

Front & Center—Working Convention

Promotion is one of the cornerstones of the annual ARDA Convention, as the time when members meet to showcase products and services designed to advance success throughout the industry. The ARDA International Foundation (AIF) takes this opportunity as a central time and place to raise awareness of and funds for the research and education programs provided annually. From the first drive at the Group RCI/AIF Open golf tournament to the final note of Interval International's Party With a Cause, the work of the Foundation was front and center throughout this year's Convention. And the cohesive thread running throughout was the AIF Auto Driveaway, an SLK Mercedes-Benz auto lease made possible by Chicago Title Timeshare, Equiant Financial Services, and AutoNation.

Golf Tourney/Sunday Events

As it has every year for the past seven years, the Group RCI/AIF Open Golf Tournament teed off the 2009 Convention. Although the day had a very soggy start, as President/CEO Geoff Ballotti of Group RCI stepped up to the mic to welcome the golfers, the clouds began to part—and by the time the 144 golfers took the course, the sun was shining brilliantly.



Every year, the Foundation team and its sponsors work hard to offer new events to keep the golf tournament fresh and fun. As a first-time venue, Hawk's Landing Golf Club offered a perfect setting, with its convenient adjacency to the Marriott World Center Resort. Many golfers enjoyed the fun that Dan Debenham and the RCI TV team brought to the day. Whether interviewing golfers for RCI TV segments, challenging golfers to putting contests, or leading the volunteers in rousing cheers, it kept things interesting and exciting! Several golfers looked forward to the tournament's end so they could view their golf swing, which had been captured during the day by the See Your Game® team. And of course, one of the most competitive events of the tournament was Drive for a Ride qualifier opportunity to win the Mercedes-Benz (or \$10,000).

The overall crowd favorite this year hands down was the addition of a fore caddy to each foursome.

"This was truly 'cutting edge' for a charity golf event to invest in what amounted to a private golf professional with every team," stated Frank Morrisroe, president and CEO of Equiant Financial Services, who co-sponsored the caddies with Chicago Title Timeshare. "They were able to help individuals with their golf game, as well as speed up play, giving everyone a more enjoyable experience."

The day concluded with an early evening Group RCI/AIF Kick-Off Party on the Spa Terrace, which made for a festive, all-new way for Convention attendees to start the week. Geoff Ballotti and Dan Debenham got the party started, as they announced winners of an RCI-sponsored raffle—lucky winners walked away with an iPod and a 60" flat-screen TV. This giveaway was followed by the announcement of the AIF Open tournament winners. (See p. 51 for a list of all tournament winners.)



Following a brief interlude, in which revelers were invited to view the RCI TV-produced video of the tournament activities, Howard Nusbaum, RRP, joined by Frank Morrisroe and Grant Miller, RRP (vice president and executive director of Chicago Title Timeshare), announced the four qualifiers of the Drive for a Ride contest. The evening activities culminated with Robert Miller, RRP, chairman of the AIF Board of Trustees, announcing the name of the winner of the first drawing for the Auto Driveaway contest. All these winners were automatically entered into the grand prize drawing.

Inside Convention

The AIF presence continued throughout Monday and Tuesday, as the SLK Mercedes-Benz made quite a popular display in the exhibit hall.

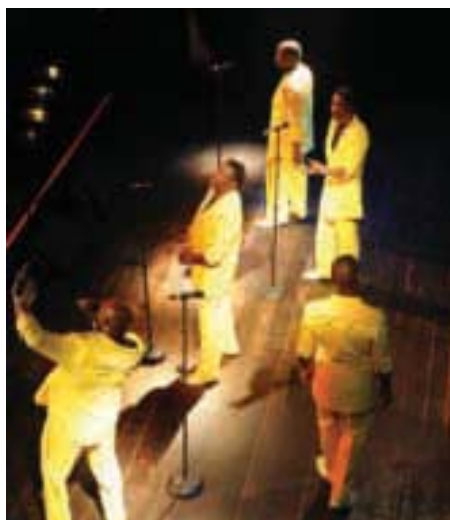
As he watched attendees checking out the car, Grant Miller shared, "Chicago Title was thrilled to partner with Equiant on the Driveaway sponsorship to benefit AIF. Displaying the car at the tournament

and in the exhibit hall generated a lot of positive talk and interest. We are happy to support the Foundation and the extraordinary efforts they devote to our industry.” Auto Driveaway ticket sales were brisk, and by Tuesday evening, seven of the eight qualifiers had been determined.

Rock On

After three days of Convention activities, attendees were ready to ditch their suits, don some casual clothes, and party the night away at the House of Blues®, site of the annual Interval International Party With A Cause. But this year, the excitement building in the House of Blues was not just for the mystery entertainment—it was also the night to select the Mercedes-Benz winner. All eyes turned to the stage, as Howard Nusbaum, Bob Miller, Frank Morrisroe, and Grant Miller were joined by the eight Auto Driveaway finalists. Seconds later, a roar rang out as Bob Wengel, RRP (in the Project Acquisition and Management Group of Star Resort Group), was selected as the grand prize winner.

The excitement continued to build as Dave Gilbert, executive vice president



of Interval International, then introduced the entertainment for the evening: The Spinners! In their bright yellow suits, they whirled on-stage, putting on a singing and dancing extravaganza that dazzled the revelers.

“The AIF staff and Board members are most appreciative of Group RCI, Interval International, and all the sponsors whose contributions supported this year’s events. We are grateful to our friends at Chicago Title Timeshare and Equiant Financial Services who donated the Mercedes, making the AIF Auto Driveaway possible. We are also most appreciative of all of the ARDA members who came out and participated—without you, we wouldn’t have had the success we need to continue to grow our research and educational programs,” said Darla S. Zanini, RRP, executive vice president, AIF. **D**



Look Who’s “Drivin’ the Ride” Now!

Bob Wengel gave the prize to his wife, Donna, for her 50th birthday... a birthday we’re sure she will never forget!

2009 Group RCI/AIF Open

Golf Tournament Winners

First Place—Gross (54)

Geoff Ballotti
Brian Ehman
Kelsey Christensen
Reg Thody

First Place—Net (33)

Tim McLaughlin
Jeff Ingram
Bob Montondo
Andy Jarmusz

Second Place—Net (37)

Michele Colson
Lori Overholt
Mark Richard
Bill Murphy Jr.

Third Place Net (39)

Elaine Probus
Robert Probus
Angelo Chiarolli
Steve McDowell

Longest Drive

Men: Kevin Holliday
Ladies: Diana Miller

Closest to Pin

Men: Enrique Pena
Ladies: Michele Colson

Drive for a Ride Qualifiers

Hole 2: Bob Wengel
Hole 7: John Sutherland
Hole 13: Brian Ehman
Hole 15: Joe Berry