



## ARDA Spring Conference 2025 | March 23 – 26, 2025 | 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 All Attendee Lounge**

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

**Sponsor:** First American Title Insurance Company

**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 | Club 100 Breakfast (invitation only)**

**Sponsor:** MDK

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

**9:15 am – 9:55 am | Timeshare 101: AIF Market Research Revealed**

**Sponsor:** Liberty Bank

**Speakers:** Jon Last, Founder & President, Sports and Leisure Research Group, Joe Callender, Managing Director, EY, Chris Folsom, Managing Director, Deloitte & Touche, Darla Everitt, VP Product Development & Innovation, Marriott Vacations Worldwide

**9:30 am - 11:00 am | ROC Board of Directors Meeting (closed meeting)**



**10:00 am – 4:00 pm | ProPics Head Shot Studio**

**Sponsor:** Western Alliance Bank

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

**10:00 am – 10:45 am | Timeshare 101: The Business of Timeshare: Part 1 | Legal, Finance, Design**

**Sponsor:** Liberty Bank

**Speakers:** Legal | Dan Bachrach, Partner, Foley & Lardner LLP, Finance | Don Peruta, SVP, Liberty Bank, Design | Sarah Crawford, CFO, Hospitality Resources & Design

**11:00 am – 12:00 pm | Timeshare 101: The Business of Timeshare: Part 2 | Resort Operations, Sales and Marketing, Rental, Exchange**

**Sponsor:** Liberty Bank

**Speakers:** Resort Operations | Kevin Speidel, SVP, Resort Operations, Hilton Grand Vacations, Rental | Heena Patel, SVP, Global Rental Strategy, Travel + Leisure Co., Exchange | Kasey Lohn, Manager, Client Sales and Service, Interval International

**11:15 am - 12:15 pm | AIF Board of Directors Meeting (closed meeting)**

**12:00 pm - 1:00 pm | Leading and Learning with WIN Luncheon with Speaker Magie Cook, CEO & Founder of Maggie's Salsa**

**Sponsor:** Disney Vacation Club

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

**1:00 pm - 3:00 pm | Coffee Service in the All Attendee Lounge**

**Sponsor:** Tango

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

**1:00 pm - 2:30 pm | ARDA Executive Committee Meeting (closed meeting)**

**3:30 pm - 5:00 pm | Kick Off General Session with Keynote Speaker: Kat Cole, CEO, AG1**

**Sponsor:** Travel + Leisure co.

**6:00 pm - 8:30 pm | RCI Welcome Party**

**Sponsor:** RCI



## Tuesday

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

**Sponsor:** Accelerated Assets

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

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

**Sponsor:** First American Title Insurance Company

**8:00 am – 9:30 am | Continental Breakfast in the 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 Breakfast General Session**

**Sponsor:** BakerHostetler LLP

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

**Speakers:** Caroline Shin, Co-Founder & CEO, Vacatia, Lori Gustafson, EVP Chief Membership & Commercial Services Officer, Marriott Vacations Worldwide, Derek DeSalvia, EVP & Chief Customer Officer, Hilton Grand Vacations, Amandine Robin -Caplan, Chief Brand and Communications Officer, Travel + Leisure Co.

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

**10:00 am - 4:00 pm | ProPics Head Shot Studio**

**Sponsor:** Western Alliance Bank

**10:15 am - 11:00 am | Power Session 1: Unlocking Untapped Revenue: Maximizing Profitability in the Modern Timeshare Landscape**

**Sponsor:** Fidelity National Timeshare

**Moderator:** Gordon McClendon, CEO, SPI



**Speakers:** Ezra Herrera, CTO, One Agency, John Locher, VP Strategy & Solutions, Asgard Software, Alex Glover, VP Sales and Marketing, Shopr Rewards, Dax Cross, Founder, Revenue Analytics

**10:30 am - 12:00 pm | HR Council (Closed Meeting)**

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

**11:15 am - 12:00 pm | Power Session 2: Management Companies: What are the Challenges and Opportunities of Working in the Independent Resort Space**

**Sponsor:** Fidelity National Timeshare

**Moderator:** Jay Anderson, VP, Operations and Performance, Grand Pacific Resorts

**Speakers:** Michelle DuChamp, Head of Vacatia Partner Services, Vacatia, Gary Hyde, EVP Hospitality, Capital Vacations, Scott MacGregor, EVP & COO, LemonJuice Capital Solutions

**12:00 pm - 1:00 pm | Lunch in the All Attendee Lounge**

**12:15 pm - 1:30 pm | Leadership Luncheon with Speaker: Paul Whelan, Former US Marine Held Hostage in Russia, Released in the most historic prisoner swap since the cold war**

**Sponsor:** Westgate Resorts

**1:30 pm - 2:15 pm | Power Session 3: A View from Wall Street**

**Sponsor:** Fidelity National Timeshare

**Speaker:** Jason Gamel, President & CEO, ARDA, C. Patrick Scholes, Managing Director, Lodging and Leisure Equity Research, Truist

**2:00 pm - 2:20 pm | Timeshare 2:0: A Deeper Dive: The Mechanics of a Maintenance Fee/Reserve Studies**

**Speaker:** John Willman, CFO, Westgate Resorts

**2:00 pm - 3:30 pm | Coffee Break**

**Sponsor:** Tango

**2:25 pm - 2:45 pm | Timeshare 2:0: A Deeper Dive: Insurance: Risk Management**

**Speaker:** Terry Ford, SVP, Property & Casualty, Gregory & Appel

**2:30 pm - 3:15 pm | Power Session 4: Legal Update: Impacts of the New Administration on Tax, Labor and Immigration**

**Sponsor:** Fidelity National Timeshare

**Moderator:** Robert Clements, Vice President, Regulatory Affairs & General Counsel, ARDA



**Speakers:** John Lehrer, Partner, BakerHostetler LLP, Mary Cravatta, Senior Counsel, Foley & Lardner LLP

**2:50 pm - 3:10 pm | Timeshare 2:0: Finance: How are we Making Money? What is VPG? How Does Financing Work?**

**Speaker:** Karen Calufetti, SVP Financial Planning and Analysis, Travel + Leisure Co.

**3:15 pm - 3:35 pm | Timeshare 2:0: A Deeper Dive: AI and Timeshare**

**Sponsor:** Cresta AI

**Speaker:** Danny Wymer, Vice President, Travel + Hospitality, Cresta

**4:00 pm - 5:00 pm | General Session: Navigating Political Change: The Impact of a New Administration on Our Industry**

**Sponsor:** Marriott Vacations Worldwide

**Moderator:** Jason Gamel, President & CEO, ARDA, Sandra DePoy, SVP, Global Public Policy, ARDA

**Speakers:** Justin Lumadue, Principal, Bockorny Group, Brian Goodrich, Partner, Holland & Knight, Jerry Kilgore, Partner, Cozen & O'Connor, Robert Clements, VP, Regulatory Affairs and General Counsel, ARDA, Justin Vermuth, SVP, State Government Affairs and ARDA-ROC, ARDA

## Wednesday

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

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

**8:00 am - 9:00 am | Club 100 Breakfast (invitation only)**

**Sponsor:** Eck Conley & Richardson PLLC



**9:00 am - 10:00 am | Legislative Committee Meeting**

**9:15 am – 10:00 am | All Inclusive Vacations: Tips and Trends from Industry Leaders**

**Moderator:** Alexis Ralph, VP, Client Sales and Service, LATAM International

**Speakers:** Norman McPherson – Director General of Legendary Vacation Club, William Bell – Director of Timeshare Division, El Cid Vacations Club, David Llibre – Vice President Hospitality, Coral Hospitality Corp

**10:00 am - 11:00 am | General Session: Skift Research Update: How AI and Digital Innovation are Redefining Travel**

**Sponsor:** Holiday Inn Club Vacations

**Moderator:** John Staten, CEO and President, Holiday Inn Club Vacations

**Speakers:** Darren Frei, Senior Branded Content Editor, Skift, Onkar Birk, EVP & Chief Technology Officer, Hilton Grand Vacations, Raman Bukkapatnam, EVP, Chief Global Technology Officer, Marriott Vacations Worldwide Corporation, Brian Lomonico, VP Digital Marketing and Growth, Travel + Leisure, JP Hurtado Chief Information Officer, Holiday Inn Club Vacations

**11:00 am - 12:30 pm | Finance and Accounting Committee (closed meeting)**

**11:00 am - 12:00 pm | General Counsel Council (closed meeting)**

**11:15 am – 12:00 pm | Leveraging on all Opportunities towards Globalization**

**Moderator:** Ana Acevedo, Sr. VP Business Development, RCI Latam, Caribbean & EMEA

**Speaker:** Norman Mcpherson, Director General, Legendary Hard Rock, Jorge Herrera, President – UVC, Marina Sanchez, Director, Member Services – Bahia Principle, Ignacio Zuasti – Travel Club Director, Palladium

**12:15 pm - 1:30 pm | General Session Luncheon with Speaker Anthony Robles, Inspiring NCAA Wrestling Champion, National Wrestling Hall of Fame Inductee and Inspiration for the movie, Unstoppable**

**Sponsor:** Hilton Grand Vacations

**12:15 pm - 1:30 pm | State Regulators Luncheon**

**Sponsor:** GreenspoonMarder LLP

**1:30 pm - 2:30 pm | Integrated Communications Council (closed meeting)**

**1:30 pm - 2:30 pm | Resort Operations Forum**

**1:45 pm - 2:30 pm | Power Session 8: Evolution of Timeshare F&B & Activities**

**Moderator:** Alix Daley, VP of Brand Operations, Hilton Grand Vacations



**Speakers:** Jorge Reyes, General Manager, Orange Lake Resort, Holiday Inn Club Vacations, Becky Frasier, General Manager, Bonnet Creek Resort, Travel + Leisure Co., Jorg Heyer, VP, Florida Market Operations, Marriott Vacations Worldwide

**2:30 pm - 3:30 pm | GATE Committee (closed meeting)**

**5:00 pm - 6:00 pm | Awards Finalist Reception (*open to Awards Finalists, Beacon Member, Leadership Teams and Awards Sponsor Leadership Teams*)**

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

**7:30 pm - 9:30 pm | Awards Celebration**