

1. What makes this nominee's performance and contributions outstanding and deserving of an arda award?

According to our Director of Marketing who has been in the industry for many years, "(this Director of Owner Services') job in general is probably one of the most demanding and potentially stressful ones in our industry. In spite of this, (the nominee) is always positive and courteous in dealing with our owners and guests along with making sure that her team has that 'can do' attitude." In her 2007 annual performance appraisal, this nominee was highly commended for her adaptability: "she is a champion when it comes to adaptability and this year has totally shown that. There have been many changes and overnight decisions made that put a lot of stress on her department. (She) was very quick to adapt to the changes with a very positive attitude and put these changes into a productive process for her team to be able to run with." The resort was experiencing a change in implementing a new owner points program and, as with any new development, many unforeseen challenges came about and this nominee was able to take on this responsibility gracefully. This year the company also expanded their vacation ownership to another one of its resorts and this nominee played a crucial role in training the associates of that resort in our owner programs. Her contribution to the entire company has been greatly appreciated by many. For example, she goes out of her way to help train new managers on our vacation ownership property because she knows the value of understanding our vacation ownership programs and she has taken over training our department heads for our Manager on Duty program. Owners have also recognized her efforts. [Insert owner's comments?] "She can turn most every challenge into a win, win situation," says our Vice President of Operations.

10. What programs and procedures has the nominee implemented to meet the challenge of owner education and communications?

As the Director of Owner Services, this nominee has made training a priority in her department. Training is an essential component of the Owner Services department because without it, they would not be able to handle our owners' questions as well as they do. This rigorous training in turn translates into educating the owners better and improves the communication gap between the resort's products and its owners. Although the department has been broken out to designate a couple agents to the department's clerical tasks and the others to work directly on the phone with the owners, this nominee created an internal cross-training program on a weekly basis so that every team member can understand the complete workings of the department and how it affects the resort. This has been important in improving response times to owner inquiries and ultimately leads to owner satisfaction. She also provided informative handouts for her associates which explained the new points programs and how it would affect the other properties that would be coming online. The Standard Operating Procedure (SOP) manual was another training tool that was created under her direction which has been extremely helpful when training new associates in our three different owner programs. Providing training to her associates has empowered them to answer owner questions correctly and has ultimately led to improving communication with resort owners. It is no wonder that her staff highly respects her and that she achieved 100% retention in the first two quarters of 2007. Another important program that this nominee has put into place in 2007 is the email blast campaign to inform owners when major events or renovations will be taking place on the resort. Owners that do not have email addresses are also mailed out a notice about the changes. This has been especially helpful for those owners who live nearby and have day-use privileges. This nominee writes all the letters and coordinates sending them out. The email blast has also been used to remind owners that have fixed weeks 30-60 days in advance about their upcoming week. An outbound call is made as well to all owners 7-14 days in advance to see if they have any special needs for their upcoming stay. This campaign has been so successful that it has helped to decrease "no shows" and increased resort occupancy. Owners appreciate it because they do not miss their

fixed weeks and they are not surprised when renovations occur. Because of all these programs, communication has greatly improved throughout this nominee's tenure.

11. Describe how exceptional situations were handled outside normal procedures in the workplace. Please include specific examples.

In the face of a natural disaster, this nominee served as an ambassador for the resort and handled owner challenges with an optimistic and problem-solving attitude. In October of 2007, the resort was confronted with an emergency mandatory evacuation. The nominee's efforts during this difficult time were recognized by both our Director of Operations and an Owner Services Agent who both nominated her for our Leader of the Quarter award. In their nominations, they mentioned how she did a fabulous job finding solutions for guests who wanted their time back, money back or who wanted to extend their stay. She handled these challenges even while she herself was being evacuated from her own home. Although her home was in peril, this nominee took the time to remember the resort's guests and called the timeshare companies that we are affiliated with to inform them of the situation. She also ensured that an email blast would be sent out to let our owners know about the evacuation. "When guests had challenges with their compensation from (a timeshare exchange company), (this nominee) took it upon herself to get it resolved. It is this kind of dedication that makes (the resort) prosper," said one nomination. She won this award and also won the company's Leader of the Year award for her hard work. And because of her contribution during this time, this nominee is also worthy of the ARDY award.

12. Describe a program, procedure or policy the nominee had implemented to increase owner and guest satisfaction.

This nominee is well-known for her customer service focus. One associate who has worked in the department for a number of years and has seen the different managers

that have come in commented that this nominee is the most customer service-oriented manager she has ever worked with. This associate has seen the department grow and has seen all the challenges that the nominee has had to face during this time and is impressed with how she handles them. Owner and guest satisfaction is our top priority and this nominee has done a fantastic job in achieving this throughout her tenure. She has helped our Front Office maintain a 4.7 RCI score throughout the year and this is in part due to the programs and procedures that she has helped to implement. For example, an alternate use week program was created specifically to address the issue of converting to an owner points program. This internal exchange program has increased owner satisfaction by allowing those who do not want to convert to the points program to deposit their week in the event that they cannot make their fixed week this year. This nominee was instrumental in developing this program to keep our owners happy, especially because these owners had been long time patrons of our resort. She has implemented an outbound calling program in which her agents call owners in advance to see if they have special needs (i.e. needing a villa designed for handicapped or disabled persons) and to make sure they know that their week is coming up. This, in conjunction with the email blasts aforementioned, has helped to increase occupancy and decrease no shows. Most importantly, this has helped to increase owner satisfaction. One owner emailed the resort back saying that they have never been part of a timeshare company that took the time to inform their owners as ours did. Without a doubt, this nominee was instrumental in achieving this level of owner satisfaction and greatly deserves the ARDY award for her contribution to the resort's success.