

# ResortTrades

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Looking Forward  
to a Can-Do Year  
page 6



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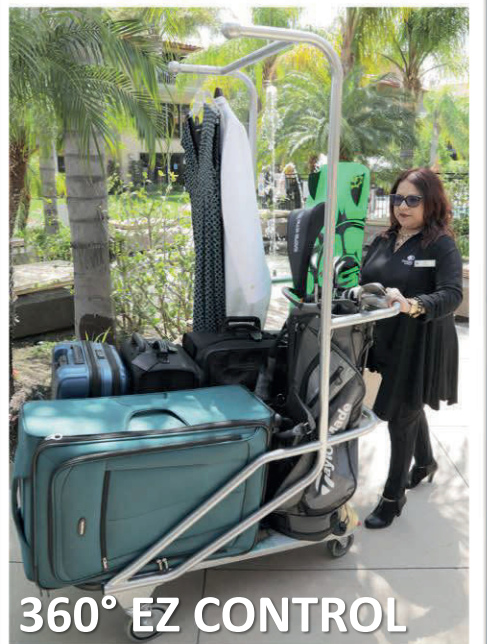
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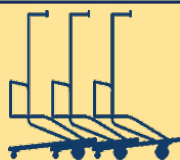
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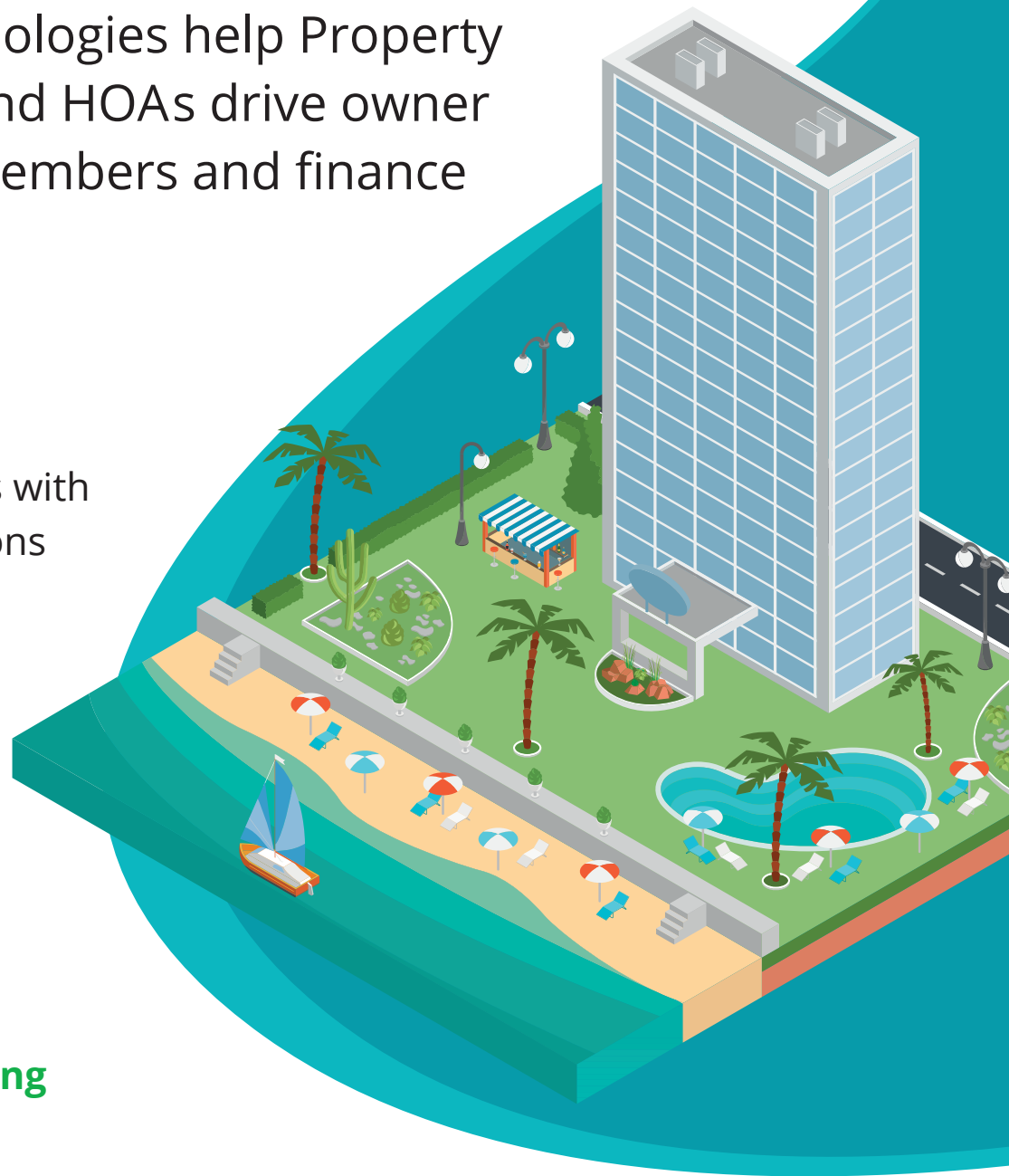
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# Looking Forward to a Can-Do Year

By Sharon Scott Wilson, RRP

2022 is already in full swing for the timeshare industry and at the top of every manager and executive's list is: Get me some great people!

Throughout 2021 industry professionals grappled with the uncertainties after COVID. In keeping with the affirmative nature of people involved in a service industry such as ours, we made the best of it. Now that January finds us back in our daily routines, it's time to regroup and recharge. Resorts were reopened; systems reengaged; marketing and sales reignited. This is truly a "can-do" industry!

The focus throughout the year was on rethinking and reinventing just about everything. From remote check-in and minimized on-site contact to a heavy focus on trying to find online solutions to marketing and sales; resort teams struggled to find solutions. But the key aspect of what makes our lives in the resort industry truly remarkable is the loving, sharing nature of the people.

Resort industry executives and their teams show they care through philanthropy that goes on throughout the year. (Take a look at the Christel House Open golf events each summer or the tremendous efforts of Send Me On Vacation to send breast cancer survivors on vacation each month.)

## Timeshare companies support the community

Last year we heard that Breckenridge Grand Vacations awarded more than \$1.1 million in cash and in-kind contributions through their Donor Advised Funds at The Summit Foundation and directly from the company through BGV Gives.

"This fall, BGV Gives received \$422,196 in grant requests," said Deb Edwards, BGV Gives Program Manager. "We take great pride in being able to support so many of our community organizations that provide important programs for our residents and guests. Our nonprofit organizations provide a myriad of critical and essential services, as well as the quality-of-life offerings. Their contributions make living and working here so special."

Breckenridge awards grants to local organizations during two annual cycles: one in the spring and another in the fall. During



the 2021 fall cycle, grants were awarded as follows: Human Services – thirteen grants for \$162,000, Education – twelve grants for \$82,260, Art & Culture – two grants for \$17,500, Environment – one grant for \$20,000 and Sports & Recreation – three grants for \$35,000.

Interval International, a leading provider of vacation services, held its 28th annual Holiday Toy Fest in conjunction with the City of South Miami at the Gibson Bethel

Community Center. Since its founding 45 years ago, Interval and its employees have supported a variety of other community organizations and initiatives, including food drives and local charities.

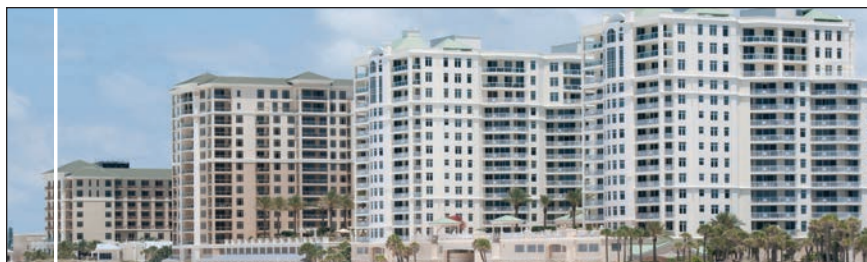
Year after year, Resort Trades hears about community outreach efforts by virtually every timeshare resort entity including: Bluegreen Vacations Corporation, Diamond Resorts, Disney Vacation Club, Grand Pacific Resorts, Hilton Grand Vacations,



Interval International employees volunteer to distribute toys, during the company's 28th annual Holiday Toy Fest at the Gibson Bethel Community Center in South Miami.

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Holiday Inn Club Vacations/Orange Lake Country Club, Marriott Vacations Worldwide Corporation, RCI, Travel + Leisure Company (formerly Wyndham), Westgate Resorts, and Wyndham Destinations.

### Practicing good citizenship



#### Travel + Leisure 2020-2021 Social Responsibility Report

Last October, Travel + Leisure Co. (NYSE:TNL), the world's leading membership and leisure travel company, published its 2020-2021 Social Responsibility Report detailing the company's targeted strategy to make a positive impact on the world in four social

responsibility focus areas: inclusion and diversity, environmental sustainability, philanthropy, and ethics and human rights.

In its new Social Responsibility Report – the first since Travel + Leisure Co. changed its name from Wyndham Destinations Inc. in February, following its acquisition of the iconic Travel + Leisure brand – the company demonstrates key milestones achieved in its social responsibility focus areas, including:

- Reaching previous water withdrawal goals six years ahead of projection and resetting a new goal to reduce water withdrawal by 35 percent by 2025.
- Establishing the Travel + Leisure Charitable Foundation and launching the Travel + Leisure Eatonville Scholarship Program to promote educational excellence within the Eatonville community – the oldest African-American-incorporated municipality in the United States.
- Responding to the heightened global awareness of systemic racism and racial inequities by establishing a goal to increase diverse representation at the Director-and-above level across the organization, re-igniting the Global Inclusion & Diversity Council, and expanding associate-centric Diversity Resource Groups worldwide.
- Developing the “We’ll Be Ready” return-to-worksite plan in response to the COVID-19 health crisis to prioritize the safety and wellbeing of its 17,000 global associates, as well as owners, members and guests, while continuing to deliver on its mission: to put the world on vacation.

“At Travel + Leisure Co., we are proud of our ability to positively impact the travel industry through responsible tourism as we deliver on our environmental, social, and governance strategy,” said president and CEO Michael D. Brown. “Our progress

is fueled by our commitment to inclusive, responsible, and sustainable growth, which enables our organization and its stakeholders to thrive. While our company name has changed, our beliefs remain steadfast: with hospitality and responsible tourism at the heart of all we do, we bring out the best in people and places around the globe.”



**Travel + Leisure  
President and  
CEO Michael D.  
Brown**

volunteerism for new home builds and home repair projects in local communities across the country.

HGV team members in select markets across the country will have the opportunity to volunteer for home build and home repair projects in their communities through the end of 2022. In addition to supporting affordable housing and providing assistance to homeless and vulnerable populations, HGV Serves focuses on disaster relief, the veteran community, and youth development.

We are honored to support Habitat for Humanity's critical work of creating access to affordable shelter and ensuring families



**Mark Wang,  
President and  
CEO, Hilton  
Grand Vacations**

and children have a decent place to live,” said Mark Wang, president and CEO of Hilton Grand Vacations. “Our incredibly passionate and dedicated team is also always looking for ways to support our local communities, and we’re excited to kick off team builds in many of the cities we call our home”

“Hilton Grand Vacations and Habitat for Humanity have a shared commitment to building strong and thriving communities,” said Julie Laird Davis, vice president of Corporate and Foundation Relations at Habitat for Humanity. “The company's support, along with volunteer participation from their employees, will make a meaningful impact on the lives of many Habitat homeowners seeking a new path toward stable and independent lives.”

### Career opportunities...find your métier

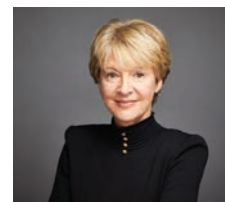
For those who are people-focused, a career in the timeshare resort industry offers good pay, the opportunity for advancement, and typically a pleasant, convivial environment. Giving people memorable and often life-changing vacations can be an uplifting experience. Because your ‘guests’ are owners, you can usually find them to be ready to engage with you. Plus, your co-workers are hospitable and warm. Like you, they are drawn to this industry because they care for people.

I think Travis Bary, COO of Capital Vacations, summed it up when he said, “I believe the resort industry is a wonderful career path, enabling employees to have a positive impact on the lives of those we serve. We ultimately set the stage that allows guests the ability to create some of the moments that matter in their lives.”

Many resort companies are offering bonuses and top wages. “We continue to examine our compensation strategy to ensure we remain competitive and able to attract top talent,” commented Ada Soriano-Grzywna, Senior VP of Resort Operations for Bluegreen Vacations. “We have increased wages and offered sign-on bonuses where warranted. We have also adjusted wages for existing associates, recognizing, and rewarding their tenure and past performance.”

If you are an individual considering a step up to a career in this industry, I'd advise you to study the industry and speak with others who are currently working in it. ARDA.org is a good resource to learn more about the advocacy aspects of the industry. If you're reading this article, you are probably already familiar with our magazine, Resort Trades, and our website, ResortTrades.com, which are also good resources. We post news releases and original articles on the site frequently. Plus, you may also wish to subscribe to the online “Resort Trades Weekly,” in which we highlight what we see as important news items each week.

As you work to market yourself for this or any industry, you will find our YouTube [YouTube.com/ResortTrades] videos presented by Sheryl Cattell to be game changers. Sheryl Cattell is a certified lead instructor at BizHack Academy and creator of the LinkedIn Business Edge – a course to help you use LinkedIn to grow your business. Look for “#LinkedIn Tips and Tricks with Sheryl Cattell” and “New Tips to Build Your Business through LinkedIn #B2B”.



*Sharon Scott Wilson, RRP, is publisher of Resort Trades, Resort Trades Weekly, and produces frequent webinars and online events. Subscribe to Resort Trades Weekly, <https://resorttrades.com/emagazine/> and to our channel “Resort Trades” on YouTube.*





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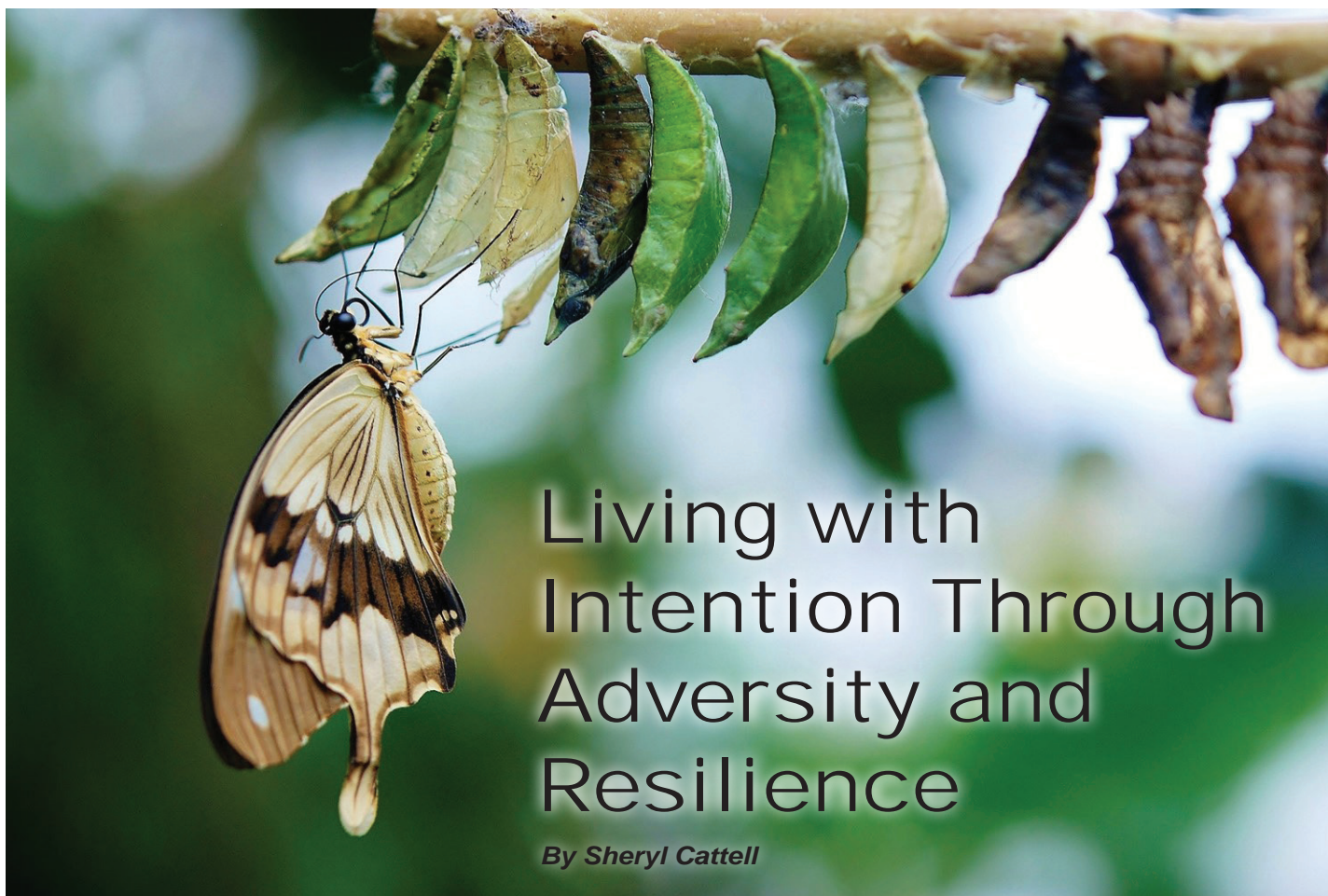
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# Living with Intention Through Adversity and Resilience

By Sheryl Cattell

A young boy came across a butterfly cocoon and brought it into his house. He watched for hours, as the butterfly struggled to break free from its encasement. It managed to create a small hole in the cocoon, but its body was too large to emerge. It tired and became still.

Wanting to help the butterfly, the boy snipped a slit in the cocoon with a pair of scissors. But the butterfly was small, weak, and its wings crumpled. The boy expected the insect to take flight, but instead, it could only drag its undeveloped body along the ground. It was incapable of flying and soon died.

In his eagerness to help the butterfly, the boy stunted its development. He did not know that the butterfly needed to go through the process of struggling to gain strength and fill its wings with blood. It was the struggle that made it strong enough to fly.

You may have heard a variation of this story before. The story above is an adaptation from Frank Dupree's book called *Metamorphosis*. The story reminds us that even if it's hard to cope during the struggle, we need to remember that it's a necessary evil to grow stronger and build up our wings to take flight eventually. It becomes even more complicated when we have to witness someone we love facing adversity and resist the temptation to make it stop. Just remember the poor butterfly that never got to fly.

We all have our bad habits or reptilian brain responses of fight or flight, or some are experts at ignoring the struggle or becoming paralyzed. Whatever your "favorite coping mechanism" is, remember that no matter how familiar it is to you, it is robbing you of the chance to develop

your superpower. And if you recall from a previous article ("Unleash your Superpower"), your superpowers are your gifts and knowledge that are unique in all the world. Our best course of action is to find a way to endure and eventually flourish and, like the butterfly, let the process unfold on its own terms and timeline.

Author Robert Tew said it beautifully when he said, "The struggle you're in today is developing the strength you need for tomorrow. Don't give up."

"The struggle you're in today is developing the strength you need for tomorrow. Don't give up."

## Adversity comes in many forms

- Physical Adversity -- a physical disability or injury making you come face-to-face with the frailty of your body.
- Mental Adversity -- a mental challenge, mental illness or chemical imbalance impacting mental health can be severely limiting and carry a societal stigma that makes it difficult to get help.
- Emotional Adversity-- this stems from things that have happened -- real or perceived, creating a lack of self-confidence and self-doubt. If we become a slave to "thinking traps"

that mainly exist only in our heads, we can be emotionally crippled.

- Social Adversity -- debilitating social interactions can leave us scarred and unwilling to engage or connect.
- Spiritual Adversity -- when someone has lost all hope or faith in the belief that life is good (hence the T-Shirts and mugs that read "Life is Good").
- Financial Adversity-- one of the most visible adversities, especially when it causes loss of food stability, eviction or homelessness.

So how do you overcome adversity? I started working this summer as a mental health coach for Lyra Health and witnessed first-hand how critical it is to control how individuals frame things that happen. When faced with a crisis, it can seem impossible, in the moment, to imagine the experience will lead to growth and wings.

But adversity forces us to reach out for help, create social connections, and realize that we do not need to overcome our struggles on our own. Adversity also can help us take a step back and positively reframe the problem, which can significantly impact our ability to overcome a negative situation. Catching negative self-talk and replacing it with your highest values can help guide you through the hardship and move you toward your goal rather than undermine it.

## Enter resilience, stage right

And one of the most important outcomes of overcoming adversity is resilience. Resiliency can make us

*Continued on page 12*





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feel we have a little more mastery in life. Resilience is a person's ability to bounce back from adversity and grow from the challenge. Research now shows that overcoming past adversity can help you persevere in the face of everyday stress.

The definition of resilience is a successful adaptation and recovery following exposure to stressful or potentially traumatic life events or life circumstances. Thus, it involves both the capacity to maintain a healthy outcome following exposure to adversity and the ability to rebound after a negative experience.

## Tips for overcoming adversity

Here are key tips for overcoming adversity to get to resiliency sooner, learned from my counseling:

1. Make friends with your sense of humor. Good belly laughs release endorphins and dopamine, nature's feel-good chemical. I often say that if I don't laugh, I will probably cry, so laughing makes me feel better.
2. Know that adversity offers valuable insights because it's a great teacher. When you have a growth mindset – you see fear, uncertainty and doubt as indicators that growth can be right around the corner. When you believe that growth is available, you can look forward to getting to the other side of any adversity.
3. Name it – studies have shown that naming your emotions can reduce their intensity by 50%. Naming our emotions can be most powerful when used in conjunction with making peace or embracing them (see next tip on the list).
4. Make peace with the situation and embrace your emotions. Use all your energy to propel yourself forward, not blaming, shaming or denigrating. Being focused on the wrong things like fear, uncertainty, and doubt.
5. Live on purpose. Find and know your values because they are key to your superpowers in how they are unique to you. Values act as your inner compass and bring back the meaning of your life that frequently gets lost in your emotional response to adversity. Values help you identify what's important and act on it so you can move away from simply reacting to thoughts and emotion. They also sustain and motivate you when doing something challenging, such as experiencing a difficult emotion or being uncomfortable learning a new behavior.

Believe in your abilities to overcome. If you believe, then it will surely come. Walt Disney was fired from his first job for lack of creativity. He never stopped believing in himself or his dreams. In Roy Disney's own words, "All the adversity I've had in my



**You may not realize it when it happens, but a kick in the teeth may be the best thing in the world for you."**

life, all my troubles and obstacles, have strengthened me... You may not realize it when it happens, but a kick in the teeth may be the best thing in the world for you."

## Adversity always comes bearing gifts

So, when you do finally overcome adversity, there are significant payoffs or benefits as a reward for your bravery and courage, including:

- Increased empathy and a deepening of relationships
- More overall growth itself – providing hope and faith in the wonder of life can trigger post-traumatic growth instead of being trapped in PTSD
- Improved self-confidence
- More gratefulness -- it helps you realize and appreciate more of the good in your life
- New skills to reframe stress at any moment, increasing overall happiness from better coping with all levels of stress

- Awareness of new paths never known or considered

I want to end with words from author and poet Maya Angelou. "We may encounter many defeats, but we must not be defeated. It may even be necessary to encounter the defeat so that we can know who we are."



This article is an excerpt from Sheryl's soon-to-be-published book, "Turning Adversity into Purpose," coming to a bookstore near your mouse in early 2022. Sheryl Cattell, MCLC, is the founder of

Allmaya, LLC, a coaching service dedicated to helping aspiring high achievers realize and attain their life's purpose. Sheryl is a Master Certified Life Coach from the Certified Life Coach Institute and has her ACC

credentials from the International Federation of Coaching. She is also the recipient of several ARDY Awards and spent ten years shaping the digital footprint of Bluegreen Vacations. For more information, please visit [www.allmaya.com](http://www.allmaya.com) or find her on LinkedIn at <https://bit.ly/scattll> or via email at [sheryl@allmaya.com](mailto:sheryl@allmaya.com).





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# Faces & Places

## Gordon McClendon promoted to CEO of SPI Software



Gordon McClendon,  
CEO, SPI Software

SPI Software's highly respected employee of 22 years, Gordon McClendon, has been promoted to the top corporate position of CEO. Over the years, McClendon repeatedly distinguished himself and was instrumental in generating recognition of SPI within the vacation ownership industry as its premiere software developer. In 2021, the 11th annual Perspective Magazine Awards named him Industry Leader.

"During the height of the pandemic, Gordon oversaw the logistics of establishing each employee with a safe, secure workspace, said Michael Del Pino, SPI's VP of Software Development. "He assured that each employee had the tools needed to be successful in their role and monitored them with weekly calls to gauge their well-being. In addition to the internal challenges facing SPI, our biggest goal was to be certain that our customers were staying financially stable when little-to-no room revenue was being generated. Under Gordon's direction, SPI created an expedited registration/check-in process, to limit unnecessary contact, which improved guest satisfaction levels."

## Vacatia acquires Virginia Beach-based VSA Resorts,

Vacatia Inc., a leading provider of innovative, customer-centric solutions for timeshare owners, property management and vacation rentals, has acquired Virginia

Beach, Virginia-based VSA Resorts, a hospitality and vacation ownership company. With the addition of VSA's three resorts and association management business, Vacatia now manages 21 timeshare and 42 whole-ownership homeowners associations with 4,750 units and 50,000 owners.

"The addition of VSA Resorts to our nationwide network reflects Vacatia's dedication to providing owners and guests with high-quality, hassle-free vacations in the most in-demand destinations," says Caroline Shin, Vacatia's CEO and co-founder. "We are committed to enhancing owner and guest experiences by delivering new benefits and expanding the customer base at our resorts across eight states."

VSA Resorts' properties include Ocean Key Resort, Atrium Resort and Ocean Sands Resort, all located in Virginia Beach. VSA also manages wholly owned condominium associations in the area. They employ nearly 100 people and have an owner base of more than 18,000.

"In considering this sale, we were impressed by Vacatia's new ideas for independent timeshare resorts, customer-centric perspective and highly capable management team," said Lori Overholt, president of VSA. "Our owners will be well served by Vacatia's ability to enhance their existing ownerships, and our team will have increased opportunities for advancement as part of a larger, fast-growing company."

## Hilton Grand Vacations completes Phase II construction, appoints GMs to Hawaii Island resorts

Hilton Grand Vacations Inc. (NYSE:HGV) ("HGV" or the "Company") has completed major construction and renovation projects and appointed two new general managers at its resorts on Hawaii Island.

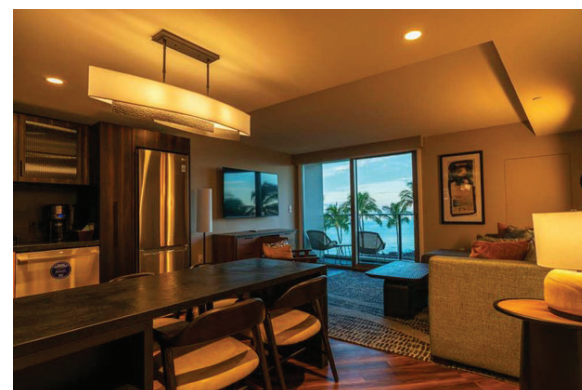
Construction of Phase II at Ocean Tower by Hilton Grand Vacations has been completed, adding 90 more converted timeshare units to the oceanside resort for a new total of 162 studios, one-, two- and three-bedroom options – most with breathtaking views of the Pacific Ocean and neighboring

Beach Golf Course. Upon full completion, this multiphase project will encompass approximately 350 units, with continued renovations providing an enhanced guest experience both within the comfort of the units and in exterior entryways, common areas, and lanais.



Kings' Land by Hilton Grand  
Vacations

Renovations were recently completed on the first phase of Kings' Land by Hilton Grand Vacations, one of four HGV properties within the Waikoloa Beach Resort. Highlights of the refurbishments include all new furniture and kitchen appliances along with a new color palette, flooring, lighted bathroom mirrors, a new dining area chandelier, window treatments and state-of-the-art electronics.



Hilton Grand Vacations Club Ocean  
Tower Waikoloa Village



Rob Gunthner,  
area vice president,  
resort operations

"Both Ocean Tower and Kings' Land are leading destinations for guests from around the world, and the updates we are making further the value that we

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are able to offer to owners and guests,” said Rob Gunthner, area vice president, resort operations. “The continued expansion and improvements to these resorts reflect our long-term commitment to Hawaii, and to providing a lifetime of vacations memories for our owners as well as first-class resorts supported by our incredible team members who are the true foundation to our overall success.”



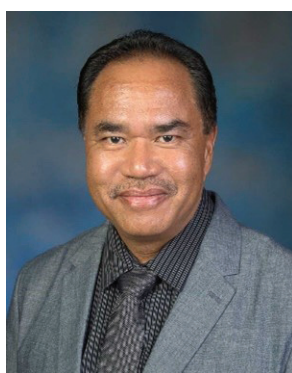
**Robert Ishihara**  
general manager  
at Kings' Land

HGV has also promoted two of its team members to general manager positions at both resorts. Robert Ishihara has been promoted to general manager at Kings' Land, a role in which he will also oversee nearby resorts

Kohala Suites and The Bay Club.

During Ishihara's previous tenure as general manager of Hokulani Waikiki by Hilton Grand Vacations, the resort received numerous accolades including

Outrigger's Hospitality Award (2018), Hawaii Green Business Recognition (2018, 2020), and HGV's coveted Connie Award (2017).



**Wilbert W.S.  
Lee Jr. general  
manager at  
Ocean Tower**

phase in October 2018. Lee oversaw pre-opening requirements, built the team to manage the resort's day-to-day operations, and developed strong relationships with the team at Hilton Waikoloa Village to ensure a seamless experience for owners and guests.

Under Ishihara and Lee's leadership, the resorts have hosted two recent CSR events that support the Hawaii community. Thanks to participation from

Wilbert W.S. Lee Jr. has been promoted to general manager at Ocean Tower. Lee joined HGV in 2008 as resort manager at Kings' Land and has been involved in the Ocean Tower project since the opening of the resort's first

over 350 HGV team members, more than \$15,000 was raised for the 2021 Annual HLTA Charity Walk to benefit noteworthy non-profit organizations. Team members also continue to participate in efforts such as highway clean-ups, most recently in partnership with Waikoloa Land Company, maintaining a portion of the highway fronting the Waikoloa Beach Resort.

“HGV is very proud to have both Robert and Wilbert at the helm of two of Hawaii's leading resorts,” said Rob Gunthner. “Both of these general managers bring more than 25 years of knowledge and experience in Hawaii's hospitality industry, making them valuable leaders that understand the importance of malama as we grow in Hawaii.”

Currently, HGV's Waikoloa resorts are seeking to fill additional roles in their operations, sales, and marketing departments. HGV has been recognized numerous times as a top employer and community supporter and invites interested applicants to explore available positions at <https://careers.hgv.com>.



# Thought Leadership for Resort Professionals

By Sharon Scott Wilson, RRP

On February 15, 2022, Resort Trades Learning Center hosts Sheryl Cattell as she shares a one-hour interactive workshop helping viewers identify their personal or business' current marketing strengths and weaknesses. She provides a roadmap session attendees can use to immediately engage in thought leadership on social media platforms including LinkedIn.

Her session, “#LinkedIn Tips and Tricks with Sheryl Cattell” (<https://youtu.be/ZFZFYahZM0>), was her first LinkedIn class presented by the Resort Trades Learning Center. Since the YouTube event first aired in January 2021, it has had hundreds of views. Her videos have been featured on our channel several

The Thought Leadership Pyramid™ is a proven process for industry leadership on social media channels such as LinkedIn.

times since then.

## Why you should you attend

This time, she will be sharing a class from her masterful overview of BizHack's Thought Leadership Pyramid™. Cattell is the course's creator and lead instructor for the LinkedIn Business Edge™ BizHack Academy.

Cattell walks attendees through the underlying building block -- the Foundation -- of the Thought Leadership Pyramid™, BizHack's proven process to establish a thought leadership position. She demonstrates how establishing a position enables users to leverage their most

fundamental building blocks to generate sales and leads online. She provides real-life examples of how to put each element into practice. In addition, viewers during the live event can take a short assessment to get their current TLP Score™.

## Topics covered

- The Social Selling Index and what it means
- The individual's business story and 'story of me' and why it matters
- Identifying your target audience
- How to use keywords and hashtags to get discovered
- How to create content to enter the fray
- Understanding the competition and taking your unique stand
- Getting noisy to increase reach and impact as a thought leader

The Thought Leadership Pyramid™ is a proven process for industry leadership on social media channels such as LinkedIn. It is perfect for small to medium sized businesses limited in time, money, and expertise. The average participant in BizHack's Thought Leadership Pyramid training program, the LinkedIn Business Edge™, is able to increase their Social Selling Index by 50 percent and their appearances in search results by 90 percent using this proven methodology.

## Beginning from the beginning

The Thought Leadership Pyramid™ has six levels starting at the Foundation. The Foundation is your Business Story and personal profile, and it's the key to differentiating yourself in a crowded marketplace. The remaining five levels

are the essential elements that need to be part of your weekly habit in order to create and leverage thought leadership in your industry.

BizHack The Thought Leadership Pyramid™ Checklist	
By Dan Grech (305) 926-8458 dgrech@bizhack.com	
1. The Foundation: Your Business Story	<ul style="list-style-type: none"><li>□ Your business is open and ready, your profile is maximized, key features activated, account settings updated</li><li>□ The Why/Purpose of the Company, i.e. the change you want to make in the world – documented and communicated to all stakeholders</li><li>□ Your “Story of Me” is clear and includes the origins that motivated the Why, often an anecdote from childhood</li></ul>
2. Know Your Target: Your Ideal Customer	<ul style="list-style-type: none"><li>□ Your Ideal Target Customers – the most profitable and easiest to serve audience segments – are identified and understood by all</li><li>□ Persona Pairs are defined for each target customer using a combination of data and experience</li><li>□ Contact information is kept for customers, prospects and partners for list building</li></ul>
3. Get Discovered: Keywords & Hashtags	<ul style="list-style-type: none"><li>□ Keyword phrases have been identified based on target customer criteria and comparison of volume and difficulty</li><li>□ Hashtags defined for general, specific and owned terms that map to your content pillars</li><li>□ All posts consistently use 3 keywords/hashtags and @people or company names</li></ul>
4. Enter the Fray: Social Listening & Competitive Research	<ul style="list-style-type: none"><li>□ Your thought leadership focus is clearly defined</li><li>□ Your have an irresistible offer that has been tried and tested</li><li>□ Industry influencers and key prospects have been identified and you engage with them and quickly reply to those who engage with you</li><li>□ Competitors are identified and monitored for opportunities to differentiate and outpace</li></ul>

BizHack The Thought Leadership Pyramid™ Checklist	
By Dan Grech (305) 926-8458 dgrech@bizhack.com	
5. Take a Stand: Comment on the News of the Day	<ul style="list-style-type: none"><li>□ Messaging is authentic, transparent and vulnerable.</li><li>□ Your company's Unique Marketing Proposition include qualities that differentiate you from all competitors – are defined and used in all marketing communications</li><li>□ Messaging speaks directly to pain points and unmet needs of ideal target customers and a leverages many formats: text/image, polls, video, slides, infographics</li></ul>
6. Get Noisy: Your Thought Leadership Focus	<ul style="list-style-type: none"><li>□ You have mapped the Customer Journey for your target audience and can support it at scale</li><li>□ There is a content strategy defined with key umbrella topics and clusters of subtopics for each</li><li>□ Your content is planned using a calendar and themes with scheduled posts during the most active times for your target audience</li></ul>
Social Selling Index (SSI)	<p>Sign in to LinkedIn and visit <a href="https://try.bizhack.com/ssi">https://try.bizhack.com/ssi</a></p> <ul style="list-style-type: none"><li>□ Score 0 if SSI is 30 or below</li><li>□ Score 2 if SSI is 31-40</li><li>□ Score 4 if SSI is 41-50</li><li>□ Score 6 if SSI is 51-60</li><li>□ Score 8 if SSI is 61-74</li><li>□ Score 10 if SSI is 75+</li></ul>

Notes:

Record your TLP Score here: <https://try.bizhack.com/tlpscore>

TLP SCORE™ (0-70)





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Resort Data Processing (RDP) develops timeshare software for fractional properties, private residence clubs (PRC), and destination clubs. Guests and owners can reserve via the internet, and owner internet access includes the owner calendar and ability to view bills paid by the management company. Work orders and housekeeping history can also be accessed online. With a strong customer base and 30 years of experience in the complex area of owner managed timeshare software, the RDP system modules that are timeshare-specific are fully integrated with RDP's core property management system. RDP systems manage variations of fractional ownership like weekly, quarter share, membership and "point-based" resorts.

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# Timeshare Companies Face Labor Shortage, Part II

Here are what some management company execs suggest

By Marge Lennon

Editor's Note: Last month, we asked some timeshare company executives how they are overcoming the challenge of recruiting and retaining staff while fostering positive morale. We spoke with:



• **Scott Schreiber** Chief Administrative Officer from MasterCorp (suppliers of hospitality housekeepers)



• **Scott MacGregor**, COO LemonJuice Capital Solutions



• **Ann Donahue**, Senior VP of Raintree Resorts International (primarily in Mexico)



• **Travis Bary**, COO of Capital Vacations



• **Ada Soriano-Grzywna**, Senior VP of Resort Operations for Bluegreen Vacations

Here are more of their ideas:

**Q: What can be done to address labor shortage in our industry?**

**LemonJuice.** Recruiting in tight labor environments is a challenge for everyone, and with the interruptions in the working visa job channels it has been particularly challenging for the hospitality sector. As a company our goal is to over-emphasize the value of employee retention through professional and personal development, reward and recognition programs and diversity in recruiting – so seeking to invest more in the people and reducing the high cost of turnover.

**Raintree Resorts.** We need to do a better job of recruiting, retaining, and recognizing our existing employees so they will become recruiters. Ideally, we should pull together as an industry and build a recruitment campaign that will demonstrate industry opportunities.

**Capital Vacations.** Like other industries, if we want to attract the best talent, we need to offer a compelling work experience. While compensation is important, it is just one factor. Others include: the company's mission and



the employees' ability to contribute to that mission, plus benefits and work environment. Today's employee wants to feel valued and know that the work they are performing is valuable.

**Bluegreen.** We need to shine a light on the timeshare sector as a great career opportunity and a legitimate growing industry. We must also create a better applicant experience and leverage emerging trends in the talent acquisition arena such as social media platforms. We operate HOAs dependent on maintenance dues which demands that we continue to seek efficiencies to be able to manage wages and implement strong retention strategies.



**Q: Do you believe labor shortage is a short or long-term threat to the resort industry?**

**MasterCorp.** Unfortunately, we believe the labor shortage will be with us for a while, but we hope this is not the new

*Continued on page 20*





**Myth:** No one will buy a timeshare when they can just rent one instead.

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- Elevate consumer sentiment around the industry

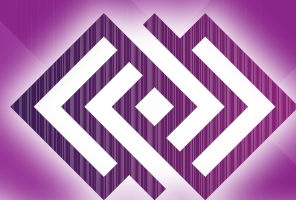


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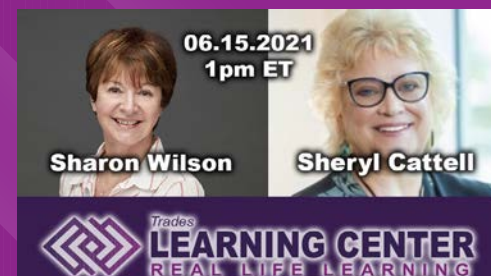
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Timeshare Resort Owners  
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How To Market Today's Uncertainty  
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normal. As unemployment benefits, child tax credits and stimulus checks taper off, we hope people will return to work. We are adjusting our operating model and recruiting strategy to be prepared if the labor crisis continues long term, but certainly hope we see some of our former family members returning to work soon.

**LemonJuice.** The challenges associated with attracting and keeping good people are here for the long term, and because of the seasonality in many of our locations it will be particularly challenging for the resort industry. We're also competing more than ever with the STEM industries. We'll just have to work harder to find and keep great people.

**Raintree Resorts.** I believe the pandemic has created a different mindset in many people about jobs and work. We were told that resorts and the jobs within fall in the category of "non-essential," leaving a distinct feeling of insecurity among workers. Since the pandemic created a realization that many jobs can be done from home, some are now seeking those opportunities.

**Bluegreen.** Sadly, I believe labor shortage is one of the greatest threats to the industry. The U.S. employment landscape has forever changed, and we are now dealing with a new normal.

# LONG TERM

## Q: What suggestions can you provide for resorts to cope with these challenges?

**Master Corp.** Given how difficult it is to recruit and hire new Associates, it is imperative that you take care of your existing team members. Our long-term Associates – which we call our CORE team – CORE team also achieves the best quality results. If it wasn't for our CORE team, we would not have been able to handle the Spring and Summer as well as we did – they are incredible people and the heartbeat of MasterCorp.

**LemonJuice.** We need to be cognizant at the industry level of the

employment challenges we face and make it a priority in our legislative and communication efforts.

**Raintree Resorts.** I believe we must recultivate excitement for jobs in our industry. We should build an environment where employees enjoy coming to work, where they are rewarded and recognized for their contributions. We should create industry awareness campaigns and target high schools, colleges, and tech schools. We should continue to use what we have learned from the pandemic to reinforce marketing efforts by emphasizing health and safety, important not only to guests but employees as well.

**Capital Vacations.** Necessity is the mother of invention. The demand for quality employees doesn't appear to be decreasing. We must focus on ways to become more efficient while not sacrificing our service standards.

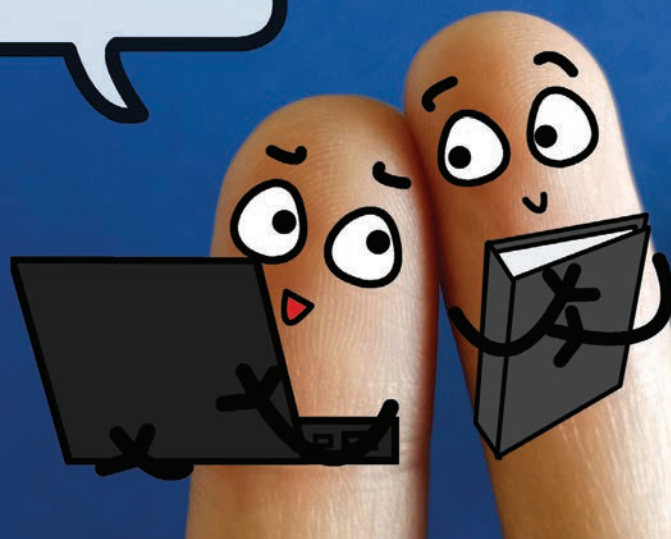
A sincere thank you is extended to all the industry leaders who shared their thoughts and ideas on this most important industry issue.



### Author's Profile.

Marge Lennon has been a publicist for the timeshare industry since forever. Contact her at [Marge@LennonCommunications.com](mailto:Marge@LennonCommunications.com)

## How to Manage Staff Shortages?





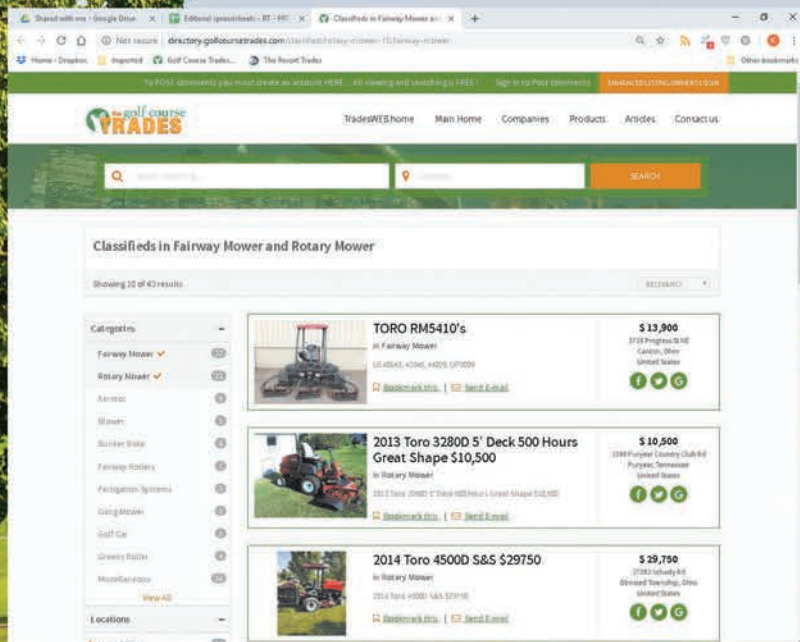
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# Seeing Red: The history, symbol, and use of the color red

By Margit Whitlock AIA  
Principal and Creative Director for Architecture and Interior Design  
Architectural Concepts Inc.



Working in leadership can inevitably lead to moments of “seeing red.” But seeing red, isn’t always as bad as the idiom suggests. In fact, the color is as rich in meaning and history as it is in symbol. There is a reason we associate this primary color with different emotions and occasions. Understanding what is behind the color will give you a better idea where and when to best employ it at your Resort.

Understanding what is behind the color will give you a better idea where and when to best employ it at your Resort.

## First Impressions

Did you know? Red is the first color we begin to see as we develop sight, after black and white. It is a primary color, which means it is one of the

three colors that mix together to form all other colors. Red can be a warm color (leaning towards yellow) or a cool color (leaning towards blue). Red is also known to be the first color mastered and reproduced by artists.

## Mixed Feelings

Red is an intense hue and brings about the strongest reactions of all the colors. It is so dynamic it can signal a range of emotions that include opposites -- the happiest of feelings and the worst. The potent color can evoke all of the following:

**Strength, Power, Passion, Desire, Love, Vigor, Romance, Aggression, Dominance, Courage, Luck, Joy, Prosperity, Celebration, Danger, War, Anger, Rage, and Sacrifice.**

Much meaning stems from the fact that red is the color of blood and the heart, therefore cultures across the world and all of time identify the color with feelings of love and passion. In Chinese philosophy, red is tied to the element of



fire; linking it to leadership, confidence, and good fortune. In India, red signifies marriage, as a bride wears red on the wedding day. With such varied emotions and symbolism coming from a single color, it may not surprise you to learn there are 445 shades of red each individually named.

## Get to the Source

The first use of the color red for decoration was 20,000 years ago, when pre-historic peoples ground clay of red ochre to make the first known artwork-cave drawings - throughout Africa,

*Continued on page 24*





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Asia and Europe. Shades of red multiplied with the discovery of Cinnabar from the ore of mercury. Romans decorated their villas with frescos of deep red vermillion derived from Cinnabar, mined by prisoners in Southern Spain. Cinnabar is highly toxic and the task of mining usually ended in death. No wonder the color is connected to both Power and Danger!

Less toxic means of achieving red in textiles came from the Rubia Plant roots and Madder seeds. Known worldwide, the natural compound in the plant was used in regions of Asia, Europe, and Africa as early as mummification in Egypt. The Aztecs had their own method for creating a vivid red. They gathered Conchineal bugs found on cacti, dried and crushed them to create both dyes and paint. Once we found ways to create synthetic red dye, the possibility of application became almost endless.

### Employ it Right

With such an attention-grabbing color, you don't have to wonder why it has been used in branding. But is it right for your Resort Branding? True Red is mostly associated with 3 types of brands: Health brands, Restaurants (particularly fast-food), and brands wanting to convey power and energetic emotions. It may not be the right color for your next rebrand, but it CAN be put to good use in your interiors.



Dionysiac frieze, Villa of the Mysteries, before 79 C.E

When thinking of your next Interiors refresh, remember -- A little bit of Red can go a long way!

### Put it to Work

When thinking of your next Interiors refresh, remember -- A little bit of Red can go a long way! This can be helpful if you are working with a tight budget because it will create a big impact. Classic Red well placed in artwork, accent fabric, or a lampshade can easily punch up an otherwise dull color palette. Start small with Classic Red.

Don't forget! There are 445 reds to choose from, the right one for your Resort interiors. Red can be used in any style – Modern, Traditional,

Contemporary, or Classic. If Fire Engine red isn't right for you, a darker hue like burgundy, maroon, or wine might be the right fit to convey sophistication. Warmer hues like coral, rust, and auburn might be better fit if yours is a playful resort.

No doubt the right use of red can be an overwhelming with so many factors at play. That is why I always recommend working with a design professional to make sure you get it right. We are trained in color theory and application and know just how to Roll Out the Red Carpet!


*Author Bio: Margit Whitlock is Principal and Creative Director for Architecture and Interior Design at Architectural Concepts Inc., a San Diego, CA based Architectural and Interior Design Firm specializing in hospitality design. Ms. Whitlock is an accomplished speaker with engagements at multiple ARDA conventions, HD Boutique show as well as being frequently published in magazines such as Developments,*



*Resort Trades, Hotel Business, Hiatus, Vacation Industry Review and Resort Management and Operations.*







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Contact  
Sharon@TheTrades.com  
or call (310) 923-1269

## CLASSIFIEDS

### EMPLOYMENT

**SALES HELP WANTED:** Call or text 603-387-7691  
50 States. Full Time or Part Time. Top Commish.  
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# MEMBERS DIRECTORY

## ACCOUNTING



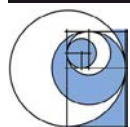
WithumSmith+Brown, PC  
200 S Orange Ave, Ste 1200  
Orlando, FL, 32801  
Ph: (407)849-1569 Fax: (407)849-1119  
Email: lcombs@withum.com  
Website: www.withum.com  
Contact: Lena Combs  
Specialty: Withum is a forward-thinking, technology-driven advisory and accounting firm, committed to helping clients in the hospitality industry be more profitable, efficient, and productive. With office locations in major cities across the country, and as an independent member of HLB, the global advisory and accounting network, Withum serves businesses and individuals on a local-to-global scale. Our professionals provide the expert advice and innovative solutions you need to Be in a Position of StrengthSM. Get to know us at www.withum.com.

## AMENITIES



Pineapple Hospitality  
5988 Mid Rivers Mall Dr, 63304  
Phone: 636-922-2285  
Website: www.pineapplehospitality.net/  
Specialty: We're picky, with a focus on the product categories that create value for operators while benefiting guests and the environment. Pineapple only offers the best options in those categories and we provide them at competitive prices.

## ARCHITECTURE / INTERIOR DESIGN



Architectural Concepts  
3958 1st Ave, San Diego, CA, 92103  
Phone: (619)531-0110  
Website: 4designs.com/  
Specialty: Architectural Concepts Inc. is a full-service design firm offering Architecture and Interior Design. Our qualified architects and designers are experienced in all aspects of delivering a resort project to be proud of. margit@4designs.com

## ARTICLES, BLOGS, WRITING



THE TRADES INK Content Marketing  
P.O. Box 261, Crossville, TN 38557  
Phone: 310-923-1269  
Email: Sharon@TheTrades.com  
Website: www.TheTrades.com  
Contact: Sharon Scott Wilson, RRP  
Specialty: Print and online marketing content, including blog and social media posts, feature articles, news releases, and advertorial. Full service marketing packages available including assistance with strategy and planning, writing and design, media contact, and ad creation and placement.

## COLLECTION SERVICES



FAIRSHARE SOLUTIONS

Fairshare Solutions  
529 Seven Bridges Road, Suite 300 East  
Stroudsburg, PA, 18301  
Phone 1: 570.252.4044  
Email: drogers@Fairshare.Solutions  
Website: www.Fairshare.Solutions  
Contact: Dennis F Rogers  
Specialty: Sometimes there is more than one Reason for a delinquency or default. At Fairshare we have the sophistication, experience, sales, and customer service skills needed to solve them all. Diligent contact is key. We go far beyond the 'Agency' model of just 'dialing for dollars'. We also bring empathy, data mining, customer care, and an understanding of your bottom line. We don't just collect accounts, we collect customers. So as we succeed in recovering more of your delinquent and written-off portfolios, you will succeed in retaining valuable customers!



Meridian Financial Services Inc.  
1636 Hendersonville Rd Ste 135  
Asheville, NC 28803 USA  
Phone 1: (866)294-7120 ext. 6705  
FAX: (828)575-9570  
Email: gsheperd@merid.com  
Website: www.merid.com  
Contact: Gregory Sheperd  
Specialty: Meridian Financial Services, Inc. is a sophisticated third-party collection agency able to provide service to whole and partial portfolios. Meridian understands the impact of bad debt, as well as the importance of keeping your owners' accounts current, and preserving their confidence in the purchase decision. Services include third-party collections for domestic and international clients, no-cost-to-client recovery program, customized industry collection strategies, credit reporting, skip tracing, online services, and credit and collection consulting

## COMPUTERS AND SOFTWARE



Resort Data Processing  
211 Eagle Road | Avon, CO, 81620  
Phone: 877-779-3717  
Website: www.resortdata.com  
Specialty: RDP is an all-in-one Timeshare/Fractional Management Software solution that will modernize every aspect of your property. RDP enables both fixed and floating Timeshare management with full Owner accounting and an online Owner's Portal. RDP's sophisticated Reservations and Operations suites will allow your property to offer a Guest Experience that is not possible with other specialized Timeshare software vendors, including a customizable commission-free Booking Engine that will increase revenue through Paying Guest reservations.



## COMPUTERS AND SOFTWARE



RNS Timeshare Management Software  
410 43rd St W, Bradenton, FL 34209  
Phone 1: (941)746-7228 x107  
FAX: (941)748-1860  
Email: boba@rental-network.com  
Website: www.TimeshareManagementSoftware.com  
Contact: Bob Ackerman  
Specialty: Designed for legacy fixed and floating time resorts, our software solution streamlines the reservation and accounting functions for TS resorts. Plus our responsive On-Line Booking module allows you to show the weeks available to rent (owner or association weeks) on your web site for booking by the traveler. Includes A/R module to invoice and collect owner fees. One simple package to automate your existing TS resort



SPI Software  
444 Brickell Avenue, Suite 760, 33131  
Phone: 305-858-9505  
Website: https://www.spisoftware.com/  
Specialty: SPI is the preferred software for selling and managing timeshare properties, vacation ownership clubs, and resorts.

## CONTENT MARKETING



THE TRADES INK Content Marketing  
P.O. Box 261, Crossville, TN 38557  
Phone: 310-923-1269  
Email: Sharon@TheTrades.com  
Website: www.TheTrades.com  
Contact: Sharon Scott Wilson, RRP  
Specialty: Print and online marketing content, including blog and social media posts, feature articles, news releases, and advertorial. Full service marketing packages available including assistance with strategy and planning, writing and design, media contact, and ad creation and placement.

## CUSTOMER RETENTION



FAIRSHARE SOLUTIONS

Fairshare Solutions  
529 Seven Bridges Road, Suite 300 East  
Stroudsburg, PA, 18301  
Phone 1: 570.252.4044  
Email: drogers@Fairshare.Solutions  
Website: www.Fairshare.Solutions  
Contact: Dennis F Rogers  
Specialty: Sometimes there is more than one Reason for a delinquency or default. At Fairshare we have the sophistication, experience, sales, and customer service skills needed to solve them all. Diligent contact is key. We go far beyond the 'Agency' model of just 'dialing for dollars'. We also bring empathy, data mining, customer care, and an understanding of your bottom line. We don't just collect accounts, we collect customers. So as we succeed in recovering more of your delinquent and written-off portfolios, you will succeed in retaining valuable customers!

## EXCHANGE COMPANIES



7ACROSS

7Across  
Website: www.7across.com/  
Specialty: 7Across is the pioneer of the direct-to-consumer model of vacation exchange, as part of the Panorama family of travel brands at Wyndham Destinations.



RCI  
9998 N. Michigan Rd., Carmel, IN 46032  
Phone: 702-869-9924  
Email: RCI.Affiliates@rci.com  
Website: www.rciaffiliates.com/  
Contact: Bob McGrath  
Specialty: RCI is the worldwide leader in vacation exchange with approximately 4,500 affiliated resorts in more than 100 countries. RCI pioneered the concept of vacation exchange in 1974, offering members increased flexibility and versatility with their vacation ownership experience. Today, through the RCI Weeks® program, the week-for-week exchange system, and the RCI Points® program, the industry's first global points-based exchange system, RCI provides flexible vacation options to its over 3.8 million RCI subscribing members each year.



Trading Places International  
25510 Commercentre Dr Ste 100, 92630  
Phone: 800-365-1048  
Website: tradingplaces.com  
Specialty: At Trading Places (TPI), customer service isn't just a friendly voice; it's offering what our members really want. TPI recognizes the outstanding performance of the vacation ownership industry, and has developed, for over 40 years, a collection of vacation products and services which vacation owners, developers, and resort associations consider truly valuable – including our FREE Classic exchange membership allowing members to trade through TPI with no annual fee.

## FACILITIES OPERATIONS



Royal Basket Trucks  
201 Badger Pkwy Darien, WI, 53114  
Phone: 800-426-6447 Fax: 262-882-3389  
Email: sales@royal-basket.com  
Website: www.royal-basket.com  
Contact: Cindy Lapidakis  
Specialty: Royal Basket Trucks® Inc., an American manufacturer offers a full line of quality carts designed for use in the Hospitality Resort environments with solutions meeting the needs in Pools, Spas, Laundry, Housekeeping, Shipping/Receiving, Waste and Recycling just to name a few. All products are made to order allowing you to put the right cart for the job in your environment. Branding, labeling, modifications and custom functionality is all possible when you work with Royal Basket Trucks®.



## FINANCIAL SERVICES



Alliance Association Bank  
717 Old Trolley Rd, Ste 6  
Summerville, SC 29485  
Phone: (888)734-4567  
Email:  
Sdyer@allianceassociationbank.com  
Website:  
www.allianceassociationbank.com  
Contact: Stacy Dyer  
Specialty: Alliance Association Bank is designed to provide a dynamic portfolio of financial services specific to the Timeshare HOA industry. Our products provide a blueprint to accelerate efficiency, reduce costs and increase revenue. AAB's desire is to be your business partner by continuously offering the innovative solutions necessitated by the Timeshare HOA industry. To learn more about AAB's services, please visit [www.allianceassociationbank.com](http://www.allianceassociationbank.com) or call Stacy Dyer at 843-637-7181.

## GROCERIES



Publix Super Markets  
Lakeland, Florida, 33802-0407  
Phone: 863-688-1188 Ext. 44891  
Website: [www.publix.com/products-services/business-delivery](http://www.publix.com/products-services/business-delivery)  
Specialty: Publix is the largest employee-owned grocery chain in the US with more than 1,200 stores in the Southeast. With the benefit of grocery delivery from Publix Super Markets, Powered by Instacart, people can get what they need when it's best for them.

## HOA & STAKEHOLDERS COMMUNICATIONS



TWOB LLC  
1500 Town Plaza Court, 32708  
Phone: 407-366-1573  
Website: [www.towb.life/](http://www.towb.life/)  
Specialty: TWOB LLC - a place, a people, a company that timeshare owners and boards can go to for simple conversation, honest answers to hard questions within a background of decades of management, sales, timeshare repurpose/redevelopment, and overall hospitality experience. Licensed broker 34 states, 40 years Hospitality Experience and references 2nd to none. We would be honored to be a part of your team.

## HOSPITALITY



Pineapple Hospitality  
5988 Mid Rivers Mall Dr, 63304  
Phone: 636-922-2285  
Website: [www.pineapplehospitality.net/](http://www.pineapplehospitality.net/)  
Specialty: We're picky, with a focus on the product categories that create value for operators while benefiting guests and the environment. Pineapple only offers the best options in those categories and we provide them at competitive prices.

## INSURANCE



Leavitt Recreation & Hospitality Ins  
942 14th St., Sturgis, SD 57785  
Phone: (800) 525-2060  
Email: [info-lrhi@leavitt.com](mailto:info-lrhi@leavitt.com)  
Website: [www.lrhiinsurance.com](http://www.lrhiinsurance.com)  
Contact: Chris Hipple  
Specialty: For over 40 years, Leavitt Recreation & Hospitality Insurance has been the premier independent agent for Resorts, RV Parks, and various other recreation & hospitality oriented businesses across the U.S. Insuring over 3,500 locations, LRHI offers Liability, Property, Crime, Commercial Auto, Employment Practices Liability, and Work Comp Coverage through several preferred carriers, some of which are exclusive to Leavitt Rec. Centrally located in the heart of America, our home office is based in Sturgis, SD; however, Leavitt Rec.'s employees are stationed around the country and have years of experience working in the territories they serve. Call today to receive your FREE NO OBLIGATION QUOTE!

## LANDSCAPE AMENITIES



The Brookfield Co.  
4033 Burning Bush Rd,  
Ringold, GA 30736  
Ph: (706)375-8530 Fax: (706) 375-8531  
Email: [hgjones@nexband.com](mailto:hgjones@nexband.com)  
Website: [www.thebrookfieldco.com](http://www.thebrookfieldco.com)  
Contact: Hilda Jones  
Specialty: The Brookfield Co. designs and manufactures fine concrete landscape furnishings. Offering 70+ styles/sizes of planters plus fountains, benches, finials, and stepping stones, this company provides the best in customer service. All products are hand-cast and finished in fiber-reinforced, weather durable concrete. Many beautiful finishes are offered. Custom work is available.

## LEGACY TIMESHARE SOLUTIONS



Legacy Solutions International  
70 Brickyard Rd. Unit 10,  
Essex Junction, VT, 05452  
Phone: 802-373-5068  
Email: [rjrobertssmg@aol.com](mailto:rjrobertssmg@aol.com)  
Website:  
[www.legacysolutionsinternational.com](http://www.legacysolutionsinternational.com)  
Specialty: Legacy Solutions International, LLC, founded by Ron Roberts, a 40-year timeshare industry veteran, delivers custom solutions that generate revenues for resort HOA's and managers facing threatening "legacy" issues. Most programs are ZERO out-of-pocket cost! Bring a smile back to your bottom line with effective and proven strategies for maintenance fee delinquencies, asset recapture, standing inventory sales, points programs, webinars, property management, legal & trust services, and even energy efficiency rebates! Contact: 802-373-5068 [rjrobertssmg@aol.com](mailto:rjrobertssmg@aol.com).

## LEGACY TIMESHARE SOLUTIONS



Lemonjuice Capital Solutions  
7512 Dr. Phillips Blvd., Suite 50-345  
Orlando, FL 32819  
Phone: 863-602-8804  
Contact: Jan Barrow  
Email: [Jan.Barrow@Lemonjuice.Biz](mailto:Jan.Barrow@Lemonjuice.Biz)  
Website: [lemonjuicesolutions.com/](http://lemonjuicesolutions.com/)  
Specialty: Lemonjuice is more than a professional, full-service resort management company. We are a solutions-based organization presenting an array of unique options that focuses on the resort and what is best for owners including strategic planning and delivering good outcomes. Our leadership and management team are experienced and disciplined timeshare and real estate professionals seeking the best outcomes for all. Unlike other management companies, we are solutions-focused and will invest capital in the Association to achieve goals that work. At Lemonjuice, we put owners first while understanding we serve at the pleasure of our Boards.



Resort Data Processing  
211 Eagle Road | Avon, CO, 81620  
Phone: 877-779-3717  
Website: [www.resortdata.com](http://www.resortdata.com)  
Specialty: RDP is an all-in-one Timeshare/Fractional Management Software solution that will modernize every aspect of your property. RDP enables both fixed and floating Timeshare management with full Owner accounting and an online Owner's Portal. RDP's sophisticated Reservations and Operations suites will allow your property to offer a Guest Experience that is not possible with other specialized Timeshare software vendors, including a customizable commission-free Booking Engine that will increase revenue through Paying Guest reservations.



Vacatia Partner Services  
2840 Fairfax St, Ste 219,  
Denver, CO, 80207  
Ph: 720-335-8983  
Website: [vacatiapartnerservices.com/](http://vacatiapartnerservices.com/)  
Specialty: Vacatia Partner Services is dedicated to the success of legacy resorts and their vibrant owner communities. Our customer-centric products and technologies help resorts increase owner engagement, attract new members, and finance property renovations. Our team of seasoned timeshare professionals partners with HOAs and property managers to increase owner satisfaction and improve your resort's economic health with no risk or upfront fees. Connect with us and see what a fresh approach really means.

## LENDING INSTITUTIONS



Colebrook Financial Company, LLC  
100 Riverview Center Ste 203  
Middletown, CT 06457 USA  
Ph: (860)344-9396 Fax: (860)344-9638  
Email:  
[BRyczek@colebrookfinancial.com](mailto:BRyczek@colebrookfinancial.com)  
Website: [www.ColebrookFinancial.com](http://www.ColebrookFinancial.com)  
Contact: Bill Ryczek  
Specialty: Colebrook Financial Company, focusing on timeshare lending, provides hypothecation and other financing products for small and mid-sized developers and can offer loans in amounts ranging from \$100,000 to \$30 million or more. We have an innovative approach to financing with rapid turnaround, personal service, and no committees. You'll always talk to a principal: Bill Ryczek, Mark Raunikar and Tom Petrisko, each of whom has extensive timeshare lending experience



Fairshare Solutions  
529 Seven Bridges Road, Suite 300 East  
Stroudsburg, PA, 18301  
Phone: 570.252.4044  
Email: [drogers@Fairshare.Solutions](mailto:drogers@Fairshare.Solutions)  
Website: [www.Fairshare.Solutions](http://www.Fairshare.Solutions)  
Contact: Dennis F Rogers  
Specialty: Sometimes there is more than one Reason for a delinquency or default. At Fairshare we have the sophistication, experience, sales, and customer service skills needed to solve them all. Diligent contact is key. We go far beyond the 'Agency' model of just 'dialing for dollars'. We also bring empathy, data mining, customer care, and an understanding of your bottom line. We don't just collect accounts, we collect customers. So as we succeed in recovering more of your delinquent and written-off portfolios, you will succeed in retaining valuable customers!



WELLINGTON FINANCIAL

Wellington Financial  
1706 Emmet St N Ste 2  
Charlottesville, VA, 22901  
Phone: 434-295-2033 ext. 117  
Email: [sbrydge@wellington-financial.com](mailto:sbrydge@wellington-financial.com)  
Website: [www.wellington-financial.com](http://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 \$8 Billion with our group of lenders. Focused solely on lending to resort developers, we are the exclusive Resort Finance correspondent for Liberty Bank. With 40 years of expertise in the vacation ownership industry, we lend to credit-worthy borrowers at attractive banks rates.

For important news, insights and opinions on the vacation ownership industry, I read Resort Trades Magazine.

Gregory Crist  
CEO, National Timeshare Owners



## LENDING INSTITUTIONS



Whitebriar Financial Corporation  
575 Mystic Drive PO Box 764  
Marstons Mills, MA 02648  
Ph: (508)428-3458 Fax: (508)428-0607  
Email: hbvswitebriar@gmail.com  
Website: www.whitebriar.com  
Contact: Harry Van Sciver  
Specialty: Receivables Financing. We can Lend or Purchase, including: Low FICO, No FICO and Credit Rejects. Fast Fundings of up to \$5 million. Non-Recourse Financing available, with no Holdbacks. We also Finance Inventory and HOA's, and assist in Workouts. Resort Equity and Bridge Financing available.

## LUGGAGE CARTS



EZ Stacker by Peggs  
4851 Felspar St., Riverside, CA, 92509  
Phone: 951.903.3871  
Website: www.ezstacker.com/  
Specialty: Say hello to EZ Stacker from The Peggs Company - the only full-size luggage cart on the planet that stacks just like a grocery cart, so innovative, yet so common sense, it promises to redefine the luggage cart standard.

## MANAGEMENT & OPERATIONS



Capital Vacations  
9654 N. Kings Hwy. Suite #101  
Myrtle Beach, SC 29579  
Phone: 843-449-6500  
Email: hello@capitalvacations.com  
Website: www.CapitalVacations.com  
Contact: Alex S. Chamblin, Jr.  
Specialty: Capital Vacations, headquartered in Myrtle Beach, SC, is one of the largest and fastest-growing management, development, and timeshare vacation club companies in North America.



Getaways Resort Management  
PO Box 231586,  
Las Vegas, NV 89105 USA  
Phone: (844) 438-2997  
Email: tjohnson@getawaysresorts.com  
Website: www.GetAwaysresorts.com  
Contact: Thomas A. Johnson  
Specialty: When you need winning strategies, not just promises from your resort management company, put GetAways more than 25 years of resort management experience to work for your resort. With close to 50,000 owners/members under management in four countries, GetAways has a proven reputation for providing Game Winning Solutions.

**This Space  
Reserved  
For  
MATTER**

## MANAGEMENT & OPERATIONS



Grand Pacific Resort Management  
5900 Pasteur Ct Ste 200  
Carlsbad, CA 92008 USA  
Ph: 760-827-4181 FAX: 760-431-4580  
Email: success@gpresorts.com  
Website: www.gprmt.com  
Contact: Nigel Lobo  
Specialty: We tailor our services to preserve the distinctive experience offered by your resort, delivering exceptional results based on our longevity and your vision. Our collaboration, consistency, and hands-on approach ensure your success. Owners vacation with us because they appreciate our service culture. Associations stay with us because of the financial strength we build



Lemonjuice Capital Solutions  
7512 Dr. Phillips Blvd., Suite 50-345  
Orlando, FL 32819  
Phone: 863-602-8804  
Contact: Jan Barrow  
Email: Jan.Barrow@Lemonjuice.Biz  
Website: lemonjuicesolutions.com  
Specialty: Specializing in professional, full-service resort and rental management, Lemonjuice delivers owner-centric options focusing on the individual resort's needs. LJS presents solutions concentrating on what is best for the resort and its owners including strategic planning. Our leadership and management team are experienced and disciplined timeshare professionals that understands innovation is key to operating a successful resort. Unlike other management companies, we are solutions focused and will invest capital in the Association to achieve the best outcomes for all. At Lemonjuice, we put owners first while understanding we serve at the pleasure of our Boards.



Vacatia Partner Services  
Vacatia Partner Services  
2840 Fairfax St, Ste 219,  
Denver, CO, 80207  
Ph: 720-335-8983  
Website: vacatiapartnerservices.com/  
Specialty: Vacatia Partner Services is dedicated to the success of legacy resorts and their vibrant owner communities. Our customer-centric products and technologies help resorts increase owner engagement, attract new members, and finance property renovations. Our team of seasoned timeshare professionals partners with HOAs and property managers to increase owner satisfaction and improve your resort's economic health with no risk or upfront fees. Connect with us and see what a fresh approach really means.

**For important  
news, insights  
and opinions on  
the vacation ownership  
industry, I read Resort  
Trades Magazine.**

Gregory Crist  
CEO, National Timeshare Owners

## MANAGEMENT & OPERATIONS



Vacation Resorts International  
25510 Commercentre Drive, #100  
Lake Forest, CA 92630 USA  
Phone: (863)287-2501  
Email: jan.samson@vriresorts.com  
Website: www.vriresorts.com  
Contact: Jan Samson  
Specialty: Vacation Resorts International (VRI) is a full-service timeshare management company providing 35 years of innovation, success, best practices, and solutions to over 140 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!

## OUTDOOR AMENITIES



Kay Park Recreation Corp.  
Janesville, IA 50647 | USA  
Phone: 800-553-2476 FAX: 319-987-2900  
Email: marilee@kaypark.co=m  
Website: www.kaypark.com  
Contact: Marilee Gray  
Specialty: Manufacturing "America's Finest" park equipment to make people-places people-friendly, since 1954! Product line includes a large variety of outdoor tables, benches, grills, bleachers, litter receptacles, drinking fountains, planters, pedal boats, and more!

## PEST CONTROL/ DISINFECTANT



SteriFab  
PO Box 41, Yonkers, NY 10710  
Ph: (800)359-4913 Fax: (914)664-9383  
Email: Sterifab@sterifab.com  
Website: www.sterifab.com  
Contact: Mark House  
Specialty: STERIFAB continues to set new standards as it continues to be the only EPA registered product that both disinfects and kills bed bugs and other insects. This ready to use product is available in all 50 States and is ready to use.

## PET SANITATION



DOGIPOT  
2100 Principal Row, Suite 405  
Orlando, FL 32837 USA  
Phone: 800-364-7681  
Website: www.dogipot.com  
Contact: David Canning  
Specialty: DOGIPOT® has numerous product designs made from various materials to help fit all of the possible needs of our customers in helping solve their dog pollution issues. We have the most aesthetically pleasing, commercially durable products on the market that are very economical. No one can match our experience, customer service, selection of products or reputation in the market. DOGIPOT® products offer dependability that saves you money!

## POOL & WATER FEATURES EQUIP. & MAINT



Hammerhead Patented Performance  
1250 Wallace Dr STE D,  
Delray Beach, FL 33444  
Ph: (561) 451-1112 Fax: (561) 362-5865  
Email: info@hammerheadvac.com  
Website: www.hammerheadvac.com  
Contact: Customer Service  
Specialty: For 20 years, Hammer-Head has led the way in low-cost, safe, easy-to-use manual pool vacuum systems. Our portable, rechargeable, battery powered vacuums are designed for speed and simplicity. Remove debris without using the filtration system and cut your pool vacuum time in half, without shutting down the pool. Hammer-Head cleaning units are made in America and are the #1 choice of military, cruise line, resort, fitness club, and city managers from Key West to Okinawa.



LaMotte Company  
802 Washington Ave,  
Chestertown, MD 21620  
Ph: (800) 344-3100 Fax: (410) 778-6394  
Email: rdemoss@lamotte.com  
Website: www.lamotte.com/pool  
Contact: Rich DeMoss  
Specialty: The Mobile WaterLink® SpinTouch™ lab is designed to be used onsite. The precise photometer can measure 10 different tests in just 60 seconds to obtain perfect water chemistry. All the tests results can be viewed on the touchscreen or can be transferred into our DataMate water analysis program. Achieve precision without time consuming test and clean-up procedures. Visit www.waterlinkspintouch.com for more information.



Spectrum Aquatics  
7100 Spectrum Ln,  
Missoula, Mt, 59808  
Phone: 406-542-9781  
Website: www.spectrumproducts.com/  
Specialty: Since 1972, Spectrum Aquatics® has designed and manufactured high-quality custom rails, ADA lifts, and commercial grade pool deck equipment. Spectrum has innovative products, skilled employees, knowledgeable engineers, and excellent customer service and sales staff.

## PUBLIC RELATIONS



GBG & Associates  
121 Lake Shore Dr Rancho,  
Mirage CA, 92270  
Phone: 760-803-4522  
Email: georgi@gbgandassociates.com  
Website: www.gbgandassociates.com  
Contact: Georgi Bohrod  
Specialty: Positioning Strategy, Placement and Reputation Management: Let GBG create a positive platform for new business development and increase awareness. We provide resources and spearhead tailor-made B2B or B2C strategic plans incorporating both paid.



## RECEIVABLE FINANCING



Fairshare Solutions  
529 Seven Bridges Road, Suite 300 East  
Stroudsburg, PA, 18301  
Phone: 570.252.4044  
Email: drogers@Fairshare.Solutions  
Website: www.Fairshare.Solutions  
Contact: Dennis F Rogers  
Specialty: Sometimes there is more than one Reason for a delinquency or default. At Fairshare we have the sophistication, experience, sales, and customer service skills needed to solve them all. Diligent contact is key. We go far beyond the 'Agency' model of just 'dialing for dollars'. We also bring empathy, data mining, customer care, and an understanding of your bottom line. We don't just collect accounts, we collect customers. So as we succeed in recovering more of your delinquent and written-off portfolios, you will succeed in retaining valuable customers!



Whitebriar Financial Corporation  
575 Mystic Drive PO Box 764  
Marstons Mills, MA 02648  
Ph: (508)428-3458 Fax: (508)428-0607  
Email: hbvwhitebriar@gmail.com  
Website: www.whitebriar.com  
Contact: Harry Van Sciver  
Specialty: Receivables Financing. We can Lend or Purchase, including: Low FICO, No FICO and Credit Rejects. Fast Fundings of up to \$5 million. Non-Recourse Financing available, with no Holdbacks. We also Finance Inventory and HOA's, and assist in Workouts. Resort Equity and Bridge Financing available.

## REFURBISHMENT & DESIGN



Hospitality Resources & Design, Inc.  
919 Outer Road Suite A,  
Orlando, FL 32814  
Ph: 407-855-0350 Fax: 407-855-0352  
Email: rich@hrdorlando.com  
Website: www.hrdorlando.com  
Contact: Rich Budnik  
Specialty: Hospitality Resources & Design is a licensed interior design firm. Services include interior design, LEED AP, kitchen & bath, purchasing, project management and installation. We strive to create long-term partnerships with clients by listening to and understanding their unique goals. The team uses their expertise to provide clients with innovative design while completing projects on time and in budget. Regardless of scope or location, we are happy to travel to you to begin a successful collaboration.

## RENTALS AND RESALE



KOALA  
77 Washington Ave Floor 5,  
Brooklyn NY, 11205  
Phone: 833-562-5226  
Website: https://www.go-koala.com/  
Specialty: KOALA is a new online marketplace that helps timeshare owners rent their unused stays securely to anyone in the world. Our mission is to empower owners with modern technology and open the doors for the next generation of vacationers.

## RENTALS AND RESALE



SellMyTimeshareNow, LLC  
8545 Commodity Circle,  
Orlando, FL 32819  
Phone: 877-815-4227  
Email: info@sellmytimesharenow.com  
Website:  
www.sellmytimesharenow.com  
Specialty: SellMyTimeshareNow.com is the largest and most active online timeshare resale marketplace worldwide. We provide a proven advertising and marketing platform to timeshare owners, while offering the largest selection of resales and rentals to buyers and travelers. With over 5.5 million visits to our family of websites and more than \$254 million in purchase and rental offers delivered to advertisers annually, we have been serving the needs of owners and non-owners alike since 2003.



Timeshares Only LLC  
4700 Millenia Blvd. Ste. 250  
Orlando FL 32839  
Phone 800-610-2734  
Fax: 407-477-7988  
Email:  
Ryan.Pittman@timesharesonly.com  
Website: www.timesharesonly.com  
Contact: Ryan Pittman  
Specialty: Timeshares Only is a cooperative advertising company that has served the timeshare resale market for over 25 years. We connect timeshare buyers, sellers, and renters on our online resale platform. Timeshares Only also enhances the timeshare product value by providing owners with maintenance fee relief, numerous monetization options, and exclusive access to the largest selection of travel benefits at remarkable prices. It's a whole new timeshare resale experience.



Vacatia Partner Services  
2840 Fairfax St, Ste 219,  
Denver, CO, 80207  
Ph: 720-335-8983  
Website: vacatiapartnerservices.com/  
Specialty: Vacatia Partner Services is dedicated to the success of legacy resorts and their vibrant owner communities. Our customer-centric products and technologies help resorts increase owner engagement, attract new members, and finance property renovations. Our team of seasoned timeshare professionals partners with HOAs and property managers to increase owner satisfaction and improve your resort's economic health with no risk or upfront fees. Connect with us and see what a fresh approach really means.

**"Everywhere we find fulfillment, affordability, and value, we find success." -- Harry Van Sciver**

**From "Recovering from Covid-19: Evil and Earnest, History and Resilience," July 2020 Resort Trades magazine**

## SALES TRAINING



ADS Consulting  
8612 Titleist Cr Las Vegas, NV, 89117  
Phone: 702-919-0550  
Website:  
www.adsconsultingservice.com  
Specialty: Most companies struggle to achieve consistent year-over-year sustainable profit growth. The problem is not talent, it is aligning people, process, and system integration so that the organization functions cohesively. With over 25 years of experience leading the most successful independent company, ADS Consulting delivers to help your company achieve sustainable sales growth. We focus on leadership, training, and process consistency to produce lasting sales performance. We know most companies are not performing at their optimal capacity which is why we help remove the obstacles and blind spots to increase sales.



**SHARI LEVITIN**  
ShariLevitin.com

Levitin Group  
PO Box 683605, Park City, UT 84068  
Phone: (435)649-0003  
Email: shari@sharilevitin.com  
Website: www.levitinlearning.com  
Contact: Shari D Levitin  
Specialty: Shari Levitin is the author of the bestseller, Heart and Sell, a frequent contributor to Forbes, CEO Magazine, Huffington Post, and guest lecturer at Harvard. Shari started in the timeshare industry in 1997, and her team has increased revenues for companies like Wyndham, Hilton, and RCI in over 40 countries. Recently, Shari has been recognized as one of the:  
• Top 10 Voices in Sales for LinkedIn  
• Top 20 Sales Experts in the Salesforce documentary, "The Story of Sales."  
• Top 50 Keynote Speakers  
• 38 Most Influential Women in Sales  
https://www.linkedin.com/in/sharilevitin

## SOFTWARE



Resort Data Processing  
211 Eagle Road | Avon, CO, 81620  
Phone: 877-779-3717  
Website: www.resortdata.com  
Specialty: RDP is an all-in-one Timeshare/Fractional Management Software solution that will modernize every aspect of your property. RDP enables both fixed and floating Timeshare management with full Owner accounting and an online Owner's Portal. RDP's sophisticated Reservations and Operations suites will allow your property to offer a Guest Experience that is not possible with other specialized Timeshare software vendors, including a customizable commission-free Booking Engine that will increase revenue through Paying Guest reservations.



SPI Software  
444 Brickell Avenue, Suite 760, 33131  
Phone: 305-858-9505  
Website: https://www.spisoftware.com/  
Specialty: SPI is the preferred software for selling and managing timeshare properties, vacation ownership clubs, and resorts.

## SOFTWARE



Viewpoint  
6277 Sea Harbor Dr., Orlando, FL 32821  
Phone: (305) 491-2850  
Website: https://viewpointweb.com/  
Specialty: Viewpoint is currently used by more than 100 Resorts / Clubs globally.

## STRATEGIC PLANNING



Lemonjuice Capital Solutions  
7512 Dr. Phillips Blvd., Suite 50-345  
Orlando, FL 32819  
Phone: 863-602-8804  
Contact: Jan Barrow  
Email: Jan.Barrow@Lemonjuice.Biz  
Website: lemonjuicesolutions.com/  
Specialty: Lemonjuice delivers comprehensive professional management, strategic planning, and the resources needed to execute those plans for Association Boards and Managers. Unlike typical management companies, Lemonjuice will invest capital with the Association to help it achieve its goals. Services include strategic analyses; rental distribution, revenue management, and channel management; Resort technologies including operating systems, websites, and tools; professional resort management and accounting; title and roster reconciliation; sunset management; and Project restructuring and repositioning. Give your owners options!

## TECHNOLOGY



SPI Software  
444 Brickell Avenue, #760;  
Miami FL 33131  
Ph: (305)858-9505 Fax: (305)858-2882  
Email: info@spiinc.com  
Website: www.spiinc.com  
Contact: Alex Gata  
Specialty: SPI is the preferred software for selling and managing timeshare properties, vacation ownership clubs and resorts. SPI's Orange timeshare software is a comprehensive suite of services that includes sales and marketing, property management, billing maintenance and more. SPI is a global company with our software installed on five continents providing a breakthrough product based on over 30 years of industry experience. This includes an advanced user interface, all major integrations and cloud-based extendible applications.



For many years, my clients have advertised in the Resort Trades with tremendous success. The publications are widely read and widely respected within the timeshare industry. The Resort Trades has also been of great assistance to my clients by helping print our press releases and photographs. They are an integral part of any public relations and advertising plan I suggest to clients."

Marge Lennon  
President Lennon Communications Group



## TOWEL SERVICES



**Towel Tracker**  
950 Vitality Dr. NW, Suite A  
Comstock Park, Michigan, 49321  
Phone: 616-325-2060  
Website: <https://toweltracker.com/>  
Specialty: Towel Tracker enables you to control and simplify your towel service while increasing your bottom line through recurring savings on status quo expenses you no longer will pay!

On the surface level, guests simply swipe their room key to access as many towels as they want. Every towel taken is then invisibly tracked (via unique ID) and assigned to that guest's account. Upon return to the system receptacle, towels are automatically cleared from that account. Replacement costs for unreturned towels can be set to automatically roll into the guest's final room invoice as individual line items.

Below the surface level, lie powerful data analytics to empower you to efficiently track and manage inventory, distribution, staffing, laundry costs, and even detection of formerly difficult-to-track (non-guest) "back-end" losses! Furthermore, as data is accumulated, patterns of usage will emerge, specific to your resort, to help you optimize your operations. All of this translates to recurring (year-after-year) savings across the board!

Contact us today if you would like to see the historical data behind these claims, or more importantly, how your resort can become part of the Towel Tracker success history of recurring savings!

## TRADE ASSOCIATIONS



**ARDA**  
1201 15th St NW, Ste 400  
Washington, District of Columbia, 20005  
Phone: (202) 371-6700  
Website: <http://www.arda.org>  
Specialty: ARDA is the face of vacation ownership. Based in Washington, D.C., the American Resort Development Association (ARDA) is the trade association for the timeshare industry. ARDA's membership comprises over 500 companies (both privately held firms and publicly traded corporations), which house 5,000-plus individual ARDA members. ARDA's active, engaged members have extensive experience in shared ownership interests in leisure real estate.

ARDA's work — including proactive advocacy — touches every role within the timeshare industry. Developers, exchange companies, vacation clubs, timeshare resellers, timeshare owner associations (HOAs), resort management companies, industry vendors, consultants, and legal and regulatory experts are all part of the ARDA network. Meanwhile, timeshare owners and managers connect with ARDA through the ARDA-Resort Owners' Coalition (ARDA-ROC).



## TRADE ASSOCIATIONS



**C.A.R.E. Cooperative Association of Resort Exchangers**  
P.O. Box 2803, Harrisonburg, VA 22801  
Phone: 800-636-5646 (U.S. & Canada)  
540-828-4280 (Outside U.S. & Canada)  
FAX: 703-814-8527

Email: [info@care-online.org](mailto:info@care-online.org)  
Website: [www.care-online.org](http://www.care-online.org)  
Contact: Linda Mayhugh, President  
Specialty: Established in 1985, C.A.R.E. is one of the industry's leading associations in ethical standards and value propositions. Its internationally diverse member base includes Resort Developers, Management and Exchange Companies, HOA's, Travel Clubs and Wholesalers as well as industry suppliers bringing value-added revenue enhancement opportunities. Members that possess or seek rentable inventory for fulfillment set the foundation of C.A.R.E. with a multitude of scenarios for securing client vacations, increased inventory utilization and heightened yield management.

## TRAVEL CLUBS



**Global Connections, Inc.**  
5360 College Blvd, Suite 200  
Overland Park, KS 66211  
Phone 1: 561-212-5359  
Email: [MGring@exploregci.com](mailto:MGring@exploregci.com)  
Website: [www.exploregci.com/](http://www.exploregci.com/)  
Contact: Melanie J. Gring  
Specialty: Established leader in the vacation industry offering its premier travel club, Global Discovery Vacations, through a sales distributorship channel; component-based travel and leisure benefits; exit and affinity programs. GCI is the developer of resorts in California, Colorado, Florida, and Tennessee; owns/leases multiple resort condominiums throughout the U.S., Canada, Mexico and Caribbean. From having your own travel club sales distributorship to strengthening loyalty with your members and employees, GCI has the solution you need.



**OTC Owners Travel Club**  
Phone: 844-724-6000  
Website: [ownerstravelclub.com/v6](http://ownerstravelclub.com/v6)  
Specialty: Owners Travel Club, your gateway to travel savings. With Owners Travel Club you are entitled to travel benefits with more options, more opportunities, and more ways for owners to save with our best price guarantee and Owner Dollars. If your resort is enrolled in OTC, your membership is already live, just enter your user name and password and you're ready to experience the savings. If you would like to join, but haven't received an offer from your resort, no problem, please fill out the registration form below for your complimentary membership.

## TRAVEL INCENTIVES

### INCENTIVATIONS

**INCENTIVATIONS**  
1917 E. Broward Blvd.  
Fort Lauderdale, FL, 33301  
Phone: 800-790-8520  
Email: [bsmith@incentivations.com](mailto:bsmith@incentivations.com)  
Website: [www.incentivations.com](http://www.incentivations.com)  
Specialty: We specialize in customized travel incentives for organizations of all types, with an emphasis on hotel and resort condo lodging awards. Our products are tailored to fit your target market, your goals, and your budget. Online fulfillment with toll-free customer service is included. Our ION Travel Booking Engines can be deployed on your website, delivering members-only travel discounts and powerful benefits for owners, and a revenue stream for you.

### ResortTrades.com Resort Industry Connection 24/7

#### Resort Trades Weekly eNews

Every Thursday, Resort Trades Weekly provides subscribers with topical, original content, plus curated news about the people, places, and events concerning all-thing-time-share. Visit

[resorttrades.com/resortnation](http://resorttrades.com/resortnation)

#### Looking for vendors

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[members.resorttrades.com](http://members.resorttrades.com)

#### Original Content

For more than 30 years, the only independent print/digital publication dedicated to the timeshare professional has purchased editorial focusing specifically on the industry. Searchable content about issues affecting the way you operate, market, sell, and serve written by professionals familiar with our world... the world of resorts.

[resorttrades.com/category/articles](http://resorttrades.com/category/articles)

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Chief Operating Officer  
**[tbary@capitalvacations.com](mailto:tbary@capitalvacations.com)**  
**843.281.4346**