

# ARDA Developments Magazine

TrackResults

loans and annual maintenance fees (as well as resort management operations) on one, centralized database. Through affiliations with some of the top national vacation networks available, Midwest Outdoor Resorts has established reciprocal use relationships which allow members access to hundreds of resorts nationwide.

### Anantara Vacation Club Selects SPI Software

SPI Software is pleased to announce that its software has been selected for installation by Anantara Vacation Club Pte Ltd, a newly developed, points-based vacation club offering resort destinations in Thailand. SPI's Orange 7 suite of software is fully scalable to provide Anantara Vacation Club with the ability to handle a virtually unlimited number of users, resorts, and clients. Orange 7 is particularly attuned to providing the functionality that a vacation club needs, such as the ability to accept multiple currencies, handle all facets of a points program, and provide consumers with self-service Internet access. Assisting

in the development of Anantara Vacation Club is International Resort Development Services Inc. (IRDS).

### TrackResults Software News

#### TrackResults Software Acquires PromoteResorts, Adding Vacation Ownership Tour Manifesting Software

TrackResults Software has completely acquired PromoteResorts.com. PR is a niche provider of the "Tours" software for timeshare resorts and vacation ownership/club tour generators. Promote Resorts software primarily reports on all the aspects of tour generation, including marketing lead assignment, venue tracking, and gift reporting. Promote Resorts is built in PHP and was created to provide digital manifesting and Web-based static sales reporting. Since 2005, Promote Resorts has primarily served the timeshare industry. Promote Resorts has over 15 successful client installations in the industry. Users of the product included tour generator Marketing Decisions INC, Worldmark by Wyndham, Vacation Resorts

International, JW Enterprises, and the outside vendors, brokers, and secondary clients of these companies.

#### Bravo Select Marketing Contracts with TrackResults Software

Bravo Select Marketing has recently contracted with TrackResults Software (TRS), a leading technology provider that has been in business since 2005. TrackResults will provide software to manage digital manifesting and business intelligence reporting, converting to the TRS SaaS analytical engine in order to improve their marketing results. BSM is a tour provider located in the Orlando, Florida, area. Soon after implementing TrackResults Software, BSM was able to identify several areas where it will help improve transparency and increase ROI in their booking process.

#### Red Rock Travel Selects TRS for Business Intelligence Software

Red Rock Travel has recently contracted with TRS to manage their digital manifesting and business intelligence reporting. This

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via a state-of-the-art “e-community” and e-learning platform called Vida-U. Showtime was presented to equip the Vida sales leadership with the latest tools, techniques, and psychology for developing additional training—both live and online—to drive the company’s sales performance into the future. By design, the Showtime workshop combines Levitin Group’s curriculum with the talent brought in by the participants; the event was co-facilitated by Shari Levitin, along with vice president of Levitin Leadership, Joe McGriff.

## Hilton Hosts 6th Annual Development Forum in Mexico City



Hilton Worldwide hosted its 6th annual development forum in Mexico City, Mexico, to share both the company’s success stories and

plans for future expansion throughout the country. During the event, held at Hilton Mexico City Reforma, Hilton Worldwide executives presented seven of the company’s 10 brands to key decision-makers from Mexico’s hotel investor and development community, while emphasizing the company’s extensive pipeline in Mexico. Led by George Massa, vice president and managing director, development, Mexico, for Hilton Worldwide, the forum highlighted Hilton Hotels & Resorts, DoubleTree by Hilton, Embassy Suites by Hilton, Hilton Garden Inn, Hampton Hotels by Hilton, Homewood Suites by Hilton, and Home2 Suites by Hilton. Massa also reiterated Hilton Worldwide’s interest in Mexico and named seven hotels and resorts that would open in the next 12 months. Additionally, Hilton Worldwide will focus on introducing all Hilton Worldwide brands in Mexico including Waldorf Astoria Hotels & Resorts, Conrad Hotels & Resorts, and Hilton Grand Vacations.

## VRI Signs New Management Contract

Vacation Resorts International (VRI) has announced the signing of a new property management contract: North Star Condominium in Steamboat Springs, Colorado. North Star is located just minutes from the downhill ski area and historic downtown Steamboat Springs, and features eight one and two-bedroom

## WIN’s Taylor Anderson Fund Update

**Women in the Industry (WIN)**, a non-profit organization that cultivates future women leaders around our industry, is strongly devoted to the philanthropy. At the ARDA Convention, WIN raised over \$3,600, \$970 of which was donated to the Taylor Anderson fund. WIN added \$380 more in donations gathered during the ARDA North East Regional in June.

Taylor was the daughter of Andy Anderson, an owner of several Williamsburg timeshare projects—Taylor was teaching in Japan when the earthquake hit and was one of the thousands of fatal casualties. The fund was created to keep her memory and spirit alive in a variety of ways. The fund has adopted an orphanage, helped provide food to shelters, and provided money for Taylor Anderson Reading Corners in schools (Taylor loved to read). Scholarship programs are in the works as well. The Tokyo American Club raised about \$50,000 for the Taylor Anderson Reading Corners, and our shared ownership community has also rallied to support this cause through WIN outreach. If you wish to make a donation or to learn more about how you can participate, please contact Darla Zanini ([dzanini@arda.org](mailto:dzanini@arda.org)).

units in a stylish mountain décor. Whether your pleasure is skiing, hiking, biking, fishing, golf, hot air ballooning, or just relaxing in a meadow, you’ll find this and much more during your stay at North Star Condominium. VRI currently manages four associations in Steamboat Springs, as well as management services to over 160 resort and club locations throughout North America, Mexico, and Canada.

## TrackResults Software News

**Garza Blanca Preserve Resort and Spa**  
Garza Blanca Resort in Puerto Vallarta selected TrackResults Timeshare software as their business intelligence provider. Garza Blanca Preserve Resort & Spa lies between the Sierra Madre Mountains and the Pacific Ocean, just minutes south of Puerto Vallarta. Offering fractional intervals, weeks, this RCI Registry collection resort is a welcome addition to the TrackResults client lineup.

## Global Travel Solutions

Global Travel Solutions, a New Jersey-based travel club, has contracted with TrackResults for their business intelligence, enjoying such features as digital manifesting, data mash-ups, and utilizing technology to identify best practices.

## Newport Beachside Resort

Newport Beachside Resort in Miami Beach, Florida, has just completed the setup and training of their staff on TrackResults Software. They are now successfully using TrackResults Software along with a consortium of dozens of other marketers.

## WholeSale Escapes

Wholesale Escapes, a travel club with sales centers in both Charleston and Myrtle Beach, has now implemented TrackResults Business Intelligence for slicing their data. Wholesale Escapes is immediately enjoying features like digital manifesting, data mash-ups, KPI, and key technology that helps identify best practices.

## WhiteWater Launches Exciting New Attractions at AALARA Trade Exhibition & Conference 2011



The world’s first 4 dueling AquaLoops debuted at Wet ‘n’ Wild Water World.

WhiteWater, The Waterpark Company, was pleased to showcase some very exciting projects recently completed successfully in Australia, including Wet ‘n’ Wild and SeaWorld at a recent industry tradeshow. Australia has a very dynamic leisure industry, and WhiteWater is proud to be a leading designer and manufacturer of many of the country’s wet and dry family leisure attractions. Wet ‘n’ Wild Water World is the first waterpark in the world to debut four dueling AquaLoops that provide head-to-head racing through fully inverted looping waterslides. Wet ‘n’ Wild also features



Florida, the company has been a pioneer and innovator in serving the vacation ownership market for 35 years. Today, Interval has an exchange network of approximately 2,600 resorts in over 75 nations.

## **Festiva Hospitality Group Employees Raise Nearly \$18,000 for Charity**

Festiva Hospitality Group announced that its 8th Annual Holiday Charity Auction, held Thursday, December 8, 2011, at Festiva's headquarters in Asheville, was a huge success. Festiva employees once again worked together to donate more than 250 items and raised a record-breaking total of \$17,950. All proceeds from Festiva's auction go to the Asheville-Buncombe Community Christian Ministries (ABCCM) to benefit the children of families that struggle during the holiday season. This year, the ABCCM focused on helping military families in the Asheville area. As in past years, Festiva will match the \$17,950 raised by employees and will put that into the Festiva Charitable Fund, a flexible endowment fund managed by the Community Foundation of Western North Carolina. This year, some donated items were selected to be part of a silent auction. These items brought in more than \$700 before the live auction began. As a result of the auction, Festiva sponsored 11 families and purchased \$10,000 in other toys for ABCCM.

## PEOPLE

### **Legacy Vacation Club Announces New President and Chief Operating Officer**



Legacy Vacation Club, an Orlando-based vacation ownership company, announced the appointment of Tony Picciano to the position of president and chief operating officer. Picciano has more than 20

years of experience in the vacation ownership industry, with a proven track record of exceeding revenue and profit expectations. He joined the company as a consultant in 2009. Over the last two years his role evolved, and he became a leader in the successful rollout of Legacy Points, the company's new vacation ownership product that offers more flexibility than traditional timeshare ownership. As the president and chief operating officer, Picciano will

continue to advance Legacy Vacation Club according to the company's vision of becoming the provider of choice for families seeking friendly, comfortable, and affordable vacation experiences. Legacy Vacation Club is a family-friendly vacation ownership company that owns, develops, and manages properties in destinations across the United States.

### **TrackResults Software Announces New Hire**

TrackResults Software (TRS) announced the newest member of its business development team, Marc Halprin. Halprin will lead the company's exploration and project development group, which is charged with applying TrackResults' groundbreaking business intelligence to markets beyond the time-share industry. He brings with him a highly successful track record of business development and sales strategy implementation in a variety of industries, including consumer products, manufacturing, distribution, Internet, and renewable energy.

TrackResults Software, located in Salt Lake City, Utah, has been a leading provider of business intelligence, sales reporting, and digital manifesting to the vacation ownership industry since 2005. The applications are accessible via any Web browser or Web-enabled device. The TrackResults Software SaaS platform is trusted by over 50 sales forces in the vacation ownership industry across North America. TrackResults Software is a member of the Better Business Bureau, Resorts of Distinction, Resort Developers Association and Cooperative Association of Resort Exchangers, and The Utah Technology Council.

### **Spirit Incentives Announces Strategic New Hire**

Spirit Incentives, a leading provider of consumer incentive and benefit solutions for the financial industry, announced today that Peter Petras has been named National Account Executive for the company. Petras is a sales executive with over 20 years of successful experience in industries such as financial services, software, and direct marketing. He is also an insightful problem solver, applying experience and strategic views to help build solutions for financial institutions. He brings a wealth of knowledge and an extensive network with both national and regional financial institutions throughout the United States. Before this role, Petras was the Vice

President of Business Development for the Kessler Group, where he was responsible for facilitating movement of under-performing co-branded and affinity credit union card portfolios, so as to maximize their revenue potential. He increased sales by 170% in the first six months of employment.

### **Mobius Vendor Partners Names Martin Kandel to Advisory Board**



Mobius Vendor Partners (MVP), an Indianapolis-based company that provides business process assessment, development, deployment, and management services to companies, associations, and non-profit

organizations, has named Martin M. Kandel to its Advisory Board. Kandel, currently president of Travelanche Vacation & Lifestyle Collection, is an industry veteran whose expertise in business development, strategic planning, and management processes is a natural fit within the MVP corporate family. He has held top level executive positions with International Cruise and Excursions (ICE), Shell Vacations, Diamond Resorts International, Accor Premiere Vacation Club, and Accumen Sales & Marketing Group. He is a former Maryland Assistant Attorney General and is a member of the ARDA Board of Directors. Kandel is currently a member of ARDA's Travel Club Task Force. Kandel currently provides services to U.S. and international shared ownership developers, exchange companies, and sales and marketing entities with a focus on travel club and ancillary lifestyle and full service travel products, lead and tour generation, end loan financing, and strategic planning.

### **LaTour Hotels and Resorts Names Guy Hall Vice President of Resort Operations and Business Development of Asia**

LaTour Hotels and Resorts, which offers personalized luxury hospitality management services for four- and five-star properties worldwide, has announced Guy Hall as vice president of operations and business development of Asia. A skilled industry professional, Hall brings a wealth of management experience and business development knowledge to the

Continued on Page 62 ►

two-bedroom garden residences feature private pools, either in a lush tropical garden setting with rock walls accented by waterfalls or nestled into roof terraces offering complete privacy. Guests have easy access to the resort's dining and fitness amenities, and The Crane's beach elevator takes them to Crane Beach.

### Global Connections Celebrates 15<sup>th</sup> Anniversary

On July 19, 2011, Global Connections, Inc. (GCI) celebrated its 15th anniversary. GCI, headquartered in Overland Park, Kansas, and founded by Tom Lyons, was formed in 1996 as a result of high interest in flexible membership-based travel. Today, the company has expanded its distributor network from two sales centers to 17, servicing more than 170,000 members of its Global Discovery Vacations and Vacation Quest travel clubs. The company has enjoyed steadily climbing annual sales growth, peaking in 2008 at \$78,000,000. Rebuilding from the economic downturn of 2009-2010, GCI currently averages \$1.45 million per week in gross sales revenue. In 2003, GCI began developing resorts by purchasing properties in Daytona Beach, Florida, and Sunset Beach, California. In 2005, the company acquired 17 acres in Gatlinburg, Tennessee, and began development of a whole ownership property. GCI purchased its fourth resort in 2008 located in Dunedin, Florida. GCI manages and leases additional condominiums in 21 states, Canada, the Caribbean, and Mexico.

### Vacation Storebuilder Launches New-to-Market Website Product for Vacation Clubs

Vacation Storebuilder, a leading provider of comprehensive software-as-a-service (SaaS) e-commerce solutions for the vacation ownership and vacation rental industries, launched a ground-breaking new breed of Web sites, which seamlessly combines functionality for showcasing properties with Club member relationship management, including sales, self-service account management, on-line booking, and lead generation. Vacation Storebuilder's ongoing development of on-line products for the vacation ownership and vacation rental industries uniquely positioned the company to develop this hybrid solution for Second Home Destinations, which effectively provides Club members the ability to reserve vacation properties, review account

information and receive communications. Second Home Destinations offers exclusive, affordable luxury vacation accommodations to a travel savvy community through their exclusive members-only vacation club.

### TrackResults Software News

TrackResults Software is located in Salt Lake City, Utah, and has been in business since 2005. A leading provider of business intelligence, sales reporting, and digital manifesting, it is accessible via any Web browser or Web-enabled device.

### TrackResults Software Transitions Web Domain

TrackResults Software has expanded its on-line presence by acquiring the domain name [www.trackresults.com](http://www.trackresults.com). The transition from the .net to .com domain space is the culmination of TrackResult's eight-month brand refresh. The company wanted to make its site more reflective of its software, with more accessible information, more intuitive content, and easy to find results.

### Norby Marketing Solutions

Norby Marketing Solutions, a Seattle-based OPC, has contracted with TrackResults Software for marketing and business intelligence services. Some of the features they will be implementing include digital manifesting, analytical reports, data mash-ups, and best practice identification technology.

### Garza Blanca Preserve Resort and Spa

A fractional resort in Puerto Vallarta, Garza Blanca Preserve Resort & Spa, recently selected TrackResults Timeshare software for their business intelligence. Garza Blanca Resort, an RCI Registry Collection resort, lies between the forests of the Sierra Madre Mountains and the Pacific Ocean.

### Global Travel Solutions

Global Travel Solutions, a New Jersey-based travel club, has contracted with TrackResults to employ such software features as: digital manifesting, data mash-ups, and best practice identification technology.

### Newport Beachside Resort

Newport Beachside Resort in Miami Beach, Florida, has completed the setup and training of their staff on TrackResults Software.

### Wholesale Escapes

Wholesale Escapes recently implemented TrackResults Business Intelligence for data analysis. Some features they are using include digital manifesting, data mash-ups, pinpointing KPI, and best practice identification technology. Wholesale Escapes is a travel club with sales centers in both Charleston and Myrtle Beach.

## AWARDS

### Chambers USA Recognizes Baker Hostetler as a Top Hospitality Law Firm

Based on the strength of comments from clients who responded to the most recent Chambers survey, for the fourth year in a row, Baker Hostetler was recognized as having one of the country's strongest hospitality law practices. Additionally, Baker Hostetler was one of only three firms recognized for excellent client service and keen commercial awareness. Baker Hostetler would also like to congratulate Rob Webb and John Melicharek, as Chambers made special note of their expertise on key issues. Overall, Chambers recognized Baker Hostetler in 14 different practice areas: bankruptcy/restructuring; construction; corporate/M&A; private equity; employee benefits and executive compensation; healthcare; intellectual property; labor & employment; leisure and hospitality; litigation: general commercial; natural resources & environment; real estate; tax; and zoning and land use.

### RCI Named One of the Best Companies to Work for in Florida

*Florida Trend* magazine named RCI among its Best Companies to Work For in its August issue and on FloridaTrend.com. RCI, a global leader in vacation exchange and part of the Wyndham Worldwide (NYSE: WYN) family of brands, ranked fourth within the large company category.

The Best Companies to Work For in Florida program was created by Florida Trend and Best Companies Group and endorsed by the HR Florida State Council. To be considered for participation, companies or government entities had to employ at least 15 workers in Florida and be at least a year old. These companies underwent a two-part survey process. The first part consisted of evaluating each company's workplace policies, practices, philosophies, systems, and demographics.



## Interval International Employees Celebrate Earth Day



Miami-based Interval employees volunteer at the Fruit & Spice Park in the heart of the historic Redland community.

More than 70 Interval International employees recently participated in the company's annual community service activities in support of Earth Day. Miami-based staff took on landscaping projects in various exhibit areas at the Fruit & Spice Park and London-based employees volunteered their gardening services at Shooting Star CHASE hospice. The 37-acre Fruit & Spice Park hosts more than 500 varieties of rare fruits, vegetables, herbs, spices, and nuts from around the world and is the only tropical botanical garden of its kind in the United States. It is maintained and operated by the Miami-Dade County Park and Recreation Department. Shooting Star CHASE provides respite care and home support to children with life-limiting medical conditions and serves more than 600 families living in western London, Surrey, and West Sussex.

## Festiva Donates \$50,000 to WNC Nature Center

Festiva Hospitality Group has donated \$50,000 to the Western North Carolina Nature Center (WNCNC), Asheville's Wildlife Park. Festiva's commitment will support the center's 2020 Vision, a long-term improvement and expansion project already underway at the Nature Center that will help transform this diamond in the rough into one of Asheville's favorite treasures for locals and visitors alike. The donation is coordinated by Friends of the WNCNC, a nonprofit committed

to supporting the WNC Nature Center's mission of connecting people with animals and plants of the Southern Appalachian Mountains by inspiring appreciation, nurturing understanding, and advancing conservation of the region's rich biodiversity. Festiva's donation is specifically being used to transform the historic and iconic red barn on the property into the center's new main entrance.

## TrackResults and Others Give Back to Send Me On Vacation (SMOV) Charity



TrackResults and SFX Resorts, in conjunction with Send Me on Vacation (SMOV), at the Cooperative Association of Resort Exchangers (C.A.R.E.) conference in St. Petersburg, FL, helped present 10 CD players and headphone sets to the "A Music Therapy CD Library" at the Susan Sheppard McGillicuddy Breast Cancer Center at St. Anthony's Hospital. SMOV is an organization dedicated to providing women fighting breast cancer who have undergone treatments a vacation to "rejuvenate their body, mind, and spirit." TrackResults and SFX Resorts manufactured 60 custom pink polo shirts embroidered with sponsors' logos for the event, provided to anyone willing to show up and support this worthy cause. Additionally, SMOV awarded a cancer survivor with a free vacation.

## PEOPLE

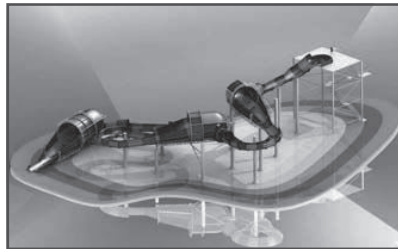
### Interval Names Gonzalo Maqueda Executive Director of Resort Sales and Service for Mexico



Interval International announced the appointment of Gonzalo Maqueda to executive director of resort sales and service for Mexico. He reports to Marcos Agostini, vice president of resort sales and service for Latin America, and is based in the Mexico City office. In this role, Maqueda oversees Interval's presence in Mexico and plays a lead role in building the company's developer client base in the region. He also serves in the same capacity for Preferred Residences®, a branded membership and exchange program for luxury shared ownership resorts, private residence clubs, and condominium-style hotels. Before joining Interval, Maqueda held various positions of increasing responsibility with Group RCI. Prior to that, he served as operations officer at Fiesta Americana Vacation Club/ Grupo Posada and director of Sun Club with Grupo Situr in Mexico. *continued on page 60* ▶

AquaPlay™ waterpark not only in Australia but also the entire southern hemisphere. At the Big4 North Star Holiday Resort in Hastings Point, New South Wales, WhiteWater has installed an AquaPlay™ AP550.

### **Lotte World Waterpark \$22M Deal Signed with WhiteWater**



Lotte World will feature one of the world's first Family Rattler waterslides.

Lotte World, known as the world's largest indoor theme park in Seoul, South Korea, has just signed the largest contract in the waterpark industry with WhiteWater to open a new waterpark to be located in Kimhae, near Busan, South Korea. Lotte World will feature one of the world's first Family Rattler waterslides. The \$22 million contract specifies that WhiteWater will engineer, manufacture, and install 100% of the waterpark's indoor and outdoor attractions. Lotte World Waterpark is anticipated to be completed in May 2013. This project will feature an array of waterslides including two MEGAtube™ rides: the new Family Rattler™ and Family Python™, the legendary Family Boomerango™, AquaLoop™, Abyss™, an 8-Lane Whizzard™, Family Raft Ride, Dueling Master Blasters®, as well as Speed Slides and Body Slides. Lotte World will also offer a pneumatic Surf Wave pool as part of its waterpark mix.

### **Worldgate Timeshare Selects SPI Orange Software**

Vacation ownership software leader SPI Software recently announced that a new client, Worldgate Timeshare, has chosen SPI Orange Software as its enterprise IT solution. Worldgate Timeshare is a mixed-use property with 429 guest rooms and an array of amenities catering to both the vacationing family and the business traveler. Worldgate Timeshare is located in Kissimmee, Florida, and offers state-of-the-art two-, three-, four-, and even five-bedroom suites with kitchens.

## ARDA

# "SAVE THE DATE"

**2012 ARDA World \***  
 April 1-5, 2012  
 The Venetian Resort Hotel & Casino  
 Las Vegas, NV

**ARDA Northeast**  
 June 4-June 5, 2012  
 Renaissance Providence Downtown  
 Providence, RI

**ARDA Trustee Retreat (Invitation Only)**  
 June 26-27, 2012  
 The Four Seasons  
 Washington, DC

**2012 ARDA Fall Conference**  
 November 14-16, 2012  
 The Fairmont Hotel  
 Washington, DC

Top-of-the-line amenities include lighted tennis and basketball courts, a fitness center, two heated pools, a whirlpool, two restaurants, a Starbucks coffee shop, two lounges/bars, and complimentary on-site parking. This pet-friendly resort is less than "one magical mile" from Walt Disney World Resort (shuttle service available) and minutes from Universal Studios and other Orlando attractions. SPI Software provides developers and operators of vacation ownership (timeshare, fractional, vacation clubs, and others using either traditional or points-based usage strategies) with Microsoft .NET-based software.

### **Lubner Group Completes New Interiors for Legendary Key West Resort**

The Lubner Group, internationally respected for its hospitality and commercial design work, has recently completed the total renovation and installation of new furnishings for five "Old Conch" styled buildings with a storied past at the Coconut Beach Resort in Key West, Florida, positioning the resort to enter a new phase in its history. The Lubner Group's design challenge was to blend existing Victorian gingerbread architecture—rich with living

history—with a fresh lifestyle in an updated tropical design. Amenities include a pool, Jacuzzi, and private beach. The Lubner Group completed the six-month total interior renovation project in three phases. Work included the selection of all furnishings and energy-efficient appliances for 32 one- and two-bedroom/two bath units, plus the resort's lobby. An important requirement was to create a unified design package for each of the five buildings (two of which were previously single-family homes), with room sizes ranging from 800 to 1,150 square feet and different ceiling heights.

### **TrackResults Software News**

#### ***TrackResults Software and Merlin Software Agree to Build API for Seamless Integration***

Two of the vacation ownership's primary cloud-based software companies have agreed to join forces to build an Application Programming Interface (API), which will make Merlin even more beneficial as a business application software and allow TrackResults Software to deliver Web-based contract and financial models to its clients. TrackResults offers a business intelligence application that offers real-time performance analytics for sales and marketing teams, with dashboards to aid fact-based decision-making. Its strategic partner Merlin, based in South Africa, provides a complete, Web-based, single software solution for today's resort business. Whether the organization sells fixed timeshare weeks or complex fractional ownerships, Merlin's sales, marketing, resort management, and accounting functionality is able to support and enhance the entire business process.

#### ***TrackResults Announces Creation of Consulting Arm***

Working with clients since September 2011, TrackResults' consultants have already made several successful recommendations to clients resulting in greater revenue generation, loss prevention, and overall better sales and marketing results. TrackResults consultants can be hired for the short-term or on an ongoing basis, analyzing sales and marketing data line-by-line, looking for KPI that offer success and can be duplicated, as well as identifying points that offer room for improvement.



**Vida Vacation Acquires Two New Features: Pender Efficiency Tracking and Courtesy Tour Efficiency Tracking**

The Pender Efficiency Tracking feature is giving Vida Vacations the ability to run reports on conversion and lost percentage of all of their pending business, known in the industry as “Pender Come Good %.” This feature will allow Vida Vacations to improve their pending writing policies, focus on the sales representatives that need training, run analytic reports on marketing-to-pending relationships, and shorten the days in pending periods. All of this is done in TrackResults fashion: fast reports, on demand. Courtesy Tour Efficiency Tracking is giving Vida Vacations the ability to run efficiency reports by calculating courtesy tours as qualified tours or as not qualified tours, also known in the industry as “Efficiency by Qs” or “Efficiency by Shows.” This will enable Vida Vacations to fine tune their courtesy tour operation in both their in-house and outside marketing. This upgrade, combined with the VLO module and Pender Efficiency module, gives Vida Vacations a powerful reporting tool for business intelligence analytics available in today’s competitive market.

**Newport Beachside Resort Acquires VLO Module and Pender Efficiency Tracking Module; Newport Marketing Upgrades to TrackResults Software v.6.5**

The VLO module enables the Miami, Florida Newport Beachside Resort to reduce their cancellation rates by running analytic reports on cancellation requests, reasons, and sources. They can now effectively manage the work flow that is involved in the prevention of cancellations and saving deals. As a result of working with a TrackResults consultant, Newport Marketing in Miami, Florida upgraded to TrackResults Software Version 6.5, which contains an API. This feature enables Newport Marketing to combine the powerful timeshare analytics with their administrative and CRM software via a seamless two-way synchronization of tours and sales.

Whirlpool Corporation Helps Builders Create Homes of Distinction at 2012 IBS  
Whirlpool Corporation’s commitment to helping building professionals create homes of distinction was found throughout the 2012 International Builders’ Show® (IBS) in February. During the show, attendees toured showhomes featuring Whirlpool

Corporation product suites and learned about the latest appliances.

Featuring appliances from Whirlpool, KitchenAid, Jenn-Air, Maytag, and Gladiator brands, the annual BUILDER Concept Home series included three distinct homes, each reflecting the lifestyle needs of an important demographic group—Gen X, Gen Y, and Baby Boomers. The homes showcased important shifts in development and design strategies, including product applications that made the project successful. The trio of homes, side-by-side on a cul-de-sac, was made available for free guided tours to IBS 2012 attendees. Additionally, the Baby Boomer house is available as a comprehensive, photo-realistic virtual tour at [www.BUILDERConceptHome2012.com](http://www.BUILDERConceptHome2012.com). The NextGen Companion Homes™ Series was also unveiled and made available for tours during the show.

**Vacations Technology Releases New Software for Vacation Clubs**

Vacations Technology has released new software for vacation clubs called VT SOFT, which includes modules for Marketing & Sales (VT MS), Membership Management (VT MM), and Customer Service (VT CS). Designed with the specific needs of a vacation club in mind, it is perfect for companies with flexible products such as right to use and all-inclusive memberships. VT SOFT keeps a record of all actions from the welcoming of the guest to the final sale. Besides its module for customer service, VT SOFT allows handling of reservations not only for the hotel, but also for exchange companies. Modern and Web-based VT SOFT integrates minimalist design with readiness to be implemented. VT SOFT has been installed and is already operational at Palladium Travel Club in Mexico, Jamaica, and Punta Cana, and a commercial version was launched in January 2012.

**Customer Care Questionnaires Bring Rave Reviews for FARROW Commercial Construction**



FARROW Commercial Construction, a nationwide commercial construction

T U R N K E Y  
RESORT DESIGN  
& FURNISHING  
S O L U T I O N S



DESIGN & DECOR  
FFE PACKAGES  
INSTALLATION

C<sup>2</sup> LIMITED  
DESIGN ASSOCIATES

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[WWW.C2LIMITED.COM](http://WWW.C2LIMITED.COM)



national merchants. The model is designed to encourage more reward redemptions—resulting in happier, more engaged customers. COLLOQUY's 2011 Forecast of U.S. Consumer Loyalty Program Points Value reported that consumers amass over \$48 billion in points and miles annually, yet redeem less than a third of those. By encouraging more frequent, smaller redemptions, PowerDeals makes a positive impact on both the balance sheet and income statement for program administrators—lowering program costs and accrual liability.

## FARROW Commercial Construction is VRI Preferred Vendor

FARROW Commercial Construction, a nationwide commercial construction company based in Santa Rosa, CA, has been named a preferred vendor by Vacation Resorts International. Headquartered in Laguna Hills, California, Vacation Resorts International (VRI) provides resort and homeowner association management services to the shared ownership industry. VRI has four regional offices and manages more than 140 resort and club locations in North America for the 250,000 families who own at VRI-managed properties. FARROW Commercial Construction has specialized teams in place for new and ground-up construction with core strengths in Green Building and Sustainability, ADA/fire/life safety (NFPA), ADA design compliance/construction/updating, permit and plan acquisitions, design/purchase & procurement and DOSHA certifications.

## TrackResults Software News

### TrackResults Software Launches New Website

The vacation ownership industry now has access to a site that is easier to use and navigate. TrackResults Software's newly designed Web site, [www.trackresults.com](http://www.trackresults.com), went live on April 4. The new site boasts a modern and colorful design and was designed with simplicity in mind. Also included is an informative blog that is updated regularly. One of the most prominent new features is the clear presentation of what TrackResults

does, how it operates, and why companies can benefit from the company's software. The reader can see that TrackResults leverages the cloud's power, business intelligence capability, SaaS, and unlimited reporting capability. A new special feature of the site is the "TrackResults Clients State of Industry" report. The report is broken down by month, showing the average VPG of both timeshare and travel club clients.

### TrackResults Software Deploys Version 6.1.0

TrackResults is always investing in better infrastructure and performance for its clients. Here is a partial list of what has changed:

- Data security can now be customized on an install-by-install basis.
- Security roles can now have their nicknames changed or be completely removed from the user interface.
- Sales Dashboard role is available for deployment to all installs.
- All user-pick lists have better filtering and type-ahead for speedy picking.
- Tour statuses labeled "Unscheduled" are automatically excluded in all reports except for Marketing Detail Report (MDR), Call Center Detail (CCD), and Tour Status Efficiency (TSE) reports.
- The search bar is defaulted to partial-match searching, instead of exact match, giving wider, less filtered results.
- The search bar now includes the guest name and the secondary phone number fields.

### \$6,000,000 Resort Kitchen Renovation Project Completed

Raintree Vacation Club has completed a six million-dollar kitchen renovation project for its three Club Regina resorts in Puerto Vallarta, Cancun, and Los Cabos. This project was an important and extensive undertaking, driven by both the opinions of leading experts and feedback from Raintree Vacation Club members. Raintree renovated the kitchen of every unit at all three Club Regina resorts, which included equipping Club Regina Puerto Vallarta with five handicapped-accessible units, Club Regina Los Cabos with three handicapped-accessible

units, and Club Regina Cancun with two handicapped-accessible units. Raintree designed its improvements from the ground-up, by renovating a single test unit and getting feedback from members who stayed there. Members were given a survey and asked to rate different aspects of the renovations, including amenities, layout, aesthetics, and functionality. For all three Club Regina resorts, brand-new refrigerators, dishwashers, burner ranges, ovens, and stainless steel sinks were installed.

### Oyster Bay Beach Resort Selects SPI Software's Property Management System

Timeshare software provider SPI Software announced their Orange Software Property Management System (PMS) was licensed by Oyster Bay Beach Resort's management company, Iron Shore NV and sister company Ansley Associates, Inc., during the recent ARDA convention. SPI Orange will enable the company to easily track members' use of resort privileges, enhance guest experience on site, and fully integrate with on-property guest services and point-of-sale. Oyster Bay Beach Resort, located in St. Maarten, Netherlands Antilles, Caribbean, is a highly-rated timeshare resort consisting of 138 units. This picturesque and secluded promontory in St. Maarten is a very popular destination, requiring a full featured PMS that is easy to use and improves the guest experience.

### WhiteWater West News

#### WhiteWater West Major Supplier for Yas Waterworld Abu Dhabi



Yas Waterworld Abu Dhabi's Rattler™ will be the world's first—one of nearly 20 waterpark attractions that WhiteWater will be providing for Yas Waterworld Abu Dhabi.

Canada's WhiteWater West is proud to have been commissioned to supply and



sustained increase in sales. LeisureLink attributes some of this recent success to its agreement with Travelocity. The working relationship between the two companies, announced in July 2011, allows LeisureLink's innovative technology platform Marketspan™ to directly transmit its hotel clients' room rates and related information to the popular on-line travel company. Any changes in rates or availability are updated in real-time on Travelocity.com and its global Web sites, making Travelocity one of the industry's most vital on-line distribution channels. As a testament of this success, sales of LeisureLink's hotel clients since launching with Travelocity are 94% higher than the comparable period a year earlier, and the number of room nights booked during the period rose 108%. Real-time rate and inventory updates, made through Marketspan, significantly increase hotel owners' promotional capabilities and enhance their flexibility in adjusting or modifying room rates depending on market conditions.

## Stewart Vacation Ownership News

### **Stewart Vacation Ownership Signs New Clients**

Stewart Vacation Ownership has been chosen as the escrow company for Travel and Leisure Concierge Services. Stewart Vacation Ownership also signed a contract with a new entrant into the vacation sales and rental market, WeRtimeshares.com. Stewart continues to strengthen its market share position in the travel club market by providing a neutral depository for consumers' funds throughout the rescission period, allowing ease of refunds to the consumer should they exercise their cancellation right. In addition, Stewart handles merchant services for their new clients who are interested in paying through a credit card. With over 30 years of practicing law and real estate, the board of directors of weRtimeshares.com chose Stewart Title to ensure a safe environment for its members to transact sales and rentals of their timeshares and other vacation properties.

### **Stewart Vacation Ownership Inks Deal**

Coast to Coast Grand Incentives has selected Stewart Vacation Ownership as its escrow company. Grand Incentives, Inc., is a novel premier travel incentive company offering low cost travel, enabling

the corporate world to more effectively activate, acquire, retain, renew, and enhance customer and employee relationships. One of the most significant enhancements to the travel club program has been the introduction of escrow services to safeguard the customer purchase during the sales rescission period. The escrow component provides customers with confidence in their purchase and provides credibility to the program based on the fiduciary responsibility and regulatory requirements that escrow companies are subject to.

### **FARROW Commercial Construction Completes Three Hospitality Industry Renovations**



FARROW Commercial Construction, a nationwide commercial construction company based in Santa Rosa, CA, has completed three renovations for hotels located in California, Indiana, and Atlanta. The first of the recent construction contracts is HYATT house™/Sorrento Mesa (formerly Hyatt Summerfield Suites). The long term residence property is located in North County, San Diego, in the heart of San Diego's bustling corporate corridor and within close proximity to the communities of Mira Mesa, Del Mar, La Jolla, Torrey Pines, and the Miramar business areas. FARROW was also contracted to refurbish the award-winning Hilton Fort Wayne, Indiana. The hotel is located in the heart of downtown, connected to the Grand Wayne Convention Center. The company's scope of work included complete renovation of 246 guestrooms, lobby, meeting rooms, public restrooms, and restaurants. Another recent Hilton project for FARROW was at the Hilton Suites Atlanta Perimeter, where the company is renovating the public areas, which will include a new Starbucks Coffee Bar.

### **Lubner Group Completes Renovation at Casa Ybel Resort on Sanibel Island**



The Lubner Group, internationally respected for its award-winning hospitality design work, has recently completed the total renovation of the individually owned one-bedroom beachfront suites at the iconic Casa Ybel Resort on Sanibel Island, Florida.

The company's design professionals created a timeless design by blending the true essence of Sanibel's Island spirit with a tropical color palette and natural textures for the popular property. Inspired by the resort's beachfront location, the Lubner Group selected a design embracing a relaxed island lifestyle for the new furniture packages, crafting custom furnishings in warm wood tones, accented with rust and orange as a companion to matching draperies and soft golden walls. Condominium owners were offered two options in selecting their sofa sleeper upholstery and drapery fabrics, enabling them to add their personal touch to the total design.

### **TrackResults Software and Merlin Software Agree to Build API for Seamless Integration**



Two of the vacation ownership's primary cloud based software companies have agreed to join forces to build an Application Programming Interface (API), which will make Merlin even more beneficial as a business application software and allow TrackResults Software to deliver Web-based contract and financial models to its clients.

TrackResults is known in the vacation ownership industry for its easy-to-use business intelligence application offering performance analytics for sales and marketing teams. Providing instant sales intelligence and marketing insight in real time, TrackResults offers dashboards to aid fact-based decision-making in the sales and marketing arena. Its strategic partner Merlin, based in South Africa, provides a complete, Web-based, single software solution for today's resort business.

Black Eyed Peas Drummer Keith Harris Visits Lifestyle Holidays Vacation Club Dominican Republic



Keith Harris poses with fans at a recent Lifestyle Holidays Vacation Club Weekly VIP Welcome Party for members and guests.

Lifestyle Holidays Vacation Club (LHVC), located in Puerto Plata on the North Coast of the Dominican Republic, was the location of a recent visit by Keith Harris, drummer for The Black Eyed Peas, along with his wife, Brandee Harris, a dancer in the band, during a wedding anniversary trip to the North Coast of the Dominican Republic. Harris also made a surprise performance, joining the house band for the weekly Lifestyle Holidays Vacation Club VIP Welcome Party for members and guests. Harris is drummer, composer, and musical director for The Black Eyed Peas.

GBG & Associates Selects CustomerCount to Measure ROI for Clients  
 GBG & Associates Inc., a San Diego-based PR and marketing firm predominantly focused on the hospitality industry, has selected CustomerCount® to measure results for clients. CustomerCount is a flexible customer feedback solution providing intuitive real time reporting, fast turnaround on updates, and detailed and dynamic data

gathering with comprehensive reporting for process improvement and customer loyalty.

SharonINK Providing PR and Marketing to Timeshare Industry



Resort PR and marketing professional Sharon Drechsler-Scott recently announced the rebranding of her company as SharonINK PR & Marketing. She will

continue to specialize in providing integrated marketing to small and mid-sized businesses. Drechsler-Scott elected to incorporate the use of her first name since it is widely known within the industry.

Festiva's On-line Travel Magazine Journeys Available Now

Festiva Hospitality Group is announcing the publication of the most recent issue of *Journeys* magazine. *Journeys* is an on-line magazine produced by Festiva's corporate communications department on a quarterly basis. In its seventh issue, *Journeys* features two fantastic vacation destinations to give Festiva members and guests inspiration and ideas for their own vacations. Festiva's newest resort, Celebration World Resort in Kissimmee, Florida, and the area's attractions are featured in this issue, along with the FTX exchange destination of Puerto Vallarta, Mexico. While central Florida may be one of the most popular tourist destinations in the country, *Journeys* traveled a bit off the beaten path to seek out attractions other than the area's famous theme parks. From Fantasy of Flight and Bok Tower Gardens

south of Kissimmee to Winter Park and the Polasek Museum & Gardens just north of Orlando and several other hot spots in between, this issue of *Journeys* highlights lesser known attractions.

AWARDS

FORTUNE Recognizes Wyndham Worldwide as Most Admired Company in the Hospitality Industry

Wyndham Worldwide has been ranked by *FORTUNE* magazine as the most admired company in the hospitality industry, recognizing its overall performance, innovative and quality offerings, management, and strong corporate values. The *FORTUNE* Most Admired Companies annual ranking is based on surveys of top executives, directors, investors, and industry analysts evaluating companies on nine criteria, ranging from investment value to social responsibility. With operations in over 100 countries, Wyndham Worldwide encompasses the world's largest hotel company based on number of properties, the world's largest vacation exchange network and marketer of serviced vacation rentals, and the world's largest vacation ownership business. In addition to the *FORTUNE* Most Admired Companies list, Wyndham Worldwide is ranked among the Top 100 Greenest Companies in the U.S. by *Newsweek* magazine and among the Top 100 Best Companies by *Working Mother* magazine. The full *FORTUNE* Most Admired Companies list is available at [www.fortune.com](http://www.fortune.com).

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of transfer companies (also known as relief or postcard companies). This and Aspen's prior bulletins are available free of charge by visiting their Web site at [AspenNational.com](http://AspenNational.com).

## WhiteWater West News

### Wisconsin's Mt. Olympus' Giant RainFortress



Mt. Olympus, a water and theme park in Wisconsin Dells, expanded its host of attractions with the ultimate AquaPlay Giant RainFortress™. Known as “The Lost City of Atlantis”, this attraction truly demonstrates WhiteWater’s expertise in building waterparks from concept to completion. The Lost City features the first AquaPlay™ Eruption in the Wisconsin Dells, surging water 100 feet high into the air. The Eruption surges from a custom made, fully themed “volcano,” before cascading down over the multi-level interactive play structure below. Another highlight of this attraction is the 8 foot, 317 gallon tipping bucket that dumps thousands of gallons of water down on the crowd below. The AquaPlay Giant RainFortress™ also offers an array of waterslides, including the ever-popular Boomerango™, the Champagne Bowl, and the Multi-Lane Mat Racer. The realist theming on this structure further demonstrates the talent and craftsmanship of WhiteWater’s expert theming team. The legend of Atlantis is brought to life with details like pyramid roofs, temple entryways, hand carved seahorses, and more.

### WhiteWater's New Flatline Loop



WhiteWater is pleased to announce the opening of the world's first Flatline Loop, Debuting at Funtown Splashtown USA in Maine. The rider climbs into the AquaLaunch at the top of the tower, waits for the countdown, then plummets into a heart-stopping 60 foot freefall, then speeding into a looping waterslide at 26 feet per second before a final splash into the shutdown lane. The Flatline Loop is made of SilkTek™ translucent fiberglass. WhiteWater's translucent waterslide technology has been developed to produce unparalleled clarity and strength, providing riders and spectators alike with a unique experience. SilkTek™ is an IAAPA award-winning innovation where a closed-molded process is used to engineer the ultimate opaque or translucent fiberglass waterslide—smooth on both sides, visually appealing, and requiring little maintenance. The Flatline Loop is so translucent that spectators can watch as riders race through the attraction. While the new Flatline Loop is the highlight, this tower also offers a 4-lane Whizzard mat racer and an AquaDrop.

### TrackResults Software Welcomes Preferred Guests, LLC

TrackResults Software welcomed their newest client from Honolulu, the marketing company Preferred Guests, LLC. The company can now engage in the performance-tracking analytics and digital manifesting that will help their company's success grow, and give them time to focus on greater business areas. Preferred Guests had been using an elaborate sequence of custom spreadsheets to manage dispatch, reception, gifting, and payroll. While it did the job, it was over complicated and made it difficult to train others. That all changed when the company started providing tours to a club that

was using TrackResults. Established in 2005, TrackResults Software is located in Salt Lake City, Utah. As a leading provider of sales and marketing analytics, business intelligence, sales reporting, and digital manifesting, it is accessible via any web browser or Web-enabled device. The TrackResults Software SaaS platform is the first and only sales and marketing analytic, business intelligence software for timeshare and travel clubs.

### Lubner Group Selected for Pelican Bay Design Project

The Lubner Group and Clive Daniel Home, internationally respected for their hospitality and commercial design work, were recently selected to provide design services for Chateaumere, a residential community within the prestigious Pelican Bay in Naples, Florida. After input from residents, Clive Daniel Home designers Charlie Hansen and Rebekah Errett-Pikosky will provide design plans for the lobby, atrium, and common areas of two luxury residential buildings. The Chateaumere community includes a 60-unit high rise and four mid-rise buildings, with multiple pools, world-class amenities, and lush landscaping. The Chateaumere Board of Directors has approved the first phase of the project with completion of the work expected by the end of this year. Chateaumere's board recognizes that upgrading the quality of the lobbies and atriums in these buildings will have a positive impact on maintaining the overall value of the property. The Lubner Group provides purchasing and design services for commercial and shared-use properties plus developers of condominiums and single-family communities in North America and abroad.

### SPI Software Implemented at SPM Resorts Property

SPI Software, a timeshare and shared ownership software leader, has completed the conversion of IT systems and data for Chalet High Resort in Basye, VA, on behalf of the timeshare management company, SPM Resorts, Inc. Chalet High Homeowners' Association recently selected SPM Resorts, a professional timeshare resort management company, to manage their 76-unit





range but small enough to deliver a unique brand of personal service.

## CPAs Present Timeshare HOA Financial Study to TBMA

Averett Warmus Durkee Osburn Henning (AWDOH) principals Tom Durkee and Lena Combs, CPAs, once again presented their company's highly acclaimed comparative review of Florida timeshare homeowner associations (HOAs)'s financial performance, the "AWDOH Timeshare HOA Benchmark Study." The presentation was made before attendees at a meeting of the Timeshare Board Members Association (TBMA) held October 28-30, 2012, in San Diego, California. AWDOH is a supporter and sponsor of TBMA. AWDOH performs this research project annually as a service to its timeshare/vacation ownership companies and homeowner association clients for whom the company provides tax, accounting, and assurance services. AWDOH's review looks at the financial performance of approximately 100 Florida timeshare resort HOAs and compares data accumulated over a nine-year period.

## Bluegreen Corporation Upgrades to SPI Software Orange 7

SPI Software announced recently that Bluegreen Corporation upgraded its system to the Orange Version 7 Sales and Marketing system. SPI provides timeshare/shared ownership resorts with software to handle marketing, sales, property management, finance, maintenance fee and receivables servicing, centralized reservations, and Web site access operations. Bluegreen Corporation has been using SPI's sales and marketing software since January 2008. With the latest version, they will gain additional enhancements to the software's advanced document preparation module, as well as to SPI's increasingly sophisticated Web services package.

## ResortCom International Joins jobs4america

ResortCom International, LLC, a leading provider of financial and resort operations services has joined the coalition of

jobs4america. With the September opening of its 120 seat call center in Las Vegas, ResortCom shifted its previous strategy of sourcing the call center through partnerships in Mexico City back to the USA. Thirty-six people have been hired, including a management staff of eight people. ResortCom International is known as one of the top performers in global portfolio management, exemplified in healthy portfolios, low delinquencies, and foreclosures.

## Global Connections' Daytona Beach Resort Completes Renovation



Global Connections, Inc. (GCI), has recently completed the total renovation and installation of furnishings for the top two floors of the Sea Shells Beach Club, located directly on Daytona Beach, Florida. The 37-unit boutique oceanfront resort is owned and managed by GCI. Renovation included totally new furnishings, carpeting, fixtures, lighting, and accessories, as well as new granite countertops, tile flooring in all kitchens, and flat-screen TVs in living rooms and bedrooms for 14 one- and two-bedroom oceanfront and ocean view units. Additionally, the front lobby and reception area were refreshed with all new furnishings. Sea Shells Beach Club, purchased by GCI in 2003, features one, two, and three-bedroom units as well as studios. The design concept incorporates an airy "south beach" contemporary vibe with a color palette of cool, breezy turquoise and cream hues and rich warm colors in the tile and wood furnishings.

## TrackResults News

### *TrackResults and Travel To Go Join Forces to Deliver Superior Analytics to Independent Distributors*

Travel To Go and TrackResults Software announced an agreement to provide

Travel To Go distributors with a business intelligence solution. TrackResults implemented and deployed an enhanced global cloud-based platform accessible to the current base of approximately 30 independent Travel To Go distributors who own and operate sales centers internationally. Previously, many Travel To Go distributors maintained an independent contract and cloud-based domain with TrackResults software, resulting in a duplication of efforts and costs. Travel To Go used their collective buying power to access preferred pricing and contract a long term agreement on behalf of all of their distributors. This single seat administration, encompassing over 30 Travel To Go sales centers, offers distributors a higher level of support that typically is beyond the reach of an individual distributor.

### *Destination Request Services and Thor Corp Contract with TrackResults Software*

TrackResults announced that Destination Request Services and Thor Corp, both distributors for Travel to Go, have deployed enhanced business intelligence for travel clubs. Training was completed in a few hours, and both companies are already enjoying the benefits of the latest business intelligence for the vacation ownership industry, such as engaging in the performance-tracking analytics and digital manifesting that will help their company's success grow and give them time to focus on greater business areas.

### *Legacy Properties Group Contracts with TrackResults Software*

Legacy Properties Group, a Grand Island-based travel club, is now using TrackResults for travel clubs. Using TrackResults, latest business intelligence for the vacation ownership industry will allow Legacy Properties to engage in performance-tracking analytics and digital manifesting, all designed to increase their success. Legacy Destination chose TrackResults primarily for the comprehensive data analysis and tracking that was easily customizable to the company's specific needs. Legacy Property Group has seen a 60-80% increase in efficiency.

comply with each country's legislation. In total, 468 Diamond team members across the United States, Caribbean, Mexico, and Europe, including Ireland, have been certified. Additionally, Diamond is the first resort chain in Spain to pioneer the full implementation of these strategies. This initiative will continue throughout 2013 until all resorts have received CPR and AED training and certification.

## **TrackResults Software Update**

TrackResults Software (TRS), a global provider of business intelligence and analytical SaaS solutions to the vacation ownership industry, has recently celebrated several milestones. TRS has analyzed \$3 billion in industry sales and more 5 million tours, and user impressions by industry sales pros have exceeded 1 million per month.

TRS has also launched a new login page. Now, owners, administrators, PDs, or managers can customize the content on their

TrackResults' login page. This feature can be a valuable way to display messages such as: "Salesperson of the Week," "Company Goals," "Mission Statements" and "Training Message of the Day." Photos, text, videos, and any other Web content can be uniquely displayed on the login page. Some new clients have selected TRS: World United and Maui Dream Vacations have deployed TRS for travel clubs; La Divina, a private residence club in Playa del Carmen, recently deployed TRS for time-shares, while SKS call center deployed TRS for marketers. TRS's cloud-based business intelligence application continues to deliver the most robust and easiest to use manifesting and analytical reporting tool for the industry.

## **Myers, Brettholtz & Company Announce \$25,000 UNITE Award at 11th Annual Nonprofit Seminar**

Myers, Brettholtz & Company, PA, Certified Public Accountants & Business Consultants



expected to include 309 luxury residential villas and condos, plus a boutique hotel and convention facility. Amenities will feature multiple swimming pools and restaurants, bars, boutique shops, and entertainment venues. The development will be executed in phases matching sales absorption rates. Construction of the first phase is expected to begin in February 2012 with completion scheduled for December 2018. The development timeframe will be adjusted to ensure that each completed phase can stand alone with its own share of infrastructure.

### WhiteWater Acquires Hopkins Rides



Hopkins Rides' has joined WhiteWater and will continue to offer rides, such as the "Pirate Reef" Shoot the Chute, installed this year at LEGOLAND® California Resort.

WhiteWater is pleased to announce that Hopkins Rides (formerly O.D. Hopkins) has joined the WhiteWater family of companies. Hopkins Rides will continue to operate under the same name and will continue to offer its legendary amusement park attractions: the Log Flume Ride, Super Flume, Shoot the Chute, River Raft Ride, as well as other water transportation systems. Having Hopkins Rides onboard advances WhiteWater's mission to bring to market the most exciting and diverse aquatic amusement park attractions portfolio in the world. Hopkins Rides began in 1979 and has continued to deliver highly popular water-based rides for the amusement park sector. Hopkins Rides is based out of Palm City, Florida, and joins WhiteWater as its 19th global office.

### Aspen National Collections Document Describes Timeshare Collection Programs

Aspen National Collections has released a sixth bulletin providing instructive

information on the subject of installment loan/maintenance fee portfolio management for timeshare resorts. In it, Aspen professionals Buzz Waloch and David Combs discuss the various programs their agency offers to help resorts collect unpaid loan or maintenance fee amounts. The piece came as a response to a number of questions from resort managers and HOA board members over the years who asked what a collection agency typically offers. This document, as well as previously published tip bulletins, can be accessed online at the company's Web site: <http://aspennational.com/collections/services/timeshare.html>. Prior bulletins provide information on a number of topics relating to timeshare resort financial management. For example, Bulletin Number 5 gives pointers to timeshare resort HOAs and operators, particularly of aging resorts, who are experiencing unusually high rates of unpaid maintenance fees.

### Christie Lodge Implementing SPI Software

SPI Software announced recently that Christie Lodge in Avon, Colorado, is using SPI Orange Resort Management software. SPI provides timeshare/shared ownership resorts with enterprise systems or modular software to handle all facets of timeshare resort operation, including marketing, sales, property management, finance, maintenance fee and receivables servicing, centralized reservations, and Web site access operations. Balancing state-of-the-art database architecture, cost, and advanced customer features, SPI's out-of-the-box Orange Resort Management software is allowing Christie Lodge to easily manage information in order to better serve its customers. The Christie Lodge is nestled in the heart of the Vail Valley, minutes from Beaver Creek and Vail ski areas, plus many other attractions.

### Raintree Vacation Club Selects MVP's CustomerCount®

Mobius Vendor Partners (MVP), an Indianapolis-based company that provides business process design, management, and performance improvement services to companies, associations, and non-profit organizations, has announced that its

On-Line Feedback System CustomerCount® has been selected by Raintree Vacation Club. The resort development and management company will employ the system to measure call center experience and proficiency as well as guest experience after a resort stay. Raintree Vacation Club general managers love the clear, detailed list of action items that this system generates—especially the immediate alerts that are issued. For instance, if a resort receives a three or below rating in any one of a number of areas, Raintree is alerted immediately. This auto-generated notice allows the company to nip any problems in the bud, without waiting for monthly reports.

### Club Land'or Nassau, Bahamas and LloydShare Annuities Bring TrackResults Online

Club Land'or has selected TrackResults for analysts in the timeshare industry that are taking performance statistics to the highest possible level. The club actually won an auction held at the last C.A.R.E conference by outbidding competitors to receive an initial setup of the TrackResults on-line database. Training was completed 100% remotely during a single day of Webinars and video meetings, further emphasizing the technology strides that TrackResults brings to the industry. The local sales office as well as the complete OPC and mini-vac team immediately started manifesting tours.

Lloydshare Limited Incorporated, a premier provider of vacation ownership linked deferred annuities, also recently employed TrackResults' analytics system. TrackResults completed the solution setup and training at Lloydshare's international headquarters in Puerto Vallarta. Established in 2002, Lloydshare Limited Incorporated pioneered the concept of offering a vacation ownership-linked deferred annuity in the United States. Lloydshare's current portfolio of host resorts includes over 45 vacation ownership properties.

### VacationOwnership.com Reveals Top 100 Timeshare Resale and Rental Resorts

Data obtained from the 2012 Top 100 lists of vacation accommodations for timeshare

### **TrackResults Software Announces Newest Client**

TrackResults Software, known in the travel club industry for providing instant sales and marketing analytics with insights delivered in real time, has announced its new contract with Empowered Partners. Empowered Partners is a travel club based in Las Vegas with additional sales centers in California and Washington. TrackResults' leading data visualization software is used in sales analysis in more than 220 sales and marketing operations. The sales lead management system serves a wide range of clients including timeshares, travel clubs, human resources departments, small boutique operations, and large international organizations. Established in 2005, TrackResults Software is located in Salt Lake City, Utah. As a leading provider of data visualization business intelligence, sales reporting, and digital manifesting, it is accessible via any Web browser or Web-enabled device. The TrackResults Software SaaS platform is the first and only business intelligence software for timeshare and travel clubs. It is trusted by over 200 sales forces in the vacation ownership industry across North America.

### **TrackResults Software News**

#### ***TrackResults Founding Partner Becomes ARDA Chairman's League Member***



Drew Reynolds, founding partner of TrackResults—which specializes in business intelligence, sales reporting, and digital manifesting for the timeshare industry—has joined the Chairman's League of ARDA.

Joining the Chairman's League is a strategic decision on the part of the founding partners of the company. It demonstrates commitment to the industry and helps to position TRS as an authoritative source for sales and marketing analytics.

Established in 2005, TrackResults Software is located in Salt Lake City, Utah.

#### ***TrackResults Delivers More User-Friendly Manifest for SKS: Helps Capture Missed Revenue for Contact Center***

SKS Call Center Solutions (Lake Havasu City, AZ), an outsourced contact management solutions for business-to-consumer sectors, has signed with TrackResults to provide user-friendly manifests—becoming the latest TrackResults Certified Marketer.

TrackResults' on-line scheduling and calendar intelligent manifest offers a digital communication channel from the call center to its sales location sites, providing immediate results for potential revenue. This allows call centers to be proactive in rescheduling “no-show tours” and making contact the moment their appointment has passed. TrackResults notes how studies have proven that “no-shows” who have rescheduled within 30 minutes of tour time have a much higher show rate than those contacted the following day.





PEOPLE

New Member of TrackResults Team



TrackResults is pleased to welcome the addition of Ryan Williams to their business development team. Williams has 15 years of experience in the timeshare business, as well as technology expertise that will help TrackResults grow business. He has consulted with more than 300 resorts on their enterprise software as well as sales technology needs.

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VacationOwnership.com LLC Shows Commitment to Brand Strategy: New Hire



VacationOwnership.com, LLC, announced the arrival of their new director of communications and brand strategy, Brooke Doucha.

VacationOwnership.com is the parent brand to the next generation of consumer servicing and marketing sites in the online secondary timeshare marketplace, including VacationOwnership.com, SellMyTimeshareNOW.com, and ResortRentals.com. Doucha, former director of corporate communications for Orange Lake Resorts, home to the Holiday Inn Club Vacations® brand, worked on the timeshare developer side for nearly 10 years. With her experience heading up social media, public relations, internal and corporate communications, she acknowledges the many opportunities for enhancing the conversations about—and consumer engagement within—the secondary timeshare marketplace. In this newly created role, Doucha will focus on enhancing the voice and image of each unique brand under VacationOwnership.com LLC, to include building their social media, public relations, and corporate communications strategies.

Waterpark Pioneer Takes on New Role at WhiteWater



WhiteWater announced the promotion of Simon Palmer to the position of waterpark sales manager for Europe and Africa. He will be

working with customers throughout Europe and Africa, ensuring their waterpark and amusement requirements are met and exceeded. Palmer has an impressive background in the waterpark industry—his experience includes time worked at Center Parcs as well as the facilitation of the Tussauds Group's first waterpark-hotel opening in Europe, Splash Landings. During his time with FlowRider, he managed the movement of the FlowRider Mobile within Europe and is a partner in two FlowHouses in the United Kingdom. With over 20 years of valuable experience, Palmer brings a wealth of knowledge and skills to WhiteWater. He has been a member of the WhiteWater sales team for the past year, serving as a FlowRider Specialist and Waterpark Sales Manager for the UK.

Going for the Gold: John Locher & Associates



Travel To Go, a vacation travel club headquartered in San Diego, has again contracted with John Locher & Associates to further initiatives designed

to re-engage members and continue strengthening renewals. Locher uncovered a wealth of revenue streams that had been neglected during his consulting work for Travel To Go. By going deeper into their processes, Travel To Go is discovering a



The private members' club that began in 1984 has over 50,000 members and 28 mixed use resorts worldwide, including the UK, Spain, Tenerife, Austria, Turkey, Australia, and the USA, as well as the Club La Costa Yacht Club.

### Timbers Resorts Announces Addition of the Former Ritz-Carlton Club—Bachelor Gulch to Timbers Collection Portfolio

Colorado-based Timbers Resorts, one of the largest independent developers and operators of private boutique resorts and residence clubs, will replace the Ritz-Carlton Management Company as the manager and operator of the former Ritz-Carlton Club—Bachelor Gulch, effective November 1, 2013. Situated in Colorado's Vail Valley slopeside on Beaver Creek Mountain within the acclaimed Bachelor Gulch community, the iconic mountainside residence club will be renamed and added as the thirteenth property to the Timbers Collection. Contingent on approval from the board, Timbers Resorts will embark on an extensive remodeling of the property in 2014. The ski and mountain adventure services located at the base of Bachelor Gulch and powered by Venture Sports will continue offering exceptional experiences to owners and guests under management by Timbers Resorts. Current owners will receive membership in the Timbers Collection and the opportunity to experience an array of exquisite properties in the Timbers Reciprocity Program.

### Property Reserve Analysis System Licenses Leading Timeshare Properties

Advanced World Concepts, Inc. (AWC), developers of the Property Reserve Analysis (PRA) System—reserve management software for timeshare resorts—has announced software licensing agreements with Club Meliá, Breckenridge Grand Vacations, and the Christie Lodge. The PRA System will enable these developers and resorts to quickly and efficiently track reserve items and develop budgets and projections for their associations as well as support for reserve fund investments. While utilizing this system, a property can be setup, data entered, and a report

## UPCOMING INDUSTRY EVENTS

<b>AH&amp;LA Fall Conference/International Hotel Show</b> November 8-12, 2013 New York, NY
<b>IAAPA Attractions Expo</b> November 19-22, 2013 Orlando, FL
<b>GNEX</b> February 9-12, 2014 Sarasota, FL
<b>C.A.R.E. 58th Semi-Annual Conference</b> May 3-6, 2014 Destin, FL
<b>ASAE Membership Conference</b> June 17-18, 2014 Washington, DC

*\* Developments Distribution*

produced in hours or days instead of weeks or months, providing all the necessary reports to enable the board of directors and management to make informed decisions. Today, over 50 individual timeshare resorts utilize the PRA system. PRA is the only reserve management software which has been CPA evaluated for logic and accurate calculations. PRA licensees receive round-the-clock support and are thoroughly trained in using the system.

#### TrackResults News

##### ***Sheraton Hacienda del Mar Vacation Club Contracts with TrackResults Timeshare Software***

Sheraton Hacienda del Mar Vacation Club (Los Cabos, Mexico) has completed full implementation and training with TrackResults' timeshare software for performance analytics, instant sales intelligence, and marketing insights offered up in real time. TrackResults premiere timeshare software is known for its cloud-based analytics used by timeshare industry sales and marketing teams. TrackResults' leading data visualization software is used in sales analysis in more than 220 sales and marketing operations. The TrackResults Software SaaS platform is the first and only

business intelligence software for timeshare and travel clubs. Hacienda del Mar Vacation Club promotes what they call "the best kept secret of the Cabo region." Hacienda del Mar Vacation Club started operations in December of 1995. A Trip Advisor Certificate of Excellence Winner for 2013, the beautiful ownership resort consists of 17 villas with each one featuring its own unique architectural beauty. With vibrant sales, it is still expanding and one day will have 300 luxurious timeshare suites.

##### ***TrackResults Announces Record Month Attracting Seven New Clients***

TrackResults, a cloud-ware business application that specializes in tracking the performance of sales and marketing professionals within the timeshare industry, sees continued growth at an accelerated pace. In July 2013, the sales management system provider has announced seven new clients, a record month for the Salt Lake City, Utah-based technology company. These clients include: Empowered Partners, Millennium International, Preferred Travel Networks, United Reservations, OnDemand, Payless Vacations, and TravelDeals Vacation Club. TrackResults software provides 10,000 built-in reports to enable clients



to view sales and marketing team data in countless ways, providing invaluable sales analysis and business intelligence in real time while also offering predictive reporting based on historical performances. Accessible as a Web application on any desktop, laptop, or mobile device, this powerful timeshare software and lead tracking system offers timeshare resort operators and suppliers the opportunity to really visualize sales and marketing personnel performance on an individual or team basis, identifying what's working as well as areas for improvement.

#### What's Trending Now? MVP's CustomerCount® Text Search

The CustomerCount® on-line enterprise customer feedback system now has even more capability to measure the quality of customer experience. Searching via key words and key phrases within the on-line survey results, managers have

the capability to access specific customer feedback from the already comprehensive system. Originally developed exclusively for the timeshare industry, CustomerCount collects and measures customer feedback through branded, customized surveys formulated to measure the quality of the entire customer experience from sales and reservations through the vacation stay itself. Among many other tracking and reporting experiences, CustomerCount® tracks three primary components: the reservation experience, the sales experience, and the vacation experience. Mobius Vendor Partners—an Indianapolis-based company that provides business process design, management, and performance improvement services to companies, associations, and non-profit organizations—developed the system for a major client and now makes the platform and services available to companies throughout the world in over 30 languages.

#### From VW Vans to Ethiopia, Dial An Exchange Adds Unusual Holidays

Touring Britain in a VW van or exploring the Rift Valley in Ethiopia may not be what you'd immediately think of when considering a holiday exchange. But Dial An Exchange has a new range of unusual holiday ideas to tempt every traveler. The Yorkshire-based company has added a range of unusual holiday options to its portfolio to complement its range of more traditional holiday resorts, including yachts in Turkey and Italy, Ethiopian resorts, and even classic VW camper vans all available for exchange. The traditional resort holiday or hotel break will always be available, but Dial An Exchange will add yachting breaks in two premier regions of Europe, accommodation in beautiful Ethiopia, and timelessly popular VW vans to the many other resort options around the world. The VW vans, based in the beautiful Scottish Borders, are perfect

COOPERATIVE ASSOCIATION OF RESORT EXCHANGERS, INC.



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# Developments

THE VOICE OF THE VACATION OWNERSHIP INDUSTRY



A cross-cut of interactive tables at this new Forum

## New at ARDA World 2014

### Resort Management Forum

BY GEORGI BOHROD, RRP

If you didn't have a chance to take part in the Resort Management Forum at ARDA World held Monday, April 7, you missed a rare opportunity to share best practices and hear from peers about what

works, what doesn't, and what solutions may be coming along in the future. Led by Pam Cordell—manager of member services for ARDA and staff liaison to the Resort Management Council—industry leaders served as table captains and helped to guide discussions on various topics pertinent to resort management.

Co-sponsored by Defender Resorts, Grand Pacific Resort Management, Patton Hospitality Management, Pohaku Resort

Management, and Vacation Resorts International, roundtable discussion topics included technology, resale, sustainability, owner retention/education, Board of Director education/procurement/initiation, supply procurement, finance/reserve studies, and professional development.

Toward the end of the two-hour session—which was packed solid with participants from every resort discipline—it was clear that three themes were concurrently important in each category: technology, owner engagement, and communication/education. No matter what the roundtable topic, these concepts surfaced in a number of incarnations.

The expert table captains who led discussions included Steve Luba (BuyATimeshare), Jan Samson (VRI), Sean Nickerson (TrackResults Software), Jodie Thompson (Sea and Ski International), Paul Goodrich (SPM Resorts), John Farrow (FARROW Commercial Construction), Wes Kogelman (BuyATimeshare), Nancy Stone (AAM LLC), David Fries (Sun Hospitality), Bill Chaffee (Advanced World Concepts), John Locher (Locher and Associates), and Melissa Gordon (Katana).

Stay tuned for a smaller version of this forum at the ARDA regional meetings this year!

# Recognizing Extraordinary Commitment to the Industry: New ARPs and RRP

BY DARLA ZANINI, RRP

The ARDA International Foundation (AIF) is proud to welcome one new Associate Resort Professional (ARP) and 22 Registered Resort Professionals (RRPs), approved earlier this year.

These designations require individuals to demonstrate a commitment to the time-share industry, business ethics, and personal growth and development—through participation in a variety of industry meetings, volunteer activities, and learning experiences. Their hard work has earned them their new titles, recognition in the industry, and a variety of knowledge and experience across the board.



**Drew Reynolds, RRP**  
As co-founder of TrackResults Software, Drew Reynolds has worked with numerous companies in the vacation and travel

industry to build their business strategy, using analytics. Since 2005, he has managed

the company's overall direction, planning, design, and development by keeping the focus on increasing profitability for all of his clients. He has been a speaker at GNEX, AOCAP, and ARDA World events—and TrackResults Software won the Perspectives Magazine Best Product Development Award in 2014.

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**Sean Nickerson, RRP**  
Sean Nickerson is a co-founder of TrackResults Software (TRS), a business intelligence provider to the vacation ownership

industry, and he oversees marketing and communications, and association outreach. His company exhibits at ARDA World, sponsors ARDA events, and is a member of ARDA's Technology Committee.

Sean's career in vacation ownership began in 2003 as an OPC for Westgate Resorts in Park City, Utah. Since that time, he has been involved in all facets of sales and marketing in the vacation ownership industry, including owning a marketing company for over a decade. With the entire founding team, TrackResults has grown from a small start-up company to an international brand with clients in the United States, Mexico, Brazil, Bahamas, and Asia Pacific.

