



A cross-cut of interactive tables at this new Forum

New at ARDA World 2014

Resort Management Forum

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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!