



CONTACTS: Lou Ann Burney, ARDA  
202-207-1156  
[lburney@arda.org](mailto:lburney@arda.org)

Sarah Jane Scruggs, ARDA  
202-207-1141  
[sscruggs@arda.org](mailto:sscruggs@arda.org)

## **ARDA Convention in Las Vegas Promises to Pay Off for Attendees**

*Focus on Education and Networking Attracts Timeshare Executives from around the Country*

WASHINGTON, February 1, 2010 -- In just six weeks the annual American Resort Development Association (ARDA) Convention will take place in Las Vegas. Held at the Venetian Resort Hotel Casino on March 14-18, attendees at this year's event will tackle a variety of topics including finding success in difficult economic times and leveraging social media.

It is the premier opportunity for industry leaders to network, share insights and learn new things that will help them throughout the year. The convention also provides prominent exposure for sponsors, exhibitors, and attendees among a robust representation of the industry.

“Attendees will walk away from this year's convention with a renewed sense of enthusiasm and energy for this terrific vacation product called timeshare,” said Howard Nusbaum, ARDA president and CEO. “We have dynamic speakers and sessions planned, and I encourage everyone to make the time to attend this important learning and networking event.”

This year's keynote speaker, sponsored by RCI, is Andy Sernovitz. Mr. Sernovitz is considered the guru of the word-of-mouth marketing movement, helping companies understand the radical changes brought by blogs, MySpace and consumer-generated

media. Other hot topics in convention sessions will include new sources of financing, resales, and customer care.

Those who register by **February 10** will save up to \$300 off the registration cost and will be included in the Attendee List, which is known as the “industry phonebook.” They will also be able to register for the popular workshop forums including Sales and Marketing, Fractional and Private Residence Clubs, Resales, and New Business Models.

Discounted group rates at The Venetian Resort for ARDA members are available through February 9 by calling 877-283-6423. ARDA members who stay at the Venetian also qualify for Stay and Play, special benefits that include slot credit and restaurant discounts.

Companies interested in participating as sponsors or exhibitors may contact Bob Craycraft at 202-371-6700, or [bcraycraft@arda.org](mailto:bcraycraft@arda.org). Visit [www.ARDA.org](http://www.ARDA.org) for more information.

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The American Resort Development Association is the Washington D.C.-based professional association representing the vacation ownership and resort development industries. Established in 1969, ARDA today has over 1,000 members ranging from privately held firms to publicly traded companies and international corporations with expertise in shared ownership interests in leisure real estate. The membership also includes timeshare owner associations (HOAs), resort management companies, and owners through the ARDA Resort Owners Coalition (ARDA-ROC).