

## **Monday, March 30, 2009**

Arrival day

4:30p.m. – 5:00p.m. CSHAE Orientation to ARDA Convention

5:00p.m. – 8:00pm Welcome Reception in Exhibit Hall – ARDA Convention

## **Tuesday, March 31, 2009**

7:30a.m. – 8:30a.m. Continental Breakfast – ARDA Convention

8:30a.m. – 9:45a.m. Educational Session Wave 1 – ARDA Convention

### *Sessions:*

International Mixed Use Projects

Fundamentals of Finance

Fundamentals of Sales: Let's Start at the Very Beginning

Attracting and Retaining Star Performers

Online Trends for Timeshare Rentals

May I Borrow Your Brand? Using Affinity Partners to Improve Your Brand

10:00a.m. – 12:00p.m. Opening Session – ARDA Convention

12:00p.m. – 1:30p.m. Lunch in Exhibit Hall – ARDA Convention

1:30p.m. – 3:00p.m. Educational Session Wave 2 – ARDA Convention

### *Sessions:*

Don't Stop the Carnival: Doing Business in the Caribbean

Fundamentals of Marketing: Back to Basics

Receivables Financing and Securitizations During a Credit Crunch

Does Your Condominium Project Fit the Fractional Profile

New Life at Mature Resorts

On Time, On Scope, On Budget: 2010 Construction Odyssey

## **Tuesday, March 31, 2009 – cont'd**

3:30p.m. – 5:00p.m. Educational Session Wave 3 – ARDA Convention

*Session: Caribbean Tourism in a Stormy Economy – The Insiders View*

ARDA has brought together tourism leaders representing US based exchange companies and territorial, national, and regional level hotel and tourism associations from key timeshare destinations around the Caribbean region to provide real-time insight on the state of the Caribbean hospitality marketplace and predictions regarding future growth. Since nearly three-quarters of all Caribbean timeshare owners are American you can't afford to miss this informative panel discussion!

Panelists are: CHTA President Enrique De Marchena Kaluche, Sue Springer, Frank Comito, Rob Smith and Lisa Hamilton along with David Callaghan, Interval International, and Eugenio Macouzet, RCI-Caribbean.

5:00p.m. – 6:00p.m. Cocktails in Trade Show – ARDA Convention

6:00p.m. – 7:00p.m. ARDA Caribbean/CSHAE Reception

ARDA's Caribbean Committee is hosting a welcoming reception to honor members of the Caribbean Society of Hotel Association Executives (CSHAE) and the leadership team of the Caribbean Hotel and Tourism Association (CHTA).

7:30p.m. Leadership Conference Dinner – TBA

## **Wednesday, April 1, 2009**

7:30a.m. – 8:30a.m. Continental Breakfast – ARDA Convention

9:00a.m. – 12:00p.m. Leadership Conference - Meeting

12:30p.m. – 2:00p.m. CSHAE Lunch

2:30p.m. – 5:00p.m. Leadership Conference - Meeting

7:00p.m. Leadership Conference Dinner – TBA

Coffee breaks on Tuesday and Wednesday are provided by ARDA.