



# FRACTIONAL INTEREST CONFERENCE

# AGENDA

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## Sunday, March 28<sup>th</sup>

4:00 pm – 7:00 pm      **On-Site Registration**

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## Monday, March 29<sup>th</sup>

7:00 am – 5:00 pm      **On-Site Registration**

10:00 am – 1:00 pm      **Fractionals 101 – Part One**

Overview of the Concept

*Dick Ragatz, Ragatz Associates*

The Case Study

**Mod./Project Manager:** *Michael Burns, Private Residence Resorts*

**Feasibility Analysis/Consumer Research:** *Dick Ragatz, RA*

**Legal Issues:** *Jim Scavo, Weinstock & Scavo*

**Financing:** *Bill Ward, Jr., Ward Financial*

**Design:** *Lisa Marechal, Neo Design Studio*

**Connecting with the Consumer:** *Ann Barker, Barker & Associates*

1:00 pm – 2:00 pm      Buffet Lunch

2:00 pm – 4:30 pm      **Fractionals 101 – Part Two**

**Moderator:** *Dick Ragatz, Ragatz Associates*

**Marketing:** *Sean Zimmerman, Shenandoah Advisors*

**Sales:** *R.J. Gallagher, Forte International*

**Management:** *Tom LaTour, LaTour Signature Group*

**Exchange:** *Bob McGrath, The Registry Collection*

**Implementation Options:** *Carl Berry, Star Resort Group*

6:00 pm – 8:00 pm      **Cocktail Reception**

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## Tuesday, March 30<sup>th</sup>

7:00 am – 1:00 pm      **On-Site Registration**

7:30 am – 8:15 am      Continental Breakfast

8:15 am – 8:30 am      **Welcome & Introductions**

*Dick Ragatz, Ragatz Associates*

*Gregg Anderson, The Registry Collection*

*Roberta Cordell, Ragatz Associates*

8:30 am – 9:00 am      **Annual State-of-the-Industry Report**

*Dick Ragatz, Ragatz Associates*

9:00 am – 10:15 am      **The “New” Affluent Consumers – Is It Time For a  
Paradigm Shift?**

**Moderator:** *David Callaghan, Preferred Residences*

*Lynn Cadwalader, Holland & Knight*

*Richard Dolan, Life Rich Real Estate*

*Steve Kraus, Harrison Group*

10:15 am – 10:45 am      Coffee Break



# FRACTIONAL INTEREST CONFERENCE

## AGENDA

- 10:45 am – 11:45 am    **Developers' Report: Part One**  
**Moderator:** *Dan Lubner*, Robb & Stucky  
*Amy Anderson*, Timbers Resorts  
*Michael Clowdus*, Ballard Spahr  
*Steve Dering*, DCP International  
*Dave Shaklee*, Fairmont Raffles Hotels Int'l.
- 11:45 am – 1:00 pm    **Developers' Report: Part Two**  
**Moderator:** *Tom Bennett*, Ballard Spahr  
*George David*, Realty Financial Resources  
*Ed McMullen, Jr.*, Legendary Inc.  
*Joe Parks*, The Mountain Club at Cashiers  
*Jim Tousignant*, Ultimate Escapes
- 1:00 pm – 2:15 pm    **Luncheon**  
*Ralph Bowden*, Bowden's Market Barometer
- 2:15 pm – 3:30 pm    **Success Stories From Other Countries and Other Shared-Ownership Products**  
**Moderator:** *Dave Waller*, Baker Hostetler  
*Michael Aumock*, ViaMari  
*Jane Guarducci*, Palazzo Tornabuoni  
*Peter Kempf*, Peter Kempf International  
*Bryan Lunt*, Absolute World  
*Jon Zwickel*, Bellstar Hotels & Resorts
- 3:30 pm – 4:45 pm    **Interactive Break-Out Sessions - See Page 4 For Details**
- 4:45 pm – 5:15 pm    Coffee Break
- 5:15 pm – 6:00 pm    **Sharing Thoughts With Some Industry Leaders**  
**Moderator:** *Dick Ragatz*, Ragatz Associates  
*Steve Dering*, DCP International  
*Art Spaulding*, Cox Castle Nicholson  
*Greg Spencer*, Timbers Resorts  
*Nick Turner*, The Registry Collection

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### Wednesday, March 31<sup>st</sup>

- 7:30 am – 8:30 am    Continental Breakfast
- 8:30 am – 9:45 am    **Marketing in the Internet Age – Does It Really Work or Just Sound Good?**  
**Moderator:** *Rob Webb*, Baker Hostetler  
*Jim Fox*, Aerios Direct  
*Paul Mattimoe*, Perspective International  
*Peter Scott*, Blue Tent Marketing  
*Steve Tassler*, gCommerce Real Estate Marketing



# FRACTIONAL INTEREST CONFERENCE

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- 9:45 am – 11:00 am     **Variations From the Traditional Marketing Model**  
**Moderator:** *Dennis Hillier*, Greenberg Traurig  
*Meg Goodman*, The 2M Group  
*Lawrence Hefler*, brandshares international  
*David Johnson*, David Johnson Creative Services  
*Paul Savage*, Savage Direct Marketing  
*Bryan Ten Broek*, Interval International
- 11:00 am – 11:30 am     Coffee Break
- 11:30 am – 12:30 pm     **Generating Sales When Shoppers Aren't Buying**  
**Moderator:** *Howard Nusbaum*, ARDA  
*R.J. Gallagher*, Forte International  
*Steve Kraus*, Harrison Group  
*Mac MacEwan*, Star Resort Group  
*Chris Norton*, Fingerprint Strategies
- 12:30 pm – 1:30 pm     **Prime Time Q and A**  
**Moderator:** *Dick Ragatz*, Ragatz Associates  
*David Callaghan*, Preferred Residences  
*Steve Dering*, DCP International  
*Ed McMullen*  
*Howard Nusbaum*, ARDA  
*Chris Payne*, Ballard Spahr  
*John Small*, ResortCom  
*Greg Spencer*, Timbers Resorts  
*Bill Ward, Jr.*, Ward Financial
- 1:30 pm – 1:35 pm     **Conference Wrap-up**  
*Dick Ragatz*, Ragatz Associates

## SPONSOR EXHIBIT ROOM HOURS

Terrace Room

**Monday, March 29<sup>th</sup>**

1:00 pm – 5:00 pm

**Tuesday, March 30<sup>th</sup>**

7:30 am – 6:30 pm

**Wednesday, March 31<sup>st</sup>**

7:30 am – 1:30 pm

**Interactive Break-Out Sessions**

Tuesday, March 30<sup>th</sup>

3:30 pm – 4:45 pm

**Fractionalizing Individual Homes**

**Moderator**

*Scott Ritter, Dahlgren Duck*

**Panelists**

*David Disick, David M. Disick & Associates*

*Paula Gold-Nocella, Global Quarters*

*Anthony Polvino, Weinstock & Scavo*

*Andy Sirkin, Sirkin Paul Associates*

**How To Determine the Most Appropriate Offering: Size of Fraction, Use Plan, Reservation System, Rentals, Pricing, HOA Dues, etc.**

**Moderator**

*Tracy Ragatz, Ragatz Associates*

*Roberta Cordell, Ragatz Associates*

**Panelists**

*Dan Bachrach, Foley & Lardner*

*Rick Davis, Greenberg Traurig*

*Jim Marmorstone, Fairmont Raffles Hotels Int'l*

*Jim Whitteron, Spring Creek Partners*

**Making the Decision To Convert From Whole-Ownership to Fractional Interests**

**Moderator**

*Dean Kneider, Resort to Resort*

**Panelists**

*Dan Lubner, Robb & Stucky*

*Steve Peterson, Ballard Spahr*

*Dick Ragatz, Ragatz Associates*

*Sarah Rezak, Rezak Resort Consulting*

**Variations in the Implementation Model: Consultants, Contractors, JV Partners, or Internal**

**Moderator**

*Shaun O'Neill, Concord Servicing*

**Panelists**

*Michael Burns, Private Residence Resorts*

*Larry Shulman, Hyatt Vacation Ownership*

*Len Silverfine, The Big Idea Co.*

*Greg Spencer, Timbers Resorts*