



ARDA Spring Conference 2024 | April 14 – 17, 2024 | 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 Company

Monday

7:30 am - 5:00 pm | Registration

Sponsor: Accelerated Assets

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

Sponsor: First American Title Insurance Company

8:00 am – 5:00 pm | ARDA VIP Experience Lounge

Sponsor: First American Title Insurance Company

8:00 am – 5:00 pm | ARDA All Attendee Lounge

8:00 am – 5:00 pm | Sponsor Meeting Rooms

8:00 am – 5:00 pm | Interval International Lounge

8:00 am – 5:00 pm | RCI Lounge

8:00 am – 3:30 pm | Committee Meetings

Download the PDF committee schedule on the Spring Conference 2024 website page

8:00 am – 9:00 am | ARDA Club 100 Breakfast Roundtable

Sponsor: MDK

By invitation only

8:00 am – 5:00 pm | Water Service

Sponsor: ONE



9:15 am – 10:00 am | Timeshare 101 Series 1: AIF Market Research Revealed

Sponsor: Liberty Bank

Whether you're a seasoned timeshare veteran or an industry newcomer, this session is for you! We'll share the latest from our monthly sentiment surveys, consumer studies and focus groups and overall trends in travel and tourism, to provide an inside look at the timeshare industry and its owners.

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

Speakers: Sarah Conroy, VP, Marketing and Communications, ARDA, Joe Callender, Managing Director, EY, Jon Last, President, Sports & Leisure Research

10:10 am – 10:50 am | Timeshare 101: The Business of Timeshare: Part 1

Sponsor: Liberty Bank

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!

Panel Topics:

Feasibility & Planning: Ben Pierce, SVP, Feasibility & Development, Marriott Vacations Worldwide

Legal: Bill Guthrie Co-Chair Hospitality & Leisure Team, Foley & Lardner

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

11:00 am - 11:45 am | Timeshare 101: The Business of Timeshare: Part 2

Sponsor: Liberty Bank

Panel Topics:

Resort Operations: Chelsea Wynn, Regional Vice President of Resort Operations, Holiday Inn Club Vacations (invited)

Sales and Marketing: Tom Shelburne, Chief Marketing Officer, Travel + Leisure Co.

Exchange: Chris McGill, Director Business Development, West, Interval International

10:00 am – 4:00 pm | ProPics Headshot Studio in the ARDA All Attendee Lounge

12:00 pm – 1:15 pm | Leading and Learning with WIN Luncheon Speaker: Maja Kazazic, Bosnian War Genocide Survivor

Sponsor: Disney Vacation Club

First come first serve seating



WIN Luncheon - Maja Kazacic, Bosnian War genocide survivor. Drawing from her incredible life-affirming story of resilience, Maja Kazacic shows organizations and individuals how to harness the power of empathy to turn loss into growth and surpass their greatest expectations.

12:00 pm – 1:00 pm | Lunch in the ARDA All Attendee Lounge

1:15 pm – 3:15 pm | Micro Sessions

**1:15 pm - 1:28 pm | Slot 1: Bill Ryczek, Colebrook Financial & Joe Takacs, MVP, a Takacs Company
RE: Purposing: What Makes a Resort a Great Candidate?**

Two timeshare veterans discuss how to determine the viability of repurposing a legacy resort: what factors to consider, working with the HOA Board, Title issues and costs involved. Since not one size fits all, how do you select an ally to ensure the best outcome for your resort?

1:35 pm - 1:47 pm | Slot 2: Brian Lower, Greenberg Traurig, How to Get the Most (Best) from your Outside Counsel

POV of a 27 year in-house veteran. Learn the secrets to choosing, hiring and working with outside counsel from someone who has been on both sides.

1:53 pm - 2:05 pm | Slot 3: Isaac Shloss, Contact Center Compliance: SCAM Likely! Don't Attend this Session!

Every day, carriers are telling your past, present, and future guests to NOT answer your phone calls by labeling you as a scammer or spammer. Not only can this lead to lost revenue, but it can have a very negative impact on your brand reputation. In this session, I will outline how good actors can improve their communication and calling practices to avoid errant call mislabeling, separating the good guys from the bad.

2:10 pm - 2:22 pm | Slot 4: Shawn Brydger, Wellington Financial: The U.S. Economy (Taylor's Version)

Are You Ready For It...Experience an exclusive presentation where Taylor Swift helps breaks through the Lavendar Haze of the U.S. economy. Explore "funflation" and gain essential insights into interest rates, unemployment, housing, and consumer delinquency rates. Discover how these factors are shaping the future of the hospitality industry and impacting your business.

2:30 pm - 2:42 pm | Slot 5: Elie Doft, Grant Thornton, Leveraging Securitization for a Competitive Edge

Join me to learn the basics of what a securitization is, and the benefits of using securitizations as a means to help cash flow, fund growth, and monetize existing assets.



2:48 pm - 3:00 pm | Slot 6: Chris Clark, Digital Ignite: Harnessing Data to Reach Emerging Travel

Audiences

This session will unveil cutting-edge marketing strategies to reach timeshare audiences under 45. Dive into data-driven approaches, complemented by traveler video interviews, revealing insights into modern vacation habits.

3:05 pm - 3:17 pm | Slot 7: Jilaine Shea, Sandy Alexander, Managing Communications with Owners

2:00 pm - 3:30 pm | Coffee in the ARDA All Attendee Lounge

3:30 pm – 5:00 pm | ARDA Kick-Off General Session: With Keynote Speaker: Will Guidara, best-selling author of Unreasonable Hospitality: The Remarkable Art of Giving People More Than They Expect

Sponsor: RCI and Travel + Leisure Co.

General Session - Will Guidara, best-selling author, restaurateur and former owner of Eleven Madison Park, the inspiration for the restaurant Ever in the award-winning show The Bear, shares his message about Why Hospitality is the Greatest Tool in Problem-Solving. Too often, when we're faced with a pernicious problem in business or our lives, we fall back on the tried-and-true: push harder, be more efficient, cut back. Imagine, that instead you asked yourself: what is the hospitality solution? What if you forced yourself to be creative, to develop a solution that worked because of—not in spite of—your dedication to generosity and extraordinary service? Will makes the case for why this is the perfect time to root your decisions in hospitality and give more, not less.

5:00 pm – 7:00 pm | All Attendee Kick Off Party

Sponsor: RCI

Tuesday

8:00 am – 5:00 pm | Registration

Sponsor: Accelerated Assets

8:00 am – 5:00 pm | VIP Registration

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8:00 am – 9:00 am | Continental Breakfast in the ARDA All Attendee Lounge

8:00 am – 3:30 pm | Committee Meetings

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8:30 am – 9:45 am | General Session: Leadership Line up: Executive View of the Industry

Sponsor: BakerHostetler LLP

2023 Year in Review and Looking Forward: challenges that were overcome, wins that came in, what worked, what didn't, what does that mean for 2024. Join us for this series of one on one and group conversations with ARDA Leaders.

Moderator: Jason Gamel, President & CEO, ARDA

Speakers: Gordon Gurnik, Senior Executive Vice President & COO, Hilton Grand Vacations, Stephanie Sobek Butera EVP & Chief Operating Officer, Hyatt Vacation Ownership, Marcos Agostini, EVP and Managing Director, Interval International, Juan Ignacio Rodriguez, International Managing Director, RCI, Geoff Richards, Chief Operating Officer, Travel + Leisure Co., Travis Bary, Co-President, Capital Vacations, Jerry Rexroad, Co-President, Capital Vacations, John Staten, President & CEO, Holiday Inn Club Vacations, Jared Saft, Chief Business Officer, Westgate Resorts

10:00 am – 4:00 pm | ProPics HeadShot Studio in the ARDA All Attendee Lounge

10:00 am – 11:00 am | Coffee in the ARDA All Attendee Lounge

10:00 am – 10:45 am | Power Innovation Session 1: The Digital Experience Are you using all the tools available to you to enhance your consumer experience? This session will explore the digital channel tools and analytics that companies should be using to effectively impact the consumer journey.

Moderator: Onkar Birk, SVP, Chief Technology Officer, Hilton Grand Vacations

Speakers: Brian Lomonico, Vice President, Digital Marketing & Growth, Travel + Leisure, Co., Chantal Stephens, SVP, Performance Marketing & Revenue Enhancement, Chris Clark, Co-Founder & Chief Technology Officer, Digital Ignite

11:00 am – 12:00 pm | Micro Sessions



11:00 am - 11:12 am | Slot 8: Nick Rocco Flywire & John Willman, Westgate Resorts: Revolutionizing Payments: Forging Your Competitive Edge in Vacation Ownership

In this session, Westgate's John William and Flywire's Nick Rocco will discuss transforming payments from a pain point into a competitive advantage in the vacation ownership industry. What are the success metrics to look at to determine if your payment processes are working for you? Hear how recent changes have helped both Westgate's owners and their own bottom line.

11:17 am - 11:30 am | Slot 9: Danny Wymer, Cresta: Transform Your Guest Experience & Your Bottom Line with AI

The timeshare market is evolving—changing guest demographics and preferences, legacy technology, and competition for talent all pose unique operational challenges for revenue-focused leaders. Join Cresta to learn how AI can uncover powerful insights across every conversation, identify specific tactics proven to increase sales conversion, and reinforce them through real-time guidance.

11:35 am - 11:47 am | Slot 10: Tip Moore, Tango, Rewards Reinvented

Explore innovative strategies to enhance timeshare engagement with modern-day rewards. From personalized rewards to immersive experiences, discover how to increase guest satisfaction and foster long-term loyalty. Join us as we unveil the blueprint for a reimagined rewards landscape in the timeshare industry.

11:50 am - 12:05 pm | Slot 11: Mike Cremin, Alvarez & Marsal, Revolutionizing Loyalty Programs in Travel & Hospitality: Four Driving Forces and Six Steps for Transformation

Loyalty is often an overlooked aspect within the timeshare industry. A&M believes four forces will significantly impact how travel and hospitality loyalty programs operate in the future. In this session we'll discuss these forces, and six steps companies can take to maintain and enhance the strength of your loyalty capabilities.

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

Closed meeting

12:00 pm – 1:00 pm | Lunch in the ARDA All Attendee Lounge

12:00 pm – 1:15 pm | Professional Development Luncheon Spotting and Preventing Fraud with Speaker: Frank Abagnale, the famous subject of Steven Spielberg's hit movie Catch Me If You Can

Sponsor: Westgate Resorts

First come first serve seating

Professional Development Luncheon - Frank Abagnale, the famous subject of Steven Spielberg's hit movie Catch Me If You Can, has spent nearly 50 years working with the FBI, helping to protect individuals and organizations from scam artists and cyber criminals worldwide. In this session, he'll



reveal the latest strategies to spot potential fraud and stop identity thieves in their tracks, while shedding light on how his past experiences and personal life helped pave his path to redemption.

1:30 pm – 2:20 pm | Power Innovation Session Wave 2: Owner/Consumer Lifecycle

Sponsor: Fidelity National Timeshare

How does the owner move through the lifecycle- From sales and marketing to on-site experiences and upgrades, and even to transitioning out of their timeshare, this session explores the complete ownership lifecycle and how these companies are supporting owners at each stage.

Moderator: John Ruble, SVP, Global Sales and Field Operations, Americas

Marriott Vacations Worldwide

Speakers: Arshena Inshan, National Director, of Loyalty & Engagement, Westgate Resorts, Brad Harris VP Club Services, Hilton Grand Vacations, Erica Torres, General Manager, WorldMark Tropicana, WorldMark Spencer Street, Travel + Leisure Co.

2:00 pm – 3:30 pm | Coffee in the ARDA All Attendee Lounge

2:30 pm - 2:45 pm | Power Innovation Session 3: Communications/Branding

Hear from ARDA about how its rebranding efforts will help drive the organization's marketing strategy forward.

Speaker: Sarah Conroy, Vice President, Marketing and Communications, ARDA

3:00 pm - 3:45 pm | Power Innovation Session 4: Politics and Legislation

Join us for this session where you'll hear the inside scoop from our political experts on topics such as the presidential election, state and federal legislation and the importance of working both sides of the aisle.

Moderator: Sandra DePoy, SVP, Global Public Policy, ARDA

Speakers: Jerry Kilgore, Former AG of Virginia and Co-Chair State Attorneys General Practice, Cozen O'Connor, Robert Clements, VP Regulatory Affairs & General Counsel, ARDA, Justin Vermuth, SVP, State Government Affairs and ARDA-ROC, ARDA

3:00 pm - 3:45 pm | Power Session: Mexico and LATAM: Success Stories Driven by Inno-Flex

Innovation and Flexibility in the products has been key, for the growth of the Latin American, Caribbean & EME Markets, which combined represent almost 40% of the Global Industry sales. Hear the challenges, the facts and the success stories of the pioneers of these new models.

Moderator: Ana Laura Acevedo, SVP Business Development, RCI Latin America



Speakers: Gerarda Rioseco, VP, Fiesta American Vacation Club, Francisco Costa Neto, President, Resid Clb & Hotels, Markus Wischenbart, CEO, Lifestyle Holidays Vacation Club, Jorge Herrera, President, Unlimited Vacation Club

4:00 pm – 5:00 pm | General Session: Hospitality Focus: Las Vegas: Hear about how attractions and events like The Sphere, Formula One Racing, the Super Bowl and other events are impacting the tourism industry in Las Vegas

Sponsor: Marriott Vacations Worldwide

Moderator: Jason Gamel, President & CEO, ARDA

Speakers: Amanda Voss, Vice President of Sales, Bellagio, Park MGM, NoMad Las Vegas, Steve Hill, President & CEO, Las Vegas Convention & Visitors Authority

Open Evening

Wednesday

8:00 am – 3:00 pm | Registration

Sponsor: Accelerated Assets

8:00 am – 3:00 pm | VIP Registration

Sponsor: First American Title Insurance Company

8:00 am – 8:45 am | ARDA Club 100 Breakfast featuring fireside chat with speaker TBA and Catherine Lacey, SVP, Member Experience and Events & Lead DI Team Member, ARDA

Sponsor: Eck, Collins & Richardson

By invitation only

8:00 am – 5:00 pm | ARDA VIP Experience Lounge

Sponsor: First American Title Insurance Company

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9:00 am – 9:45 am | General Session: Skift Global Trends

Sponsor: Holiday Inn Club Vacations

Hear the latest from Skift on their new Global Trends and the changing demographic of travelers, followed by a panel discussion on the new products and destinations that appeal to the next generation.

Moderator: John Staten, President & CEO, Holiday Inn Club Vacations

Speakers: Darren Frei, Branded Content Editor, Skift, Derek De Salvia, EVP & Chief Customer Officer, Hilton Grand Vacations, Lori Gustafson, EVP and Chief Member and Commercial Services Officer, Marriott Vacations Worldwide, Annie Roberts, SVP, Club & Owner Services, Travel + Leisure Co.

10:00 am – 10:45 am | Power Innovation Session 5: Experience of a Lifetime, for a Lifetime

With owners spending more time at resorts, how are managers adjusting their operations to accommodate them, and what does this new way of vacationing mean for the future of guest experiences?

Moderator: Keven Maciulewicz, SVP, Resort Operations, Travel + Leisure Co.

Speakers: Alex Canales, Area VP, Resorts, Hilton Grand Vacations, James Coon, General Manager, Holiday Inn Club Vacations Hill Country Resort, Dawn Rawle, VP of Marketing, Entertainment & Advertising Westgate Las Vegas

11:00 am – 11:45 am | Power Innovation Session 6: FBI Briefing on Timeshare Scams

Hear firsthand from agents of the Federal Bureau of Investigation on some of the more sophisticated timeshare scams, and how to help your owners avoid becoming a victim.

Speakers: Timothy Lynch, Supervisory Special Agent, FBI Washington Field Office, Jason Grassie, Agent, FBI Washington Field Office

12:15 pm - 1:15 pm | State Regulators Luncheon

Sponsor: Greenspoon Marder LLP

Open to all, RSVP required, registration@arda.org

12:00 pm – 1:15 pm | General Session Luncheon with Keynote Speaker Molly Fletcher, “The female Jerry Maguire”



Sponsor: Hilton Grand Vacations

General Session - Often referred to as, “The Female Jerry Maguire”, Molly Fletcher is a trailblazing sports agent, bestselling author and podcast host. In this session, Molly will share her vision for helping leaders and teams unlock their drive to fuel next-level success.

1:30 pm – 2:15 pm | Power Innovation Session 7: Curating Culture

Sponsor: Eck, Collins & Richardson

How companies can embrace diverse viewpoints, manage company acquisitions and their effect on employees, and find ways to strengthen culture and build a deep bench of future leaders.

Moderator: Kim Marshall, CHRO, Travel + Leisure Co.

Speakers: Daisy Garcia, Human Resources, Holiday Inn Club Vacations (invited), Antoinette Eastlack, SVP, Human Resources, Hilton Grand Vacations, Mike Yonker, EVP, Chief Human Resources & Global Communications Officer, Marriott Vacations Worldwide

6:00 pm – 7:30 pm | Awards Ceremony

Open to all attendees | Reserved seating for ARDA Beacon Members and ARDA Awards Program Sponsors only

All other seating is first come first serve

7:30 pm – 9:30 pm | Awards Celebration

Open to all attendees