


# Philanthropy

TrackResults

**Go All-IN to Help Cancer Survivors Win**



**April 11: 8pm**  
Orlando World Center Marriott

Changing Lives  
One Vacation at a Time

**TRACKResults**

**TrackResults Invitational Poker Fundraiser**

# TrackResults

## Customer-Facing Team



Drew Reynolds  
Co-Founder  
&  
Chief Sales Officer

Sean Nickerson  
Co-Founder  
&  
Chief Marketing Officer

Todd Rodgers  
Co-Founder



Ryan Williams  
Vice President  
Business Development

Jesus Betanzos  
Dir. Business Development  
Latin America



## Did you Know...

That Single Women are:

3% more likely to buy when toured on a Friday.

4% more likely to pay cash if toured on a Sunday.

28% less likely to rescind if she tours on Thursday vs. Saturday.

*And*

One in EIGHT Women *will* be diagnosed with BREAST CANCER!



TrackResults invites you  
to join us in supporting...



Changing Lives  
*One Vacation at a Time*

\*Data of the buying habits of single women provided by **TRACKResults**  
For more information on TrackResults please stop by booth # 1021  
or visit [www.trackresults.com](http://www.trackresults.com).

For more information on SMOV visit [www.smov.com](http://www.smov.com).\*

# TrackResults and others give back – Send Me On Vacation (SMOV) Charity

May 10, 2012



SALT LAKE CITY, UT (May 10, 2012) — TrackResults and SFX Resorts, in conjunction with "SEND ME ON VACATION" (SMOV) at the 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 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." For more information on Send Me On Vacation including how to donate or volunteer contact Cathy

Backus [cbacus@sendmeonvacation.org](mailto:cbacus@sendmeonvacation.org)

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 completely free vacation. More than 60 people from the The Cooperative Association of Resort Exchangers attended and participated in providing benefits to these survivors.

According to SMOV's website, Many women who have experienced treatment for Cancer will tell you that when the physical aspects of the battle end, the emotional struggles begin. The adverse effects of the treatment can leave women, their families and friends in shambles. We believe that an essential step in surviving this experience is to provide survivors with a well deserved vacation to CELEBRATE LIFE!" Cathy Backus, Co President of SMOV and her teams of dedicated candy strippers worked tirelessly to fund this event.

## About TrackResults

Established in 2005, TrackResults Software is located in Salt Lake City, Utah. As a leading provider of 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 the vacation ownership industry. Our digital manifesting solution is quickly becoming the standard way for marketers to manifest to sales centers. It is trusted by more



than 60 sales forces in the vacation ownership industry across North America. TrackResults Software is a member of American Resort Development Association, Better Business Bureau, Resorts of Distinction, Resort Developers Association, Cooperative Association of Resort Exchangers and The Utah Technology Council.

For more information on TrackResults Software

<http://www.trackresults.com>



## Breast Cancer – TrackResults helps sendmeonvacation.org 2nd Annual Fundraiser.

November 8, 2012/by Sean Nickerson



TrackResults software just returned from the 2nd annual event for SMOV. Hosted at the Mayan Palace in Cancun, October 27, this event included a Golf Scramble and Tequila tasting party, Dinner hosted by Doug and Valentino at Tramonto's and lots of power networking.

Approximately 20 industry companies joined forces to raise funds in order to send Breast Cancer survivors on a much needed recovery vacation.

TrackResults Software Analytic's staff was split into two teams for the golf scramble, and Todd's foursome (Included TravelToGo, CSA Travel Protection and Impact Marketing) officially took LAST PLACE. New bonds were forged and old friendships renewed. A good time was had by all.



## **TrackResults : Texas Hold ‘em Poker Tournament to Benefit Breast Cancer Survivors**

February 25, 2014/ by Sean Nickerson

Attendees of the upcoming ARDA World Convention in Las Vegas will now be able to gamble for a good cause at the TrackResults Business Intelligence “**Go All In To Help Cancer Survivors Win**” **Invitational Poker Tournament**. The poker tournament will take place at the South Point Hotel, Casino and Spa at 8 p.m. the evening of Saturday, April 5, 2014, the night before timeshare and vacation industry professionals will officially convene for the ARDA World Convention. One hundred percent of the net proceeds of the poker tournament will benefit survivors through the efforts of Send Me On Vacation (SMOV).

The poker tournament will feature a total of 11 tables, with 10 of the tables being sold for a buy-in of \$2,500. The playoff table, which is the “final table” level of sponsorship, is still available and up for grabs to the highest bidder who has the financial resources and desire to provide the most support.

Thus far, some of the companies that have committed to sponsoring at “table level” in support of SMOV’s mission: **Travel To Go, Merlin Software, Westgate Resorts, Festiva Resorts, Wells Fargo, Brag Fire, Leisure Loyalty, Contact LLC, Chicago Title, and Nordis Direct**. To receive a seat in the tournament, these are the sponsors who have control of the “buy-in” tickets.

Prize sponsors are still needed to support the cause with smaller donations. All prize sponsors receive press recognition, web mentions, listing on the sponsorship banners, and a seat in the tournament. Prizes will be awarded for play actions such as “Highest hand of the tournament,” “First person knocked out,” “Worst bad beat,” “Aces cracked” and raffle drawings.



# TrackResults 2015 Charity Poker Tournament: Go All In to Help Cancer Survivors Win

March 17, 2015/in Breaking News /by Sean Nickerson

*TrackResults 2<sup>nd</sup> Annual “Send Me on Vacation” Breast Cancer Charity Poker Tournament is coming up fast, and this year’s Pre ARDA WORLD evening event is shaping up to be even bigger and better than the first. The call to “go all in to help cancer survivors win” has rallied the*



*support of industry-leading sponsors and supporters.*

## **SMOV and TrackResults**

This year marks the second running of TrackResults’s charity poker tournament servicing cancer survivors and terminal patients nationwide. [TrackResults](#) partners with Send Me

On Vacation (SMOV), a 501 (c) (3) charity devoted to helping breast cancer patients and their families in order to fund all the costs associated with airfare, food, and incidentals for sending a recovering or terminal cancer patient to an amazing timeshare resort vacation: no hooks, no cost, no catch, no problem; it’s just pure philanthropy.

This year’s VIP poker tournament will be held in Orlando at the Marriott’s World Center Resort on April 11th, the evening before the 2015 ARDA World Global timeshare event kicks off. In hopes to attract the early arrivals for ARDA, along with timeshare locals, TrackResults charity poker tournament will deliver all proceeds to SendMeOnVacation.org in order to support the survivor vacation mission. Though the event is still a month away, the support from industry-leading companies and individuals is already above last year’s numbers.

## **The Poker Tournament: How’s Your Poker Face?**

Approximately 200 drinking, laughing, scowling players are expected to be seated for the battle of the coveted timeshare-industry tournament. Your company reputation is on the line, so bring you’re A game. Ten players will be seated to a table, one CEO or Executive included at each. Bet minimums increase every 15 minutes until the final table of 9 players is filled. Rebuys are permitted, and prizes will be awarded for numerous milestones, such as “Best Hand of the





Night”, “Every 4 of a Kind”, “Biggest Bluff” and “SPONSOR BOUNTIES!” A bounty is where you win a prize for knocking out an official, sponsored, target player.

Each sponsor will identify one “ringer” (or bull’s-eye player). If you knock out that player, you get BONUS chips, plus the pot, a prize, and bragging rights. The list of prizes include: VIP tickets to Sundance Films Festival, dinner for 4 at Rockos Tacos, 150 MPH laps on the racetrack with exotic race cars, an all-inclusive timeshare vacation with AIR, mini vacations with Air to Vegas, and an IWatch. To see a list of more prizes and all the tourney rules visit:<http://trackresults2.wpengine.com/poker>.

### **Our GOAL for 2015**

TrackResults’s lofty goal for 2015 is to help fund 52 SendMeOnVacation.org breast-cancer patients on life-changing, memorable getaways to heal their minds, their bodies, and as much as possible, their families from the toll and havoc of breast cancer, one survivor vacation every week for 52 weeks—sound familiar?

### **The Sponsors –**

Thus far, TrackResults and SMOV have rallied the support of 17 sponsors for this year’s event including: Westgate Resorts, Travel To Go, Festiva Resorts, Advantage Travel, Generator Systems, Vida Vacations (Cancun), CondoTravelClub, CasaBlancaExpress, VacaStayConnect & Krisma Resorts, Resort Management Services, Grand Mayan Cabo/Vida Vacations, Global Connections, SaveOnResorts, Breckenridge Grand Vacations, Unlimited Vacation Club, and SFX (San Francisco Exchange).

Individuals can register here. <http://www.eventbrite.com/e/trackresults-2nd-annual-go-all-in-to-help-cancer-survivors-win-texas-holdem-poker-tournament-registration-15881293376>

“[Last year](#), we had 12 major sponsors from companies within the vacation-ownership industry,” said Sean Nickerson, CMO for TrackResults. “So the fact that we have 17 already pledged this year, and with a month to go, is exciting! We need 25 table sponsors total (only 7 more) for this event to hit the goal. This is an emotionally important event for us. Breast cancer affects so many women and families in our industry alone, as many as one in every eight women, in fact. Many of these families will know people who know people that we know. Often there is only 1 or 2 degrees of separation between you and the survivor. That’s why we’re devoted to making as much of a difference as we possibly can.”



## **Breast Cancer and Its Toll: It's True—1 out of 8**

Anyone who has ever experienced cancer for themselves, or has seen a loved one battle with the disease, knows of the toll it takes on individuals and their families. While cancer treatments are certainly financially burdensome, they are all the more emotionally and physically draining. One in eight, that's the dreaded number, and it's a staggering number to consider. With a statistical reality such as this, it's highly likely that if you don't already know someone affected by the disease, you will soon.

## **We Are Little. Cancer Is Big. But Together We Can Make A Big Difference**

TrackResults knows the timeshare industry has hundreds of families that have been personally affected by breast cancer, and this is a huge reason as to why we rally to support the SendMeOnVacation.org's critical mission. We created this fundraising event for one very important purpose: We realized that while we do not have the resources to help cure cancer, we can do a lot to contribute to healing the affected by the disease, and we can do it by using timeshare-industry patronage.

Our industry is unique, and our people move mountains all the time. This fundraiser impacts the survivor right now, today—when the victims need it most. The impact is this: all proceeds from the poker tournament will send a breast cancer patient on a timeshare vacation THIS SAME YEAR, in 2015. These are the immediate action and results we work so hard to achieve.

## **\$1,000 Is A Drop In The Bucket. Let's Fill The Bucket.**

TrackResults's annual charity poker tournament delivers all proceeds to Send Me On Vacation—providing cancer patients, a stress free opportunity to create an amazing, lasting memory to offset the pains of chemotherapy, radiation treatment, and grief. The average survivor family receives about \$1,000 – \$1,200 in paid travel expenses from these fundraising events, not including all the free donated resort-developer inventory. We are honored to help SMOV change someone's life today. So, please, join the cause with us, because even if you can't attend, you can still help make a difference.



# Money Radio 101.5AM /99.3FM And Travel To Go Tee Up Against Breast Cancer With VIP Sponsors & Send Me On Vacation At Top Golf In Scottsdale

November 12, 2015



Twenty sponsors throughout the country have sponsored the 4th Annual Golf Event to send survivors on a healing vacation after battling cancer. SMOV is a non-profit organization that has sent hundreds of recent survivors who are financially devastated by the cost of cancer on vacation. Sending breast cancer survivors on vacation is their mission to help rejuvenate and refresh their body, mind and spirit.

“We continue to be amazed by the generosity of so many amazing companies that play such a big part in assisting in the recovery of breast cancer survivors

through SMOV,” says Cathy Backus. Jeanette Bunn, owner of Travel to Go, is a very active sponsor of SMOV and has supported the golf event for 5 years. Ron Cohen of Money Radio 1015 AM/ 93 FM joins Travel To Go this year as our Host Sponsors. Fidelity National Timeshare, Aspen Financial, Jayburg Wilk, Backus Carranza Burden, Casablanca Express, SFX Preferred Resorts, TrackResults, RTX, Stewart Title, Customer Count, Dial An Exchange, VacationGuard, Impact International, Unlimited Vacation Club team up with Russ Lyon Sotheby’s International Realty, GetAways Resort Management and The Camelback Group at Morgan Stanley are all VIP sponsors of the event.

Send Me On Vacation, Inc. is a 501 (C)(3) charitable organization, sending survivors on vacation from the US, Mexico & Canada. For further information check us out at [www.sendmeonvacation.org](http://www.sendmeonvacation.org)



## **TrackResults ARDAWORLD Charity Poker Tournament!**

ARDAWorld 2016, Sunday May 1<sup>st</sup>

Sponsored companies stake their players into the competition for best player, or at least Best poker face. It's these companies who constantly lead by example in corporate citizenry. Many developers have joined TrackResults in supporting this charity event for years including the ever reliable Platinum sponsor, Vida Vacations and their Grand Mayan resorts. Breckenridge Grand Vacations, Starpoint Resort Group and RCI have all signed on as Gold Sponsors. Silver Sponsors include Global Connections, Karisma Resorts, Westgate Resorts, Holiday Systems International, DAE Worldwide, RSI Vacations, Casablancaexpress and many other Bronze Sponsors level companies like Logically marketing , ResorTime and Resort Management Services.

This is THE MUST ATTEND, CANT MISS event of ARDAWorld 2016! All proceeds go to SendMeOnVacation.org, a 501 (c)(3) charity. SendMeOnVacations mission is to provide breast cancer survivors and their families, devastated by radiation and chemo treatment, the opportunity to take an all-expenses paid timeshare vacation (UNHOOKED) as part of their recovery and return to health. We're an industry full of people that know how to party and have a passion for providing good times and happy moments to people around the world. Let's make this a night to remember and help SMOV give these courageous survivors the joy of an unforgettable timeshare vacation.

This is a premier official ARDA sponsored event and is expected to sell out fast! Early registration is strongly recommended as seating is limited due to the venue. You can register as a guest, player or sponsor at <http://www.trackresult.com/poker>. The Texas Holdem Tournament begins at 8:30pm.

For the Record, each of the last 2 years, industry women have far outplayed the men statistically to the final table, with Vanessa Martin finishing first in 2015 and Hildy Rodgers taking 2nd place in 2014. BlackJack games with premium open bar are also



available for VIP non poker players networking venue. Qualify as a VIP by registering early and select VIP type ticket or contact a Sponsor for a FREE stake into the game !

TrackResults supports SMOV because SMOV supports our Industry survivors! Last year this event helped SMOV send 64 women on lifesaving survivor vacations. Timeshare Industry alert: \*\* If you have an employee of employee family member suffering from Breast cancer treatment. Please contact [SendMeOnVacation.org](http://SendMeOnVacation.org) asap and just ask for a recovery vacation. It's that simple to start the process.

