

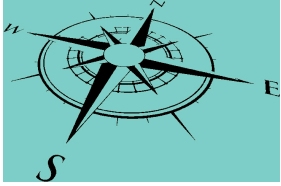
About ARDA

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American Resort Development Association (ARDA)

Stakeholder(s):

ARDA Leadership Team

Jason Gamel :
President/CEO

Sandra "Sam" DePoy, RRP :
Senior Vice President, Global Public Policy

Elizabeth A. Baker :
Vice President, State Legislative/Regulatory Official Outreach & ARDA-ROC

Robert Clements :
Vice President, Regulatory Affairs & General Counsel

Jenny Ochtera Davlin, RRP :
Chief Business Officer

Rob Dunn, RRP :
Chief Financial Officer

Brian Kaltenbaugh :
Vice President, Technology & Innovation

Catherine Lacey, RRP :
Vice President, Meetings & Executive Director, AIF

Chris Stewart, RRP :
Vice President, State Government Affairs

Justin Vermuth :
Vice President, State Government Affairs & Deputy General Counsel

Vision

The vacation ownership industry soars and timeshare owners enjoy their dream vacations

Mission

To connect, protect, and affect the timeshare industry

Values

Innovation: Our members deliver one of America's most innovative and enjoyable lifestyle products, and ARDA's culture is a reflection of that vibrant, ever-evolving product.

Enjoyment

Passion: We're passionate about delivering extraordinary experiences. That's why ARDA members, staff, and others in the ARDA family are so active and feel so united. We know the value of putting owners on vacation — not just to the owners themselves, but to the nation's economy as a whole.

Experiences

Ethics: Our passion for timeshare comes along with a drive to build momentum for the industry and a fierce dedication to a code of ethics. We're not a regulatory agency, but our historic guidelines on timeshare activities have raised

consumer confidence in the industry. Meanwhile, our members work in partnership with us to carry out those guidelines and keep our code of ethics current... ARDA and its members are committed to the highest standards and ethical behavior in the industry. To demonstrate that commitment, all ARDA members as a condition of membership must agree to comply with the ARDA Code of Ethics (Code). The Code consists of not only general conduct requirements, but also specific requirements for members to adhere to when transacting with consumers, standards for disclosure of information to the public, rules regarding resort management, base guidelines for resale activities, as well as administrative procedures for interpretation and enforcement of the Code. <https://www.arda.org/sites/default/files/media/file/CodeofEthicsFinal040714.pdf>

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1. Connections

Connect timeshare professionals by building relationships and fostering collaboration

Stakeholder(s)

Timeshare Professionals

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2. Advocacy

Protect the rights and well-being of the timeshare industry through advocacy at all levels of government

Stakeholder(s)

Timeshare Industry

Governments

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3. Education & Alliances

Affect the growth of the industry by providing education and building strategic alliances that help members expand their businesses

Administrative Information

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