



Hosted by ARDA's President and CEO
Jason Gamel

RESORT LEADERSHIP AND HOSPITALITY TODAY

October 29, 2020 from 1 PM - 2 PM

OUR PANELISTS



Mark Nuzzo
EVP of Global Resort Operations
at Diamond Resorts



Stephanie Sobeck Butera
SVP AMERICAS - Florida, Caribbean & Latin
at Marriott Vacations Worldwide



Mark Waltrip
Chief Operating Officer
at Westgate Resorts

FOCUS ON LEADERSHIP

- Keep them happy and healthy
 - Reward good behavior
 - Trust is essential
 - Keep it fresh
 - The "new normal" is here to stay
 - Embrace change
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COMMUNICATION IS KEY

- Set and meet expectations
 - Know your audience
 - Communicate with a personal touch
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SAFETY, SAFETY, SAFETY

- Associate and guest safety comes first
 - Err on the side of caution
 - Safety is the attracter
 - Measure your results
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