418-4550
 FAX: 954-418-4551
 Email: lbasye@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

TOUR GENERATION



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Marketing Decisions Inc.
 774 Mays Boulevard
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 Incline Village, NV 89451 USA
 Phone 1: 775-831-9732
 FAX: 775-831-5785
 Email: dwagner@marketingdecisionsinc.com
 Website: www.marketingdecisionsinc.com
 Website: www.ReportsPro.net
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 FAX: 602-453-3337
 Email: tkelly@perfektmarketing.com
 Contact: Tom Kelly
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 Website: www.savagedm.com
 Contact: Paul Savage
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 2013 Marketing Tour Generation Highlights...



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 162 South Peninsula
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 Phone 1: 386-265-4975
 FAX: 386-469-0253
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 Website: www.smlmarketingllc.com
 Contact: Laurie Borasky, Susan Yost, Michelle Carrasquillo
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 Phone 1: 800-636-5646 U.S.
 Phone 2: 540-434-4280 Canada
 FAX: 703-814-8527
 Email: careinfo@care-online.org
 Website: www.care-online.org
 Contact: Alain Carr, President
 Motto: C.A.R.E. is the vacation industry
 Specialty: C.A.R.E. is the vacation industry's premier trade association. Since 1985 C.A.R.E. members including Travel Clubs, Wholesalers, Developers, HOA's, Resorts, and Management and Exchange Companies have been providing each other with opportunities for vacation fulfillment and exchanges and revenue enhancement through increased inventory utilization and yield management. Vendors and service providers gain increased exposure through C.A.R.E. membership and networking opportunities. Members benefit from outstanding networking and professional development opportunities at semi-annual conferences. Enhance inventory utilization and fulfillment and connect with members through exclusive C.A.R.E. online information systems.

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Executive Tour and Travel Services, Inc.
 301 Indigo Drive
 Daytona Beach, FL 32114 USA
 Phone 1: 866-224-9650
 Email: Frank@ettsi.com
 Website: www.ETTSI.com
 Contact: Frank Bertalli
 Specialty: ETTSI Incentive Premiums helps you meet your goals with Industry leading incentive programs in travel and merchandise certificates. ETTSI specializes in offering sales premiums in support of Timeshare and Travel Club presentations. You can relax knowing that you are receiving the greatest value and that your customers will be serviced with the utmost attention because you are buying direct from the fulfillment company. ETTSI prides itself on its in-depth understanding of the needs of their clients and they excel at converting that knowledge into strategically and tactically designed sales incentive solutions that work!
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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.islandtravervacations.com
 Contact: Chris Dixon
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 · 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
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"I just received our invoice for our ad in The Resort Trades Management & Operations magazine. It made me reflect on the advertising dollar our company spends and how much we appreciate the reasonable rates set by your publication. At the same time I would like to compliment your organization for the tremendous improvements we have noticed in each issue and encourage your continuing development and success. We look forward to each issue full of interesting and well-written articles by vastly different businesses sharing an interest in the management and operations segment of the vacation resort industry.

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 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 24 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!

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 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?

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INTERNATIONAL MARKETING IMPACT International Marketing
 349 S. Lake Havasu Ave, Suite 104
 Lake Havasu City, AZ 86403 USA
 Phone 1: 844.471.8758
 Email: acox@iimgroup.com
 Website: www.iimgroup.com
 Contact: Abby Cox
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 Phone 1: (800) 684-9419
 Email: iyoungblood@true-incentive.com
 Website: www.true-incentive.com
 Contact: Ilene Youngblood
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 Woodland Hills, CA 91367 USA
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Cunningham Management Vice President Kevin Mattoni

VACATION CERTS



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 San Diego, CA 92108 USA
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 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?

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.

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Grand Pacific Resort Management

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Carlsbad, AZ 92008 USA

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