



RAGATZ ASSOCIATES

FRACTIONAL INTEREST CONFERENCE

2008 AGENDA

Monday, March 17

4:00 p.m. to 7:00 p.m. On-Site Registration

Tuesday, March 18

7:00 a.m. to 5:00 p.m. On-Site Registration

10:00 a.m. to 1:00 p.m. Fractionals 101 - Part One

- Introduction and Overview of the Fractional Interest Industry
 - Dick Ragatz, Ragatz Associates (and Moderator)
- Feasibility Analysis/Market Research
 - Dick Ragatz, Ragatz Associates
- Legal Issues
 - Jim Scavo, Weinstock and Scavo
- Design
 - Pamela Temples, Pamela Temples Design Group
- Finance: Equity and Construction
 - Bill Ward, Ward Financial
- Finance: Consumer
 - Dustin Carfield, NextStar

1:00 p.m. to 2:00 p.m. Lunch

2:00 p.m. to 4:30 p.m. Fractionals 101 - Part Two

- Creating the Proper Offering
 - Carl Berry, Star Resort Group
- Exchange
 - Dave Gilbert, Preferred Residences
- Marketing
 - Jeff Heilbrun, DCP International

- Sales
 - R.J. Gallagher, Gallagher Sharp West
- Management
 - Kevin Ceneviva, Destination Club Management
- Q and A

5:30 p.m. to 8:00 p.m. Cocktail Reception

Wednesday, March 19

7:00 a.m. to 1:00 p.m. On-Site Registration

7:30 a.m. to 8:30 a.m. Continental Breakfast

8:30 a.m. to 8:45 a.m. Welcome and Introductions

- Dick Ragatz and Roberta Cordell, Ragatz Associates

8:45 a.m. to 9:30 a.m. Annual State-of-the-Industry Report

- Dick Ragatz, Ragatz Associates

9:30 a.m. to 10:15 a.m. Today's Affluent Consumer

- Dick Ragatz, Ragatz Associates, Moderator
- Ron Kurtz, The American Affluence Research Center
- Linc Jackson, Robb Report

10:15 a.m. to 10:45 a.m. Coffee Break

10:45 a.m. to 11:55 a.m. Hear From the Brand Developers

- Steve Peterson, Ballard Spahr, Moderator
- Greg Doman, Fairmont Raffles Hotels International
- Jamie Klein, Starwood Vacation Ownership/St. Regis Club
- Larry Shulman, Hyatt Vacation Ownership

11:55 a.m. to 12:45 p.m. Hear From Independent Developers at the Private Residence Club Level

- Art Spaulding, Cox Castle Nicholson, Moderator
- Keith Marlow, Timbers Resorts
- John Bush, Tucker's Point
- Sean Zimmerman, Shenandoah Advisors, Calistoga Ranch

12:45 p.m. to 1:45 p.m. Lunch

2:00 p.m. to 2:15 p.m.

Speech

- Steve Dering, DCP International

2:15 p.m. to 3:00 p.m.

Hear From Independent Developers at the Fractional Interest Level

- Mel Weinberger, Holland and Knight, Moderator
- Mary Jones, Cottages at Cape Kiwanda
- Hart Rist, The Hammocks, Bald Head Island Ltd.
- Bob Ryan, Odyssey Development

3:00 p.m. to 4:15 p.m.

Interactive Break-Out Sessions

A. Fractionalizing One-Off Homes

- Gary Arnold, Esterra Development, Moderator
- Steve Gordon, Carteret Mortgage Corporation
- Sherman Potvin, Luxury Fractional Guide
- Mark Sanders, Weinstock and Scavo
- Bob Waun, Vacation Finance

B. The External Exchange Companies

- Roberta Cordell, Ragatz Associates, Moderator
- Gregg Anderson, The Registry Collection
- Rob Goodyear, Destination Club Management
- Mel Grant, Fractional Collection
- Dean Kneider, Intrawest's Resort to Resort
- Bryan Ten Broek, Preferred Residences

C. Structuring the Most Proper Offering: Use Plans, Reservation Systems, Size of Share, Rentals, etc.

- Ashley Offermann, Star Resort Group, Moderator
- Mike Clowdus, Ballard Spahr
- Jim Marmorstone, Fairmont Raffles Hotels International
- Michelle Mull, DCP International
- Tracy Ragatz, Ragatz Associates

D. Owner Benefits and Ancillary Services

- Scott Ritter, Dahlgren Duck, Moderator
- From a Developer's Perspective
 - Mike Burns, Private Residence Resorts
- Consumer Financing
 - Beth Jungel, Independent Resort Funding
- Managing and Servicing High-End Real Estate
 - Tom LaTour, LaTour Signature Group

- Servicing the Contracts
 - Shaun O'Neill, Concord Servicing
- Jet-Sharing
 - David Bannister, STRATOS Magazine

E. How Best To Implement Your Fractional Interest Development

- Dick Ragatz, Ragatz Associates, Moderator
- Joint Venturing With a Brand
 - Dave Shaklee, Fairmont Raffles Hotels International
- Employing a Full-Service Marketing and Sales Company
 - Randy Burgess, DCP International
- Employing a Marketing and Sales Consulting Company
 - John Sweeney, Global Resorts
- Going It Alone
 - Robert McNichols, Daedalus Real Estate Advisors

F. Critical Legal Issues in the Fractional Interest Industry

- Ann Barker, Starwood Vacation Ownership, Moderator
 - Lynn Cadwalader, Holland and Knight
 - Steve Peterson, Ballard Spahr
 - Dave Waller, Baker Hostetler

4:15 p.m. to 4:45 p.m.

Coffee Break

4:45 p.m. to 5:30 p.m.

Hear From Destination Clubs and Their New Trade Association

- Dick Ragatz, Ragatz Associates, Moderator
- Ben Addoms, Quintess
- Jeff Potter, Exclusive Resorts
- Jim Tousignant, Ultimate Resort
- Adam Wegner, Exclusive Resorts

Thursday, March 20

7:30 a.m. to 8:30 a.m.

Continental Breakfast

8:30 a.m. to 10:00 a.m.

Marketing and Sales

- Howard Nusbaum, ARDA, Moderator
- Direct Mail
 - Jim Fox, Aerios
- Broker Networks
 - Ed McMullen, Jr., Legendary Realty
- Internet Marketing
 - Greg Shove, Helium Report

- Fractionals Are Not Resort Timeshare
 - Ron Frank, Star Resort Group
- Communicating With the High-End Consumer
 - Susan Adams, Fractional Sales Solutions
- Importance of Creating a Brand and How to Do It
 - Lawrence Hefler, Brandshares International

10:00 a.m. to 10:30 a.m. Coffee Break

10:30 a.m. to 12:00 p.m. Financing in Today's Market Place

- Rob Webb, Baker Hostetler, Moderator
- How One Company Met the Challenge
 - Michael Butler, Midlan International
 - Rick Swartz, Sonnenblick Goldman
- Consumer Financing
 - Scott Christian, First Fractional Funding
- Is There Equity?
 - Jon Haahr, Silver Portal Capital
- Some Financing Hindsight Issues
 - Scott Turner, Cox Castle Nicholson

12:00 p.m. to 1:00 p.m. Prime Time: The Ultimate Q and A Session

- Dick Ragatz, Ragatz Associates, Moderator
- Gregg Anderson, Registry Collection
- Carl Berry, Star Resort Group
- John Bush, Tucker's Point
- Steve Dering, DCP International
- R. J. Gallagher, Gallagher Sharp West
- Jon Haahr, Silver Portal Capital
- Tom LaTour, LaTour Signature Group
- Howard Nusbaum, American Resort Development Association
- Greg Shove, Helium Report
- Rob Webb, Baker Hostetler

1:00 p.m. to 1:15 p.m. Conference Wrap-Up

- Dick Ragatz, Ragatz Associates