

Who Knew Having This Much Fun Could Make a Difference?

Late in the afternoon at last year's golf tournament, I was zipping around the course in a golf cart, checking in with the golfers along the way. As I pulled up to one of the tees, I watched one golfer hit a fantastic drive down the fairway. As I finished congratulating him on his drive, he looked at me and said, "Who knew this would be so much fun?"



A foursome at a recent RCI/AIF golf tournament: (left to right) Jim Casey, Stu Bloch, Gary Tadych, and Nick Mecca

For the ninth year, RCI has teamed with the ARDA International Foundation (AIF) to present the 2010 RCI/AIF Open Golf Tournament. This year's tournament will tee off on Sunday, March 14, at the award-winning Bear's Best Las Vegas. Site of the 2010 tournament, Bear's Best offers a unique golf experience that has been named "Best Places to Play" by *Golf Digest* and "Best Golf Course in Las Vegas" by the *Las Vegas Review Journal*. Jack Nicklaus selected 18 holes from his 270-plus course designs worldwide to create one extraordinary golf experience. Bent grass greens, challenging and varied hole designs, and immaculate fairways add to a golf experience that will challenge the best golfers while friendly enough for the occasional player. The post-tournament awards reception will be held immediately



The Interval International "Party with a Cause" is always fun!

following the tournament at the on-course clubhouse.

Not a golfer but looking for Convention fun? We've got the perfect event for you! On Tuesday, March 16, you are invited to join Interval International at their annual "Party with a Cause" and be part of a rockin' concert event, where 100% of the ticket proceeds will benefit the AIF. Make plans now to party at the World Famous House of Blues inside the Mandalay Bay Hotel and Resort. While enjoying the music, take in the exhibit of over 300 pieces of original folk art and Mr. Imagination's mural comprised of 50,000 bottle caps.

In need of more fun? How about the opportunity to win a car as part of the

AIF Auto Driveaway? For the third year Equiant Financial Services is donating a car to the Foundation to give away during the Convention. And talking about fun, what could be more fun than the innovative smart fortwo by Mercedes? Popular in Europe since its introduction in 2003, this zippy little car is now turning





Sample of the smart fortwo that will be the Auto Driveaway grand prize at the 2010 Convention.

heads in urban areas across the United States. Golfers may qualify to win the automobile by participating in the Drive for a Ride Contest being held during the golf tournament. Non-golfers may purchase Auto Driveaway tickets when registering for the Convention or at on-site Convention Registration. The AIF Auto Driveaway winner will be selected as part of a random drawing held in the Equiant booth on Wednesday, March 17, immediately following lunch.

While designed to provide fun for all Convention attendees, the revenue generated from the RCI/AIF Open Golf Tournament, II Party with a Cause and AIF Auto Driveaway support vacation timeshare industry research and education programming. Who knew having this much fun could make a difference? **D**

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For complete details on these Convention fun activities, please log on to www.ardafoundation.org.

Golfers may register for the RCI/AIF Open Golf Tournament and Drive for a Ride contest when registering for the ARDA Convention. II Party with a Cause tickets and AIF Auto Driveaway tickets may be purchased as part of Convention registration or at the on-site Convention registration desk. For complete details on these Convention fun activities, please log on to www.ardafoundation.org.

The Foundation would like to thank the sponsor for this year's Convention fundraising events (current as of January 1, 2010:

RCI/AIF Open Golf Tournament:

Title: RCI

Course: Holiday Inn Club Vacations

Birdie: Starwood Vacation Ownership, Wells Fargo Foothill

Longest Drive: Welk Resorts

Closest to Pin: Farrow Commercial, Inc.

Towels: Harbor Linen

Drive for a Ride: Equiant Financial Services

Tee or Hole: Concord Servicing, iTravel Companion, Sell My Timeshare NOW, Triton Timeshare Software, Vacation Guard, Whirlpool

Interval International Party with a Cause:

Interval Leisure Group, Marriott Vacation Club International, Interval International, Preferred Residences, Bank of America, Hertz, Amadeus, AIG, Travel Guard, Meridian Financial Services, Interval Purchasing Services

AIF Auto Driveaway: Equiant Financial Services

Sponsorships are still available for the RCI/AIF Open Golf Tournament. To learn more about sponsorship packages, please contact Darla Zanini at dzanini@arda.org or 202/207-1078.