

### **Outstanding performance and contributions**

This professional is the administration manager for one of the largest, most profitable regions of our company, and we're proud to nominate her for ARDA's top recognition. Previously an assistant to our broker, she was seeking a more challenging opportunity. With her background as an executive assistant to the CEO, principal's secretary, personnel manager and psychologist's assistant, this individual's skill set, experience and drive were a perfect fit for this position. She started by taking on our largest site in the region and soon earned the promotion to include all three regional sites due to her stellar results. Responsible for facilitating support functions for a region that generated more than 31,500 tours and \$75 million in sales volume during 2007, this incredible manager and her team provided the foundation to assist the entire resort, enabling the region to finish the year with not only above-budget tours and sales, but an outstanding 62% profit margin as well. She is directly responsible for all sales and marketing support functions for the entire region, including front desk tour registration, gifting, receptionists, valets and day care. She also handles the design and implementation of all related processes such as accounting support measures, good faith deposits, petty cash accounts, check books, payroll, supplies, and premium inventory along with data entry functions.

### **New ideas and methods, achievements, character, team effort, community involvement and traits that set this individual or team apart from others**

With keen attention to detail and work ethic, she scripted and implemented well-documented procedures and specific performance expectations for each department. This has become the standard for the entire company. This innovator also initiated a comprehensive customer service training program that has resulted in measurable results in our guests' experiences, providing a lasting first impression. Leading by example, she spent ample time working in each of her departments to become fully trained and versed in

each function so that she could not only effectively train team members, but she could fill in when needed. She also incorporated cross training within the departments. This has had tremendous impact by creating understanding and respect among team members. This cross training ensures fully trained personnel who can “float” between positions as warranted. She has been the backbone of coordinating the efforts of this region’s three service-minded resorts in terms of community service and charity work by providing the communication, documentation, and tracking needed to facilitate their involvement. This has included diligent work with Big Brothers Big Sisters, the Boys and Girls Clubs, Black and White Ball for an area school, scholarship donations to the local high school and gift bags for the troops serving our country. On a personal level, this nominee is involved in local charities including the Lions Club and Rotary Club, and she also finds time to teach Sunday school classes with her church.

**Marketing and/or sales philosophy**

The philosophy of this leader and administrator includes setting clear and concise expectations, along with a positive and enriching environment. She understands that her departments are a support for sales and marketing and incorporates the big picture philosophy into her training. She includes her staff in the various resorts’ goal/awards events—not only as organizers but as award recipients as well. She runs a very tight ship and sets high expectations, creating a culture where employees take full accountability for their actions. She has also taught her team the importance of developing positive, cohesive relationships with all other departments, creating a unified entity working toward a common goal. This professional’s dedication and passion have earned her high respect from fellow team members in all departments.

**Market conditions and identify/describe any unusual conditions relating to the nominee’s performance, such as competitive environment, market area and seasonality**

In very small resort communities where the labor pool is limited, she worked diligently with executives to get compensation plans approved to attract and retain talented and dedicated team members. She also worked with the various sales directors to incorporate spiffs and contests that include all team members, tying them to budgets and getting everyone working toward the common goal. With her proven ability to successfully build a strong support team, her talent was called upon across the country. She willingly traveled to other company sites from coast-to-coast, assessing their processes and procedures. Her recommendations and assessments led to the implementation of the same thriving culture in all the sites visited.

**Marketing programs and techniques used to attract prospects, avenues to produce sales and compensation and/or fees assessed upon completion of sale**

The sales managers rolled out a new challenge for her department—a segmented sales agent rotation wheel. The success of this program was critical and relied heavily on this nominee and her team's ability to understand and implement it—and maintain detailed manual tracking. It was based on, in some cases, 10 different market segments (depending on site) with daily changes. With her attention to detail, organizational skills and patience, she managed to train and implement effectively without a hitch. It has been a huge success and has become the company's standard. She also traveled the country and successfully trained and rolled out at the company's other sites. This new innovative sales rotor has resulted in the region obtaining a 20% increase in efficiency. With 39 employees reporting directly her, this extraordinary manager is constantly communicating with not only all resort departments, but with three site-specific sales directors and as many as six sales managers at each site. In a region that includes three resorts, located miles apart, this nominee is truly an exceptional individual to maintain a consistent level of professionalism within all areas of her responsibilities, working tirelessly to ensure the success of not only her region but the company as well.