

## ARDA Spring Conference 2023 | April 16 – 19, 2023 | Agenda

### Sunday

**4:00 pm - 6:00 pm | Registration**

**Sponsor:** Accelerated Assets

**4:00 pm - 6:00 pm | VIP Registration**

**Sponsor:** First American Title Insurance, The Official ARDA VIP Experience Partner

**4:30 pm - 5:00 pm | Diversity and Inclusion Council Meet Up**

Closed meeting

**5:00 pm - 6:00 pm | Diversity & Inclusion Reception, Welcoming ARDA 100 Club**

**Sponsor:** MDK

### Monday

**7:30 am - 9:00 am | Rise and Shine Monday: Wellness like a Pro**

**Sponsor:** CustomerCount

Join professional Triathlete, Malachi Henry, for a warm-up and a 5k walk/run around the neighborhood to start your day. Malachi is the winner of both the Indianapolis and Chicago triathlon competitions and is sponsored nationally by ARDA member CustomerCount®. No need to sign up, just show up and start your day off right!

**7:30 am - 5:00 pm | Registration**

**Sponsor:** Accelerated Assets

**7:30 am - 5:00 pm | VIP Registration**

**Sponsor:** First American Title Insurance, The Official ARDA VIP Experience Partner

**8:00 am - 5:00 pm | ARDA VIP Experience Lounge**

**Sponsor:** First American Title Insurance, The Official ARDA VIP Experience Partner

**8:00 am - 5:00 pm | Sponsor Meeting Rooms**

**8:30 am - 9:30 am | Ethics Committee**

Closed meeting

**8:30 am - 9:15 am | Executive Voices of Timeshare**

**Sponsor:** Liberty Bank

**Timeshare 101 Series: Session 1** - When you've spent a rewarding career in timeshare, there are plenty of insights to share with others. New in our Timeshare 101 Series, this panel of business leaders tell the story of timeshare and share their professional journeys. If you're beginning in the industry or a seasoned veteran, you'll enjoy hearing this panel of experts discuss the evolution of our great product and the conversations that led to change and made ARDA and the industry who we are today.

**Moderator:** Don Peruta, SVP, Resort Finance, Liberty Bank

**Panel:** Ken McKelvey, Executive Consultant, Capital Vacations, Rob Webb, Partner, BakerHostetler, Mark Waltrip, COO, Westgate Resorts

**9:00 am - 4:00 pm | ProPics Head Shot Studio**

**Sponsor:** Digital Ignite

**9:30 am - 11:00 am | ROC Board of Directors Meeting**

Closed meeting

**9:30 am - 10:30 am | AIF Market Research Revealed**

**Sponsor:** Liberty Bank

**Timeshare 101 Series: Session 2** - Whether you're a seasoned timeshare veteran or a rookie, this session is for you! We'll share the latest industry research, as well as trends in travel and tourism. Find out how AIF research works effectively on Wall Street, and with communications and PR.

**Moderator:** Darla Everitt, VP Product Development & Innovation, Marriott Vacations Worldwide

**Panel:** Sarah Conroy, Sr Director, Marketing & Communications, ARDA, Chris Agnew, SVP, FP&A, and Investor Relations, Travel + Leisure Co., Joe Callender, Managing Director Other Tax, Ernst & Young, Chris Folsom, Managing Director, Deloitte & Touche LLP, Jon Last, President, Sports & Leisure Research Group

**10:00 am - 11:00 am | Coffee Service – All Attendee Lounge**

**Sponsor:** Nordis Technologies

**10:45 am - 11:45 am | The Business of Timeshare**

**Sponsor:** Liberty Bank

**Timeshare 101 Series: Session 3** - Behind each great timeshare vacation are business disciplines that partner together to deliver our great product. Join this panel of industry leaders and learn about the key business areas that drive success. From dirt to doorknob and topics in between, you'll learn about the feasibility process, legal, finance, resort operations, sales, marketing, and exchange!

**Moderator:** Don Peruta, SVP, Resort Finance, Liberty Bank

**Panel:** Ben Pierce, SVP, Feasibility & Planning, Marriott Vacations Worldwide, Bill Guthrie Co-Chair Hospitality & Leisure Team, Foley & Lardner, Don Peruta, SVP, Resort Finance, Liberty Bank, Tom Shelburne, Chief Marketing Officer, Wyndham Destinations, Rich Muller, EVP, VRI Americas, Chris McGill, Director, Business Development, Interval International

**11:30 am - 12:30 pm | AIF Board of Directors Meeting**

Closed meeting

**12:00 pm - 5:00 pm | Interval International Lounge**

**12:00 pm - 5:00 pm | RCI Lounge**

**12:30 pm – 1:30 pm | All Attendee Lunch served in the All-Attendee Lounge**

**Sponsor:** Western Alliance Bank

**12:30 pm - 1:30 pm | Leading and Learning with WIN Luncheon, Featuring Speaker Suneera Madhani**

**Sponsor:** Disney Vacation Club

First come first serve seating

**Professional Development Lunch** - For all curious attendees who love to learn, shine, and perform, this lunch is for you. Join this one-hour working lunch and challenge yourself to bring your best and take away something new.

**Panel:** Suneera Madhani, CEO & Founder Stax Payments, Creator and Host, CEO School Podcast

**1:00 pm - 2:00 pm | Research Committee Meeting**

**1:30 pm - 2:30 pm | ARDA Executive Committee Meeting**

Closed meeting

**2:00 pm - 3:15 pm | The Value of Partnerships**

**Sponsor:**

**Micro Sessions: Series 1** - Most great businesses rely upon professional partners to offer expert guidance and support existing strategies. These 5 industry members provide value with exceptional partnerships, products, and services to the industry.

**Moderator:**

**Panel:** Bob Kobek- President, CustomerCount, Peter Moody, Chief Business Development Officer, Equiant Financial Services Inc. & Ericka Schwarm, Director of Client Development, Equiant, Liam Walsh, Flywire & Jack Palley, Ben Kincaid, CEO, Complete Threat Preparedness, Inc.

**3:30 pm - 5:00 pm | ARDA Kick-Off General Session with Keynote Speaker Lisa Bodell**

**Sponsor:** RCI and Wyndham Destinations

**General Session** - Kick-off Spring ARDA by hearing the state of the industry from ARDA President and CEO, Jason Gamel and ARDA Chair, Michael Brown, President and CEO, Travel + Leisure Co. Followed by this year's amazing speaker, Lisa Bodell, Innovation Expert, Founder and CEO of FutureThink and Author. Lisa Bodell ranks among the Top 50 Speakers Worldwide and is the best-selling author of Kill the Company and Why Simple Wins. She's a global leader on simplification, productivity, and innovation, whose keynotes leave audiences inspired to change and arm them with radically simple tools to get to the work that matters.

**Panel:** Lisa Bodell, Innovation Expert, Founder and CEO of FutureThink and Author

**5:00 pm - 6:00 pm | #LMT Welcome Reception**

**Sponsor:** Breckenridge Grand Vacations, Capital Vacations, Disney Vacation Club, Hilton Grand Vacations, Holiday Inn Club Vacations, Marriott Vacations Worldwide, and Wyndham Destinations

**Open Evening**

## Tuesday

**8:00 am - 5:00 pm | Registration**

**Sponsor:** Accelerated Assets

**8:00 am - 5:00 pm | VIP Registration**

**Sponsor:** First American Title Insurance, The Official ARDA VIP Experience Partner

**8:00 am - 5:00 pm | ARDA VIP Experience Lounge**

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**8:00 am - 9:00 am | Breakfast - All Attendee lounge**

**8:00 am - 5:00 pm | Interval International Lounge**

**8:00 am - 5:00 pm | RCI Lounge**

**8:00 am - 5:00 pm | Sponsor Meeting Rooms**

**8:30 am - 10:00 am | Leadership Line Up: Executive View of the Industry**

**Sponsor:** BakerHostetler LLP

**General Session** - During this always popular session, Jason Gamel, president and CEO, ARDA, will interview our industry's top leaders about the challenges and opportunities facing the industry today.

**Moderator:** Jason Gamel, President & CEO, ARDA

**Panel:** Gordon Gurnik, SVP & Chief Operating Officer, Hilton Grand Vacations, Jared Saft, Chief Business Officer, Westgate Resorts, John Staten, President & CEO, Holiday Inn Club Vacations, Stephanie Butera, EVP & COO, Hyatt Vacation Ownership, Jeff Myers, Chief Sales & Marketing Officer, Wyndham Vacations, Travis Bary, COO, Capital Vacations, Ross Crowder, Chief Commercial Officer, arrivia

**9:00 am - 4:00 pm | ProPics Head Shot Studio**

**Sponsor:** Digital Ignite

**10:00 am - 11:00 am | Coffee Service - All Attendee Lounge**

**Sponsor:** Nordis Technologies

**10:15 am - 11:15 am | Resort Services and Owner Solutions for Brands and Independents**

**Sponsor:** Fidelity National Timeshare

**Power Innovation Session 2** - More than 1,500 timeshare resorts are in North America, and each property includes a unique owner community and product setting. Join this conversation of resort service providers, operators, and industry leaders who offer solutions for the resort lifecycle of both legacy timeshares and newer properties. What conversations drive the HOA agendas and how are we, as an industry, driving positive change and solutions?

**Moderator:** Neil Hutchinson, SVP, Association Management & Brand Operations, Hilton Grand Vacations

**Panel:** Scott Weisz, SVP, Vacation Ownership, Marriott Vacations Worldwide, Rich Muller, EVP, VRI Americas/Trading Spaces, Nigel Lobo, COO, Grand Pacific Resorts

**10:30 am - 12:00 pm | HR Council**

Closed meeting

**10:30 am - 12:30 pm | ARDA Board of Directors Meeting**

**Sponsor:** Flywire

Closed meeting

**11:30 am - 12:30 pm | Technology and Data: Maximizing Performance**

**Sponsor:** Fidelity National Timeshare

**Micro Sessions: Series 2** - Business insights and data go hand in hand, and so do innovative platforms that deliver custom experiences. Whether performance marketing, legal and title process, resort operations or owner services these 4 industry presentations will expand your knowledge in the power of industry data techniques.

**Moderator:** Alana Wittig, AVP, Director of Business Development, Fidelity National Timeshare

**Panel:** Mike Samet, CEO, Digital Ignite, Bryan TenBroek, VP Business Development, Nordis Technologies, Bryan Rand, President Vacation Innovations, Lindsay Bartels O'Brien, Tip Moore, Tango

**12:30 pm – 1:30 pm | All Attendee Lunch served in the All-Attendee Lounge**

**Sponsor:** Western Alliance Bank

**12:30 pm - 1:45 pm | The Motivation Movement with Speaker: Celebrity Chef, Jeff Henderson**

**Sponsor:** Westgate Resorts

First come first serve seating

**Professional Development Luncheon** - What drives us to stay motivated and help see our goals to the end? For all attendees determined to achieve personal and professional success, come join us to hear from Celebrity Chef, Jeff Henderson. Jeff Henderson will inspire with his emotional journey of redemption from the streets to the stove, sharing real-life strategies to help you achieve your dreams, no matter your stage in life.

**Panel:** Celebrity Chef, Jeff Henderson

**1:30 pm - 2:30 pm | Navigating Finance, Legal and Regulatory Issues Today**

**Sponsor:** Fidelity National Timeshare

**Micro Sessions: Series 3** - Today's headlines include industry mergers, acquisitions, brand evolutions, different product types, and new ownership structure. How do these business strategies affect the legal and financial teams? Enjoy hearing from members who are acutely aware and focused upon moving the industry forward within their expertise and discipline. This will be informative and enjoyable for all to enjoy.

**Moderator:** Alana Wittig, AVP, Director of Business Development, Fidelity National Timeshare

**Panel:** Robert Clements, VP Regulatory Affairs and General Counsel, ARDA & Justin Vermuth, VP, State Government Affairs & Deputy General Counsel, ARDA, Sam DePoy, SVP, Global Public Policy, ARDA, Don Peruta, SVP, Resort Finance, Liberty Bank & Ron Goldberg, President, Wellington Financial, Amy Bellman, Partner, BakerHostetler LLP, Shawn Brydger, SVP, Wellington Financial

**2:30 pm - 3:30 pm | Legislative Committee**

**3:00 pm - 3:45 pm | The Magic and Benefit of Amazing Event Experiences**

**Sponsor:** Fidelity National Timeshare

**Power Innovation Session 1** - Timeshare provides a lifetime of vacation experiences, and today those experiences go well beyond luxury accommodations, inspired amenities, and amazing locations. Hear from industry leaders in sales, marketing, HR, and corporate events who constantly raise the experience bar by offering awesome experiences and bucket list adventures for owners and associates. Concerts, golf tournaments, NASCAR, celebrity parties, food tours, biking adventures, and more are on the agenda to be shared.

**Moderator:** Jared Saft, Chief Business Officer, Westgate Resorts

**Panel:** Derek De Salvia, EVP, Chief Customer Officer, Hilton Grand Vacations, Dusty Tonkin, EVP, Chief Sales and Marketing Officer, Bluegreen Vacations, John Sutherland, EVP Resort Sales, Holiday Inn Club Vacations

**4:00 pm - 5:00 pm | Travel Trends: Insights from External Leaders**

**Sponsor:** Marriott Vacations Worldwide

**General Session** - It's time to hear from leaders outside of our industry! Jason Gamel will lead a panel of Top Florida leaders in lodging, sports, and economic development about the top issues facing them and how they impact travel & tourism in the state.

**Moderator:** Jason Gamel, President & CEO, ARDA

**Panel:** Jason Siegel, President & CEO, Greater Orlando Sports Commission, Robert Agrusa, Central Florida Hotel & Lodging Association, Tim Giuliani, President & CEO, Orlando Economic Partnership

**5:00 pm - 6:30 pm | Interval International All Attendee Reception**

**Sponsor:** Interval International

## Wednesday

**8:00 am - 3:00 pm | Registration**

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**8:00 am - 3:00 pm | VIP Registration**

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**Sponsor:** First American Title Insurance, The Official ARDA VIP Experience Partner

**8:00 am - 5:00 pm | Interval International Lounge**



**8:00 am - 5:00 pm | RCI Lounge**

**8:00 am - 5:00 pm | Sponsor Meeting Rooms**

**8:00 am - 9:00 am | ARDA Club 100 Breakfast with Speaker, Caroline Shin, CEO and Co-Founder, Vacatia, Chair ARDA D&I Council**

**Sponsored:** Eck, Collins & Richardson, PL.

By Invitation Only

**8:45 am - 9:30 am | Audit Committee**

Closed meeting

**9:00 am – 9:45 am | Designing and communicating a BRAND new timeshare industry**

**Power Innovation Session 3** - Effective marketing and branding elevate our industry with member companies who deliver strategies and initiatives that are creative, innovative, and effective. Join this session's special host, Jason Gamel, ARDA President and CEO who welcomes to the stage marketing executives from Hilton Grand Vacation, Marriott Vacations Worldwide, Holiday Inn Club, and Travel and Leisure, who share passion and expertise on this exciting topic.

**Moderator:** Jason Gamel, President & CEO, ARDA

**Panel:** Debbie Totten, SVP, Global Brand Strategy and Creative, Marriott Vacations Worldwide, Michelle Smits, VP Marketing, Communications & Branding, Hilton Grand Vacations, Annie Roberts, SVP Club and Owner Services, Wyndham Destinations, Jamie Kluetz, VP of Brand Experience and Design, Holiday Inn Club Vacations

**9:00 am - 10:00 am | Risky Business: How to Navigate Commercial Property Insurance in an Uncertain Market**

The U.S. property insurance market is facing unprecedented challenges in the wake of increasing frequency and severity of catastrophic natural disasters, rising inflation, global supply chain uncertainty, increased reinsurance costs, and more. Join timeshare risk management and insurance-industry veterans as they discuss the dynamics of the current commercial property insurance market, outlook for future trends, and perspectives around navigating these challenging times.

**Moderator:** Amy Templeton, VP, Risk Management & Insurance, Travel + Leisure Co.

**Panel:** Nermine Demopoulos, VP, Risk Management & Insurance, Marriott Vacations Worldwide and Dean Owens, Head of Property Claims, North America, AIG

**9:30 am - 10:30 am | Diversity & Inclusion Council Meeting**

Closed meeting

**10:00 am - 2:00 pm | ProPics Head Shot Studio**

**Sponsor:** Digital Ignite

**10:00 am - 11:00 am | Global Travel Trends and Expert Opinions**

**Sponsor:** Holiday Inn Club Vacations

**General Session** - Drawing on reporting, data, and insights from Skift editors, reporters, and research analysts, as well as conversations with industry leaders across the globe, we will set forth the themes that will define the year ahead in travel.

**Moderator:** Darren Frei, Branded Content Editor, Skift

**Panel:** John Staten, President & CEO, Holiday Inn Club Vacations, John Geller, President & CEO, Marriott Vacations Worldwide, Mike Brown, President & CEO, Travel + Leisure Co.

**10:30 am - 12:00 pm | Finance and Accounting Committee**

**11:00 am - 11:45 am | What's New in Mexico and Latin America?**

**Power Innovation Session 4** - The Mexico and Latin American Markets are the second largest in the world following the United States, and their history, evolution and experiences, and owner loyalty are both fascinating and exciting to understand. Join market leaders to hear about strategies and visions that lead to their ongoing growth and innovation.

**Moderator:** Juan Ignacio Rodriguez, Managing Director, RCI Latin America/Caribbean and Global Business Development, RCI

**Panel:** Rosario Rodriguez, CEO, Royal Holiday, Jorge Herrera, General Director, Unlimited Vacation Club, a Hyatt Company, Francisco Costa Neto, Founder, Managing Partner, Brazilian Entertainment Tourism Advisory

**11:00 am - 12:00 pm | General Counsel Council**

Closed meeting

**12:00 pm - 1:30 pm | State Regulators Luncheon**

**Sponsor:** Greenspoon Marder

Open to all attendees, but RSVP to [mcrowley@arda.org](mailto:mcrowley@arda.org), required before April 12

**12:00 pm - 1:15 pm | An Inclusive Lunch and Learn with Speaker Alison Levine**

**Sponsor:** Hilton Grand Vacations

**General Session:** As a boundary-breaker, Alison Levine knows what it's like to survive and thrive in the world's toughest environments. She served as team captain of the first American Women's Everest Expedition, scaled the "Seven Summits", and skied to the North and South Poles- making history along the way.

**Panel:** Alison Levine, First Women's Everest Expedition Team Captain and Author

**1:00 pm - 2:00 pm | GATE Committee**

Closed meeting

**1:30 pm - 2:30 pm | Leading Inclusively**

**Sponsor:** Eck, Collins & Richardson, PL.

**Power Innovation Session 5** - Understanding the importance of DEI in the workplace isn't the same as building a diverse and inclusive culture. To have an impact, people and organizations need to take action. This session will discuss how to help uncover hidden biases and unfair hiring and career development practices. How to recognize problems and actively promote inclusion and equity and equip leaders with skills to support inclusion within their teams.

**Moderator:** Andrea Agnew, VP, People, Inclusion and Culture, Hilton Grand Vacations

**Panel:** Jackie Chin, VP, HR Corporate, Marriott Vacations Worldwide, Erin Meche, Sr Director of Sales & Marketing, Accounting and Corporate Payroll Services, Member, HICV Diversity Council, Heena Patel, SVP, Global Rental Operations, Travel + Leisure Co.

**2:00 pm - 3:00 pm | Reputation Management Council**

Closed meeting

**2:00 pm - 3:00 pm | WIN Committee**

**6:00 pm - 7:30 pm | Awards Ceremony**

Come salute the finest people, products, and places in the industry as we crown the winners for the 2023 ARDA Awards!

**7:30 pm - 10:00 pm | Awards Celebration**

Come close out 2023 Spring Conference and celebrate with our awards finalists, and winners!