



# Memo

To: All Resort Developers  
From: Missy House  
CC: All Staff Members  
Date: 4/5/18  
Re: Highlights of the 2018 Resort Developers Association Annual Meeting

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The Resort Developers Association held its Annual Meeting of the Members at the OMNI Fort Worth Hotel in Fort Worth, Texas on March 20, 2018. Below are the highlights of that meeting:

Elections were held and the term of each Officer and Director listed below was renewed.

Officers:	President – David Mokry	Directors:	Region 1 – Tim Swift
	Vice President – Patrick Hartough		Region 2 – Brian Crouse
	Secretary – Sukhi Bhandari		Region 3 – Rich Gentry
	Treasurer – Brian Bevak		Region 4 – Ray Sheppard
			Region 5 – Bill Sinor

David Mokry, RDA President reported that there was \$104,000 to be distributed from 2017 profits. RDA dues, in the amount of \$1,500 for each Developer, were paid from the profits. The amount to be distributed is \$5.05 per net site night that resorts hosted in 2017.

Steve Lamb expressed appreciation to all resorts for their service and support and he presented awards for top sales and hosting.

Hosting Resorts:

1. Mountain Lakes Resort
2. Neskowin Creek Resort
3. Preferred RV Resort
4. Silent Valley Club
5. Rushmore Shadows

Sales Resorts:

1. Mountain Lakes Resort
2. St. Croix River Resort
3. Allegany Mountain Resort
4. Waldenwoods Family Resort
5. Niagara's Lazy Lakes

Sales Reps:

1. Keith Luebs, Mountain Lakes Resort
2. Al Choumas, Mountain Lakes Resort
3. Drake Fierro, Mountain Lakes Resort
4. Richard Luh, Niagara's Lazy Lakes
5. Cheryl Moore, Waldenwoods Resort

Joe Oller and Chris Oller of RFFC Financial ([www.rffcfinancial.com](http://www.rffcfinancial.com)) presented the consumer financing options that their company can provide. Some of the features of their services include custom designed finance programs, broader acceptance of low credit rated consumers, and non-recourse contract purchase. Contact Joe or Chris on 936-441-4880.

Additional presentations were provided:

1. Eric Martin and Dan Petit from Lodging Kit Company (<http://www.lodgingkit.com/>) presented what their service provides, which is customized packages for rental units, including housewares, linens, "kitchen kits", towels, shower curtains, outdoor furniture, and other turnkey packages for the hospitality industry. Lodging Kit provides personal attention, customized kits, and lots of ability to vary the packages for the customer's individual needs. This service avoids the resort owners going to Wal-Mart which often results in time consuming and inefficient use of labor costs, and inconsistent packages. Pricing is competitive with good quality. Also, their products have liability insurance. ROD has an agreement in place with Lodging Kits and has a discount for ROD members. You can contact Dan on 800-328-8439.
2. Resorts of Distinction has its own travel package which is essentially a service provided by CTC and Dial and Exchange (DAE). Patrick Hartough presented how the Exchange Club works. The resort banks inventory with DAE; the resort sells an upgrade or offers the product on the frontline; the resort forwards the applications to ROD. ROD/DAE welcomes the members into the Exchange; and then the member can call DAE to arrange the Exchange.

There is NO COST for Developers to join the Exchange Club and no additional cost to enroll your members. Several Developers are already using the package and believe it is a real benefit for sales to be able to exchange a week in a cabin for anywhere in the DAE system. The product works well and has both good fulfillment and good quality. More Information can be found by logging into your account on the CTC website. The Exchange Club Program is listed under the Condo tab. If you are not in the Exchange Program, give me or Patrick a call to get started! Patrick can be reached on 315-298-3355.

3. Patrick also reviewed the new products in the CTC program. It includes such things as Viking River Cruises, the ability to book hot weeks online now, and other products. Patrick reviewed all the benefits of using CTC and walked everyone through the website.
4. Michelle Holt, Lisa Torres and Shirley Roblee from Allegany Mountain Resort gave a presentation on the importance of keeping members and staff engaged. The team shared stories and tips on how they maintain a happy and loyal customer base, and happy and loyal employees/staff. They also presented a hilarious idea to help staff reduce frustrations.

If you were unable to attend, you missed another exciting meeting with great presentations. These presentations included useful & helpful tools for your resort and avenues to increase sales and cash flow and save you money!

Plans for the 2019 Annual Member Meeting are being made and will be available soon. As always, suggestions for meeting locations, presenters or topic of discussion are always welcomed and can be forwarded to [missy@resortsofdistinction.com](mailto:missy@resortsofdistinction.com).