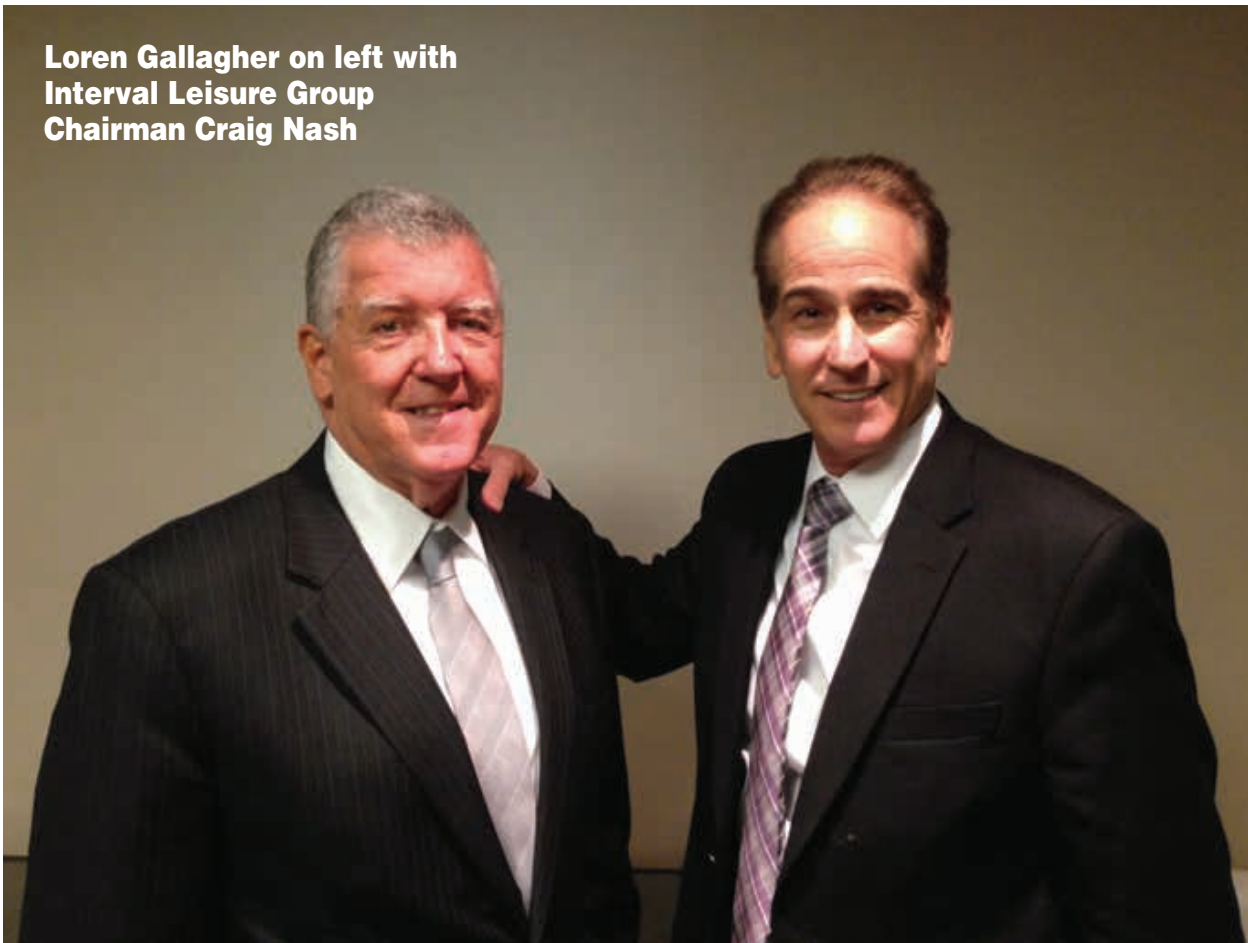




Loren Gallagher on left with  
Interval Leisure Group  
Chairman Craig Nash



## MANDO - HEALTH

**Ebola Threat:  
Protecting Your Owners**

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## THE INDEPENDENT RESORT

**Are you Sustainable?**

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## RESORT MANAGEMENT

**Getting it Right:  
An Interview with  
Loren Gallagher,  
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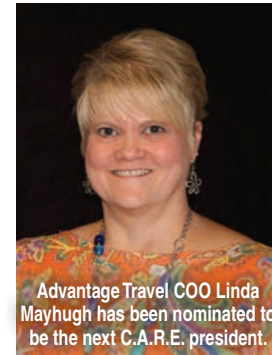


# Trades Faces & Places!

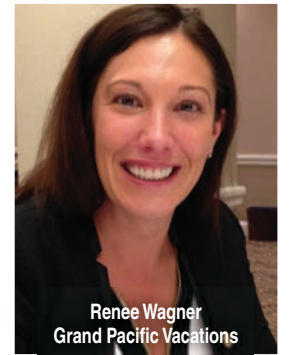
Dec. 2014

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

By Karen D'Agostino and  
Sharon Scott, RRP



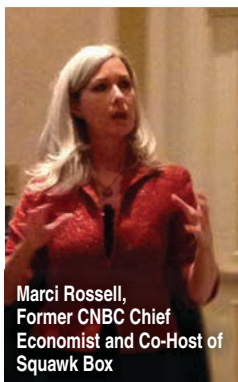
Advantage Travel COO Linda Mayhugh has been nominated to be the next C.A.R.E. president.



Renee Wagner  
Grand Pacific Vacations



Eric Cantor, former House Majority Leader



Marci Rossell, Former CNBC Chief Economist and Co-Host of Squawk Box



Amy Bellman, VP Division Counsel of Fidelity National Timeshare

**Resort Trades** Publisher **Tim Wilson** and Managing Editor **Sharon Scott, RRP**, represented **The Trades** at the **ARDA Fall Conference** in Washington, DC in November. Each year, the conference's first day is absorbed by committee and council meetings which plan the association's activities for the coming year. More than 30 such meetings were attended by both committee or council members and nonmembers from among the 350-plus attendees. **Resort Trades** is the Sole Media Partner of the Resort Operations Council.

During the various networking events, the two spotted a number of old friends: **Marty Kandel** says he has moved to Orlando and launched a new company, **PriceProtect Shield (USA) Corporation**. For some time now **Steve Zurawski** has been with **David Fries, RRP**, at **Sun Hospitality Resort Services**. Fries tells us his housekeeping business has experienced amazing growth, now servicing resorts nationwide. One of timeshare's pioneers, **Larry Gildersleeve, RRP**, of **Gildersleeve Partners, Inc.**, introduced us to **CardConnect's** VP of Business Development **Josh Robinson**. (CardConnect is a credit card service that accepts payments onsite, online, over the phone and on mobile devices.) Likewise new to the U.S. timeshare world, **weholi** (an independent global online market for timeshare owners to rent, exchange or sell worldwide for free) CEO **Thorsten Wieting** was a first-time ARDA attendee. **Jordan Beckner** of **Fiberbuilt Umbrellas & Cushions** continues to mobilize suppliers and vendors who are active in the industry. After serving as chairman of the Suppliers Council, he is now taking over the Construction & Design Council chairmanship.

Notable speakers addressing the conference included the Honorable **Eric Cantor**, former House Majority Leader; former CNBC Chief Economist and Co-host of Squawk Box **Marci Rossell** and **David Gregory**, former host of *Meet the Press*.

**Resort Trades** was Media Sponsor for the October meeting of **The Cooperative Association of Resort Exchangers, Inc. (C.A.R.E.)**, held in Seattle earlier in the month. C.A.R.E. is a trade association assisting member companies to utilize inventory and generate revenue through wholesale rentals while continuing to offer expanded exchange and fulfillment options.

During the meeting, **Advantage Travel COO Linda Mayhugh** was 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 2015.

**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."

**The National Timeshare Owners Association (NTOA)** has appointed **BuyaTimeshare.com CEO Wesley Kogelman** to its Advisory Board, as the group continues to expand its influence in the timeshare industry. "We are delighted to welcome Wes onto our Advisory Board as we continue to grow the association and look to industry leaders to help us transform the requests of timeshare owners into improvements throughout the industry," said NTOA Chairman and CEO **Gregory Crist**.

**SFX**, a boutique timeshare exchange company, today officially announced the hire of **Brad McDonald** as president. McDonald brings more than 30 years of timeshare industry executive experience, having previously served as senior vice president of alliance and product development for **Wyndham Worldwide Corporation: Exchange and Rentals**. Most recently, he served as senior vice president of account management and product implementations at **ICE (International Cruise & Excursions, Inc.)**



Steve Zurawski, VP at Sun Hospitality Resort Services



Lena Combs, Tom Durkee, Tara Early, & Fermin Cruz



Construction & Design Council



Paul Goodrich, Palmetto marketing



Stacey Sutherland from Holiday Inn Club Vacations & David Gilbert from Interval International



Kris Jamtaas, Senior VP Affiliate Partners & Services for RC



John & Delaina Stanley, Oombaga



Suzanne Owens, Kenyon International



# 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 deadbacks 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](mailto: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.



## SELL...EDUCATE...GROW

Promotion, PR, Publicity  
By SharonINK PR & Marketing

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

"As a lender and lender's representative serving developers in the resort industry, Wellington Financial has benefited from Sharon's capability as a wordsmith.... We are never hesitant about having Sharon call our clients to discuss a proposed press release, knowing she will perform her communications in a professional manner reflecting well on us."

--Ron Goldberg, President, Wellington Financial

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

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

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

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

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

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



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

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



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

# Time to Make a Move?



for the Timeshare, Fractional & Vacation Ownership Industry

**Dr. Keith Trowbridge**  
President

keith@execq.com  
239-454-1100

**Jim Perkins**  
Vice President

jim@execq.com  
936-856-3983

Confidential Engagements  
and Resumes Accepted



## CLASSIFIEDS

### BUSINESS OPPORTUNITIES



#### Four Unique Business Opportunities In Hawaii

Four unique business opportunities in beautiful sunny Kona Hawaii. Includes a new totally turnkey vacation ownership development. www.HawaiiMarketplace.com

### EMPLOYMENT



**We Are One Of The Largest Vacation Ownership Resorts**  
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



#### 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

#### Call Center wants to Grow Package Sales. Are you the ONE?

A fast grown, extremely diverse marketing company in the Southwest US is looking for a key person to head up package sales for our organization. We currently have a really solid customer service and travel fulfillment team and we need to move to the next level by offering travel package sales. Must have call center experience, be able to build packages, have a sales background, and work really well with great people. Call Matt at 844-273-5673.

#### 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

#### If you have an experienced sales team and want to save money, CONTACT US NOW!

If you have an experienced sales team and looking to save money, We Have: Low Cost RCI Points Platinum Resorts Inventory, 45 day closing & membership - Trained Customer Service Staff, Online database with Sales, Inventory and Contract Management, Low Fee Credit Card Processing / Instant Credit Approval Available. Call or email Cliff today 936-524-7665 or cliff@pawlikconsulting.com

### INVENTORY FOR SALE



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

RCI Points affiliated Deeded inventory. IN HOUSE MARKETING 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.

### 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.



# M<sup>and</sup>O<sup>®</sup> DIRECTORY LISTINGS

Management and Operations

Remember our Management & Operations (MANDO) magazine? In 2012, **MANDO was folded into** the "mothership," the **Resort Trades** news journal because of the overlap in readership and content.

Since this is the only print publication **mailed Every Resort, Every Month**, as well as to 5,700+ recipients whose interests range from resort development, sales and marketing and

HOA management to procurement of goods and services for resorts, we are delighted to **add the MandO Directory**. This new section will appear **monthly** and will attempt to list **every resort management company** operating in the timeshare industry we can identify.

If you notice any errors or omissions from this list, please write to SharonINK@TheTrades.com.

Allegiant Management, LLC - Winter Park, CO

Aqua Hospitality - Honolulu, HI

Defender Resorts, Inc. - Myrtle Beach, SC

Diamond Resorts International - Las Vegas, NV

Escapes - Lakeland, FL

Festiva - Patton Management - Asheville, NC

Gold Key Resorts - Virginia Beach, VA

Goodmanagement - Newport News, VA



### 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.gprmtg.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.gprmtg.com

High Point Hospitality - Winter Park, CO

ICS Management Corporation - Houston, TX

Landex Resort Management - Lehigh Acres, FL



### Liberte Resort Management Group

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

Marriott Vacations - Panama City, FL

Narveson Management - Pequot Lakes, MN

Pacific Monarch Resorts - Anaheim, CA

Raintree Resorts - Houston, TX

Resort Properties, Inc. - Sarasota, FL

ResortCom International LLC - San Diego, CA



### SPM RESORTS

www.SPMResorts.com  
 (843)238-5000

Since 1979, SPM Resorts, Inc. has provided full-service professional management services to timeshare resorts, and we have helped many associations restructure the management of their resorts with great success.

Starwood Vacation Ownership - White Plains, NY

Tapestry Resorts/resortcom - San Diego, CA

The Alderwood Group/Geo - Big Bear Lake, CA

The Noble Company - Myrtle Beach, SC

TJW Management - Daytona Beach, FL

Tricom Management, Inc. - Anaheim, CA



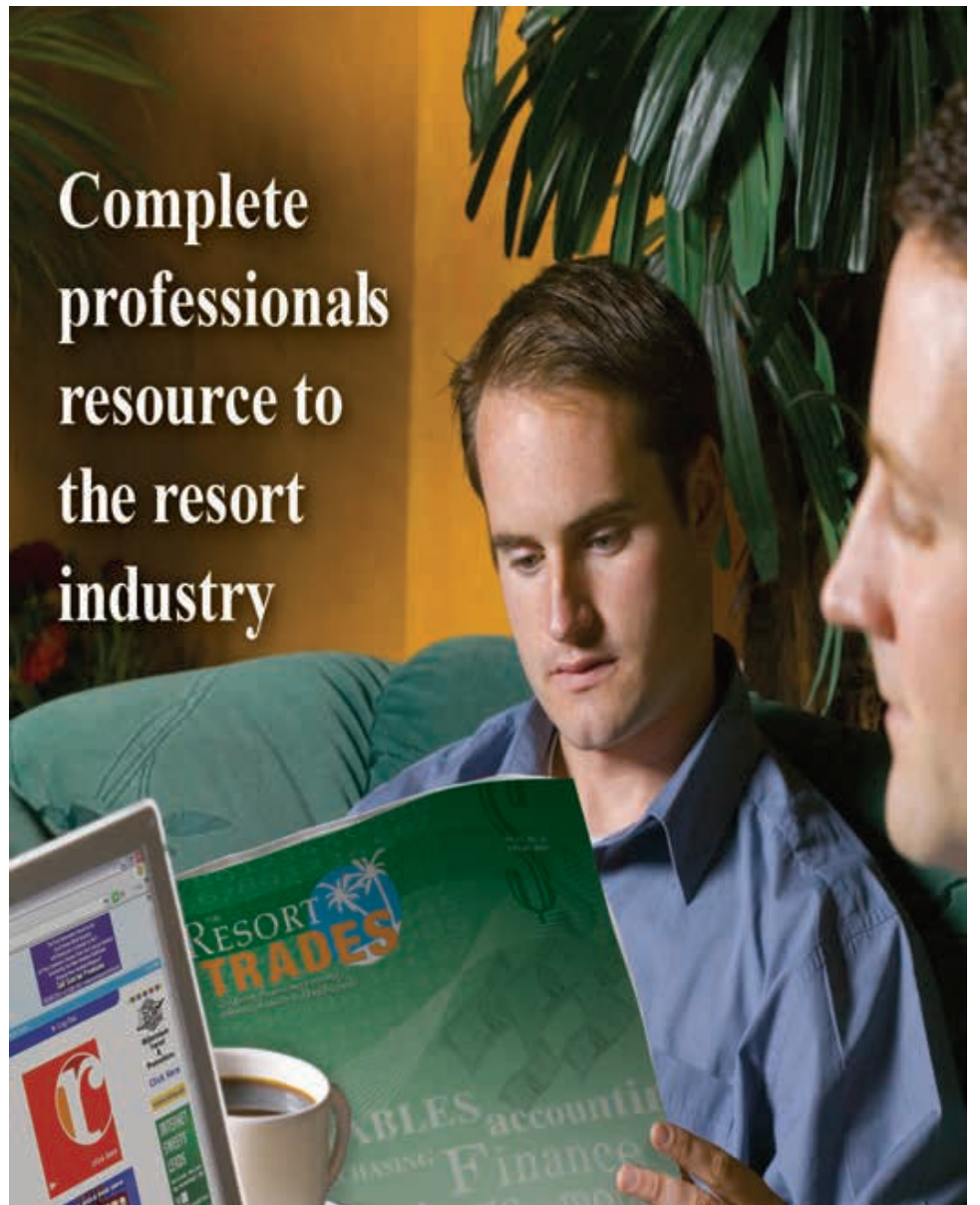
### Vacation Resorts International

www.vriresorts.com  
 (863)287-2501

Vacation Resorts International (VRI) is a full-service timeshare management company providing 33 years of innovation, success, best practices, and solutions to over 120 resorts throughout the United States. We have the resources and solutions to generate income for your resort through rentals, resales, and collections. We invite you to discuss your needs with us today! Please contact Jan Samson at 863.287.2501 or jan.samson@vriresorts.com.

Wyndham Vacation Resorts - Troy Hills, NJ

Zappa Management - Maple Grove, MN



**NEW FOR YOU!**  
**Special Directory Listing section for our Management companies!**  
**This is where you get FOUND!**



# VACATIONS

ARE BETTER WITH A TRUSTED PARTNER



C.A.R.E. (Cooperative Association of Resort Exchangers) is recognized as the vacation industry's premier forum for inventory exchanges as well as the exchange of ideas, best practices, and information about products and services to help members grow their business.

Join the Exchange and make the CARE Connection by calling 1-800-636-5646 or visit us at [www.care-online.org](http://www.care-online.org).



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



**Meridian Financial Services** is a sophisticated third-party collection agency able to service whole and partial portfolios.

**Services include:**

- Full-Service Collection Agency for Domestic and International Clients
- No-Cost-to-Client Recovery Program
- Customized Industry Collection Strategies
- Credit Reporting
- Skiptracing
- Online Services
- Credit & Collection Consulting

Meridian is a veteran of the vacation ownership industry. We understand the impact of bad debt, as well as the importance of keeping your owners' accounts current, and preserving their confidence in the purchase decision.



**To learn, at no cost, how Meridian can work for you, please contact:**  
**Greg Sheperd**, president, at 866.294.7120, extension 6705; [GSheperd@merid.com](mailto:GSheperd@merid.com)  
**Zaida Smith**, vice president, international sales, at 866.294.7120, extension 6747; [ZSmith@merid.com](mailto:ZSmith@merid.com)



# SUPPLIER DIRECTORY

## ARCHITECTURE AND 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: 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



**CustomerCount**  
3925 River Crossing Parkway, Suite 60  
Indianapolis, IN USA  
Phone 1: 317-816-6000 FAX: 317-816-6006  
Email: bobkobek@customercount.com  
Website: www.customercount.com  
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.



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

## CERTIFICATE FULFILLMENT



**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?

## CERTIFICATE FULFILLMENT



**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.

## CLEANING 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, 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:  
· Unit Cleaning and Inspection  
· Management and Supervision  
· Laundry Operation and Linen Distribution  
· Carpet/Floor Maintenance  
· Kitchen/Amenity Inventory and Replacement  
· Preventive Maintenance Program  
· Post-Construction Clean-Up  
· Initial/Deep Cleaning  
"Jani-King takes care of your housekeeping needs so you can take care of what's really important. Your guests."



**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"

## 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.



**Marketing Decisions Inc.**  
774 Mays Boulevard  
Suite 9  
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  
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.  
· 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



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

## COLLECTION SERVICES



**Blackwell Recovery**  
4150 North Drinkwater Boulevard, Ste. 200  
Scottsdale, AZ 85251 USA  
Phone 1: 800-451-0801  
Phone 2: 480-214-2995  
FAX: 480-281-3149  
Email: kderry@blackwellrecovery.com  
Website: www.blackwellrecovery.com  
Contact: Kyle Derry, Director of Operations and Business Development  
Specialty: Blackwell Recovery offers a fresh approach to getting delinquent owners back on track by combining innovative technology solutions with a diverse set of efficient collection strategies. Blackwell is results-oriented and offers a recovery performance that is among the highest in the industry.  
Collections:  
· Customized strategies designed for maximum recovery  
· FDCPA and State Regulations Compliance  
· Skip Tracing  
· Bilingual Collections Staff  
· Dedicated Compliance Officer  
· PCI Compliant  
· Leading edge technology and Disaster Recovery  
Outstanding References Available. Call or E-mail Kyle Derry today for Informational Packet.



**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



**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  
Website: www.merid.com  
Contact: Gregory Sheperd  
Specialty: Industry specific receivables management services for timeshare/recreational real estate.  
· Loan Servicing  
· Dues Billing Services  
· Third Party Collections  
· Multilingual  
· Fixed Fees We pay all the costs  
· All assessments (interest, late fees, costs of collections are paid to client).  
· Customized procedures.



**COMPUTERS AND SOFTWARE**



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

**TRACKResults**

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

**DIRECT MAIL AND MARKETING**



**IMPACT Direct Marketing**  
 16427 N. Scottsdale Rd, Suite410  
 Scottsdale, AZ 85254 USA  
 Phone 1: 844.253.3169  
 Email: agarcia@imdirectmarketing.com  
 Website: www.imdirectmarketing.com  
 Contact: Aaron Garcia  
 Specialty: At IMPACT Direct Marketing, our goal is to help our clients get the greatest return on their Direct Mail and Promotions investment. We offer high performance technology from integrated tracking with real time access to program results, tracking customer acquisition, customer activity and retention while being aggregated with ROI analysis. Impact Direct Marketing provides free consultations that will help you create and manage more successful direct marketing campaigns. We have zero set up charges, and quick turnaround. If you need competitive pricing on Lead Generation, Direct Mail, Mailing Lists, Data Analysis, Online Lead Capture, Promotions and Premiums, Scratchers, Sweepstakes and Games, Call Tracking or Analytics contact our expert team to help you focus on what you do best: SELL!

**DIRECT MAIL AND MARKETING**



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



**Savage Direct Marketing**  
 215 3rd Avenue, Kirkland, WA 98033 USA  
 Phone 1: 425-822-8633 FAX: 425-822-8623  
 Email: pauls@savagedm.com  
 Website: www.savagedm.com  
 Contact: Paul Savage  
 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: 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

**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



*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.

**FACILITY MANAGEMENT**



**ABM Landscape & Turf Services**  
 5028 Tampa West Blvd., Tampa, FL 33634 USA  
 Phone 1: (813)425-8435 FAX: (813)886-8448  
 Email: clay.blevins@abm.com  
 Website: www.abm.com  
 Specialty: From lovely landscaping and efficient parking to friendly doormen, clean restrooms and shuttle services... we enhance your guest's stay with our expert facility services. You can increase your resort's value through our topnotch care... whether you have one property or many... whether it's your property entrance and grounds, front desk, lobby, pool deck, restaurant, guest rooms, parking, or conference center, our technology enabled workforce will serve you well.

**HOSPITALITY INTERIOR DESIGN**



**Creative Design Concepts, Inc.**  
 2245 First Street, Suite 106  
 Simi Valley, CA 93065 USA  
 Phone 1: 805-583-0722 FAX: 805-583-0279  
 Email: sfzdale@cdcsv.com  
 Website: www.cdcsv.com  
 Specialty: Creative Design Concepts is a turn-key Interior Design and Purchasing firm based in Simi Valley, California. We specialize in the Vacation Ownership and Hospitality Industries, and have been providing outstanding interiors for our clients for over 20 years. Our extensive experience and broad knowledge allow us to offer a competitive advantage to our clients. All staff members are seasoned professionals who understand the importance of budget demands, design needs and on-time delivery requirements.

**Diamond Resorts (Dec. sponsor) • Resort Trades**

San Francisco Exchange • Unlimited Vacation Club • Absolute Holidays • Meridan • M&T Services

Changing Lives  
One Vacation at a Time

Buya Timeshare.com • Holiday Systems • Condominium Travel Club • Track Results • Travel To Go

*Even after Cancer,  
my husband still thinks I'm HOT!*

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.

**Our Cause**  
 Many women who have experienced treatment for cancer will tell you that when the physical aspects of the battle end, the emotional struggles begin. The adverse effects of the treatment can leave women, their families and friends in shambles. We believe that an essential step in surviving this experience is to provide survivors with a well deserved vacation to CELEBRATE life!  
 If interested in becoming a member, donor or sponsor please contact us at membership@sendmeonvacation.org.



# SUPPLIER DIRECTORY

## HOSPITALITY INTERIOR DESIGN



**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



**Jani-King International Inc.**  
 16885 Dallas Parkway  
 Addison, TX 75001 USA  
 Phone 1: 800-552-5264  
 Phone 2: 972-991-0900  
 Email: gsanchez@janiking.com  
 Website: www.janiking.com  
 Contact: Gil Sanchez, Hospitality Division Director  
 Specialty: Jani-King provides housekeeping and cleaning services to timeshares/resorts worldwide. Jani-King is trusted by industry leaders for our commitment to owners and guests' satisfaction. Our superior quality control system ensures accountability on our side so that your resort receives unmatched service. Jani-King's approach to housekeeping provides our clients with multiple cleaning options:

- Turn-Key Housekeeping Operations
- Unit/Villa Cleaning
- Unit/Villa Inspections - Jani-King's QA Program
- Housekeeping Management Services
- Trained Supplemental Housekeeping Personnel

—All Positions

- Laundry Operations & Linen Distribution
- Deep Cleaning Programs
- Floor Care Programs
- Front-of House Cleaning Programs
- Back-of-House Cleaning Programs
- Partnering Through Housekeeping"



**MasterCorp Inc.**  
 3505 North Main 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"

## INSURANCE



**Armstrong Timeshare Insurance Services**  
 2780 Skypark Drive, Suite 440  
 Torrance, CA 90505 USA  
 Phone 1: 844-282-0068  
 Website: www.armstrongtimeshare.com  
 Contact: Desmond Armstrong  
 Specialty: NATIONWIDE COMMERCIAL INSURANCE PROGRAM, including coastal wind & quake; loss control services; claim management services and a restoration program through our partnership with the worldwide leader in disaster recovery and property restoration, BELFOR USA. 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.

## 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**  
 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!

## 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?

## Resort Trades Testimonial

I think the Trades has taken the lead in cutting edge reporting on issues that really matter to independent resorts.

R. Scott MacGregor of CaryMacGegor  
 The Asset & Property Management Group, Inc.

## 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.



**Marketing Decisions Inc.**  
 774 Mays Blvd. Ste 9  
 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  
 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.
- 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



**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



**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!

**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*

**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**

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.*

**PREMIUMS AND WHOLESALERS**



**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!

**Resort Trades Testimonial**

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

*Warren Smith, Vice President,  
 Cranberry Waterfront Suites*

**PREMIUMS AND WHOLESALERS**



**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



**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!!

**SEEING IS BELIEVING**

Contact us for a free eye-opening demo

Serving HOAs & Management Companies



**90% Reduction**

Timeshare Pro Plus is a cloud-based software solution designed to assist your resort's owner services department, or onsite broker.

**Timeshare Pro Plus reduces time, resources, postage, ink, and paper required for owner-to-owner transfers by as much as 90%.**



# SUPPLIER DIRECTORY

## 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



**Concord**  
4150 North Drinkwater Boulevard, Ste. 200  
Scottsdale, AZ 85251 USA  
Phone 1: 800-685-8736  
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  
• Option for Customer Service & Early collections  
• Leading Edge Technology & Disaster Recovery  
• PCI Compliant  
• Annual SSAE 16 Service Auditor's Report  
• Credit Reporting to major credit bureaus  
• FDCPA and State Regulations Compliance  
Outstanding References Available. Call or E-mail Joy Powers Today for Informational Packet.

## RENTALS AND RESALE



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

## RESORT MANAGEMENT



**Grand Pacific Resort Management**  
5900 Pasteur Ct Ste 200  
Carlsbad, AZ 92008 USA  
Phone 1: 760-827-4181  
FAX: 760-431-4580  
Email: success@gprresorts.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@gprresorts.com or (760) 827-4190. Web: www.gprmgmt.com

## 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

## 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: liberteceo@tampabay.rr.com  
Website: www.libertemanagement.com  
Motto: "From NEW to LEGACY Resort Management"  
Specialty: Vacation Management Services  
• 21 plus years in TS Mgt industry  
• Full Service Resort Management  
• Financial Budgeting, Reporting & Analysis  
• Owner Communications  
• Sales, Re-sales, Rentals & Marketing  
• Board support & training  
• Legacy Resort Transitions  
• Difficult & mixed use Resort Specialist  
• Consulting & Mentoring projects coordinator  
• 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.

## 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, Ecru 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.

## 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

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

## TELEMARKETING



**Marketing Decisions Inc.**  
774 Mays Boulevard, Suite 9  
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  
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.  
• 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



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

## TELEMARKETING REGISTRATION



**Tele-Sales/Registration Consultants**  
7835 San Pablo Road, SE  
Deming, NM 88030 USA  
Phone 1: 575-546-4094  
Phone 2: 575-494-5477 Cell  
FAX: 575-546-4095  
Email: regiscon@msn.com  
Contact: 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

## Resort Trades Testimonial

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

Leonard F.



**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.

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- Unrivaled, proven inventory control
- Trustee services
- Foreclosure services solutions
- Title transfer solutions

**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

**TOUR GENERATION**



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 Incline Village, NV 89451 USA  
 Phone 1: 775-831-9732  
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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.



**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...

**TOUR GENERATION**



**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:

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- Smart Circle cards
- Vendor management
- Telemarketing solutions
- Referral marketing
- Consulting services

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EMCC, Inc./RMI/Equiant



**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 MIDDAUGH**  
 VP of Business Development

TMiddaugh@TravelToGo.com  
 800.477.6331 ext. 105  
 www.traveltogo.com



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

**TRAVEL CLUBS AND EXIT PROGRAMS**



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

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



**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.

**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 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!

**FEATURES:**

- 24 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
  - 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.

**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!

**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

**TRAVEL INCENTIVES**



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Distributor Inquiries Welcome



**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: In addition to being the leading provider of sales incentive products and services for direct marketers, we provide high demand travel products to human resource departments to incentivize sales teams and marketing professionals nationwide. Travel certificates are a low cost, creative and effective way to obtain customer acquisition, retention of your current customer base or reward existing customers through referral programs. IMPACT's specialized IT team provides the technology necessary to support client travel needs. We provide simple travel portals to customized redemption centers to facilitate your own travel program. Whether you're looking for premium travel incentives or promotional travel certificates, IMPACT International Marketing provides one-stop shopping for all your incentive travel needs. We are even able to white label a program specifically for your current marketing needs. Contact us today and learn more about some of our more popular travel products that include airfare, with or without accommodations, theme park tickets, 3, 4, 5, or 7 day cruises, 2 to 5 star Resort Stays, All Inclusive Getaways to the Caribbean and Mexico, Hawaii, and more.



**True Incentive**

2455 East Sunrise Boulevard, Ste 200  
Ft Lauderdale, FL 33304 USA  
Phone 1: (800) 684-9419  
Email: iyoungblood@true-incentive.com  
Website: www.true-incentive.com  
Contact: Ilene Youngblood  
Specialty: Provider of incentive-based marketing solutions. We drive marketing results while providing a positive brand experience for your customer. We identify and utilize the appropriate incentive in a direct marketing campaign, while maximizing marketing dollars to a specific geographic, demographic or psychographic universe. True Incentive extends the basic principles of direct to consumer direct marketing to include our client's audience values, opinions, attitudes, interests, and lifestyles. True Incentive products motivate response, generate results and activate customers.

**Resort Trades Testimonial**

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EMCC, Inc./RM/Equiant

**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**

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Website: www.CreativeMarketingIncentives.biz  
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**Resort Trades Testimonial**

"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.

Linda George  
President Crawford Associates  
Sarasota, FL • 941-926-8850

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2014



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To see what you may have missed, view our video at [RCIAffiliates.com/events](http://RCIAffiliates.com/events)

## A BIG THANK YOU

to all of those who attended RCI's 2014 Lunch and Learn Tour. We had a blast seeing all of you over the course of the year and look forward to seeing you again in 2015.

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The Challenger X-14 is a battery-operated unit that can operate in either an upright mode, or convertible mode to move items such as soda, food or other items that need to be transported around your facility.

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All of these products are based on the same concept; in that they are battery powered, no noise, and have onboard chargers. They will stop and lock whenever the operator takes their hand off the handle. Therefore, making them completely safe on ramps; they can be plugged into any electrical outlet when not in use to charge. They move as easily over carpeting as wood or vinyl flooring...even concrete.

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