

Women in the Industry

QUARTERLY NEWSLETTER • SUMMER 2009



WIN WEBSITE UP & RUNNING! www.womenintheindustry.org

"Launched last fall, the WIN Website was operational until an administrative glitch resulted in our domain name being "scooped up" by someone else," explains Karen Knight, of Blue Wolf Associates, and WIN board member. "Unfortunately, the attempts to buy it back were unsuccessful.

Our NEW website will be located at www.WomenInTheIndustry.org, which is frankly better suited for a non-profit. Moving forward, we also changed our host provider and will now be powered on a highly secure 'green energy' server. We are adding new features, including a career page where members can post resumes and employers can post available positions. Non-member employers can post available positions, but only members will be able to view jobs and post resumes. We have also added Pay Pal to the site and are fine-tuning a membership login procedure. Members will be notified about this process and will receive a pass code."

Karen adds that the organization is in the beginning stages of providing benefits for its members. These include discounted rates for items such as lodging, travel or insurance. "We are seeking partners who would like to take advantage of this special opportunity to reach a highly targeted, mostly female audience of professionals," she added.

WIN is also active in social media and is encouraging its members to do the same. WIN has an online community on LinkedIn.com where our members can get involved with discussions. Should you desire to provide feedback to this newsletter or the new Website, please send your response to us via LinkedIn.com. Let us know what stories you'd like to see in future issues. WIN also posts information on sites such as Twitter and Slideshare.com and encourages our membership to do the same.

This newsletter is expected to be published on a quarterly basis, with the next issue planned for September. For Website questions: please call Karen Knight (PDT): (760) 753-0356 or email info@womenintheindustry.org





Corporations Who Count

Among the founding corporate supporters of Women In The Industry ("WIN"). MVCI is a recognized worldwide leader in vacation ownership and support of WIN is in keeping with the industry leadership's role. In fact, the National Association for Female Executives has named Marriott International, Inc. to its list of 2009 NAFE Top 50 Companies for Executive Women. The list spotlights corporations with practices and employment records that benefit women and encourage their advancement to top management positions. Marriott ranked in the top 10 and was the only lodging company to be named on the list.

Additionally, Marriott has been named one of the 100 Best Companies for Working Mothers. Also, Marriott has been named to this list so often, the company has earned a place in Working Mothers' Hall of Fame.

Women comprise more than half of the employees, nearly half of the managers, and 30 percent of the vice presidents of Marriott. "MVCI is committed to the development and advancement of women and minorities. We believe the formation of a group within the timeshare industry, specifically dedicated to the development, connection, and education of women and those that support the women of our industry is long overdue" noted Lani Kane-Hanan, Senior Vice President of MVCI and Co-President of WIN.

In 1984, Marriott became the first branded hospitality company by nearly a decade to enter the timeshare industry. Marriott Vacation Club International continues to expand with three brands and a diverse portfolio of 64 properties throughout the U.S., Caribbean, Europe and Asia. Today, more than 400,000 vacation owners around the globe.

VOLUNTEER SPOTLIGHT: VICKI DiFABIO



Vicki DiFabio is currently General Manager of Tartan Management in N. Myrtle Beach, S.C. The company handles property management, HOA management and vacation rentals for 340 properties within their system. With Tartan for the past five years, she previously owned a catering company and handled HR direction for an international software company. The University of Delaware graduate and Delaware native lived in Medford, NJ for 26 years. Always willing to provide "behind the scenes" assistance to organizations, Vicki is in her second three-year term as volunteer treasurer for Cooperative Association of Resort Exchangers (C.A.R.E.)

Vicki is lending her considerable talents to the non-profit WIN organization by providing financial and computer assistance and helping with taxes and accounting issues. She believes that women do not have the opportunity to network as much as men but when they do, they are generally more supportive to other women in their professional development. "As natural nurturers and care givers," she says, "being involved with WIN helps provide opportunities for us all to reach out and help each other."

Vicki has been married for 30 years to Richard, and is Mom to Ryan, Megan and John, and grandmother to Eva, Taylor and Max. She has two dogs, a huge cat and enjoys gardening, cooking, and beer (not exactly in that order!)

VOLUNTEER SPOTLIGHT: MARGE LENNON By Georgi Bohrod, RRP



WIN is proud to announce that Marge Lennon has accepted the position as volunteer Editor-in-Chief of our quarterly newsletter. One of the most highly regarded communicators in the vacation ownership industry, Marge began her timeshare career in 1978, serving first as PR Director for Captran Resorts and then for The Mariner Group, early Florida timeshare developers. In 1985, she founded Lennon Communications Group, a Florida-based public relations, marketing and advertising firm serving real estate, hospitality, furnishings, and timeshare industries. As a testament to the quality of her work and commitment, many of her timeshare clients have worked with her for as long as 25 years. You've seen her articles in just about every major timeshare publication, including Developments, Resort Trades, Perspectives, Management & Operations, exchange company and travel publications. Marge says what she loves best is helping clients tell their special stories. She loves assignments that are interview driven and looks forward to interviewing many fascinating WIN members for future newsletter articles. Marge has two sons and two grandchildren and enjoys entertaining and ballroom dancing. She encourages you to send story ideas to editor@womenintheindustry.org



CAREER NETWORKING TIPS

To understand the importance of networking in today's economy with its rising unemployment, it's helpful to examine how people actually get their jobs.

- The U.S. Department of Labor says that only about five percent of people obtain jobs through the "open" job market -- consisting primarily of help-wanted ads on the Internet and in print publications.
- Another 24% obtain jobs through contacting companies directly -- the cold-contact method of job-hunting.
- 23% obtain jobs through employment agencies, college career-services and executive-search firms.
- The remaining 48% -- nearly half of all job hunters -- obtain their jobs through referrals or by word of mouth ... in other words: networking.

Because communication is becoming increasingly global, a person's career network can include people from a much larger geographic area. The Internet also offers a tremendous opportunity for professionals and entrepreneurs to sell their products and services directly to consumers. This ability to network online is a great boon to job-seekers and allows them to establish an Internet presence.

Using social media and social networking sites is another important tool during a job search. Visit thetalentbuzz.com and learn how you can use Twitter to network and find a job. At that site, you can also subscribe to the Talent Buzz Feed and sign up for LinkedIn and Facebook.

Give your resume to friends, business associates and relatives. Instead of asking them for jobs, request that they pass on your resume to companies they know are seeking employees in your field. Develop a list of companies you want to work for and contact them directly. Network with former coworkers and others within your industry. Contact recruitment or headhunter agencies, such as Executive Quest at www.execq.com. Understand that the average job hunter meets with 60 people during the course of a search. Looking for a job is a job itself.

Read *Networking Your Way to a New Job* by going to www.quintcareers.com/networking_guide.html or by visiting *A Guide to Jobhunting on the Internet* at the same site.

UPCOMING TIMESHARE/HOSPITALITY EVENTS

2009 ARDA Trustee Retreat
June 22-23, 2009
Boston, MA (invitation only!)

HITEC 2008
June 23-25, 2009
Anaheim, CA

Vacation Ownership Investment Conference
September 14-17, 2009
Orlando, FL

C.A.R.E. 49th Semi-Annual Conference
Sep 26-29, 2009
San Diego, CA

2009 ULI Fall Meeting
November 3 - 6, 2009
San Francisco, CA

Perspectives Magazine/Generator Systems Event
October 13
London, England

2009 Annual CRDA Fall Conference
Oct 28-30, 2009
Toronto, Canada

International Hotel/Motel & Restaurant Show
November 7-10, 2009
New York City

ARDA Fall Conference
November 4-6, 2009
The Fairmont Hotel, Washington, DC

ARDA Convention & Expo
Mar 14-18, 2010
The Venetian, Las Vegas, NV

CARE 50th Annual Spring Conference
April 24-27, 2010
New Orleans, LA



PRESIDENTS' LETTER

A very special "Thank You" is extended to everyone who attended the WIN networking event at the annual ARDA convention held in March in Orlando and to Spirit Incentives for their generosity in sponsoring the event and providing the hors d'oeuvres for our special gathering. Proudly, there were over 150 WIN members in attendance. We saw true networking taking place right before our eyes, and the meeting of old friends and new. The event provided a recap of our accomplishments and goals for 2009. Many thanks to those of you who volunteered to join a subcommittee. WIN is a 100% volunteer organization. We need your active participation and ideas!

Also at the conference, the first women's educational event programming event was held with Janet Evans, Olympic Champion Swimmer, speaking at the Breakfast of Champions brunch, sharing her inspirational message of success. The session concluded with a women's panel in which several of our industry's "famous females" shared their own personal stories of growth. Thanks to everyone for their participation.

As we begin our second year of growth, we encourage our members to remain connected with each other. We also encourage you to let us know how we can help YOU be more successful. We want to provide information and opportunities to our members that will make a difference in their professional life. This can involve tools to prepare a resume, get a better job, or find new clients and networking opportunities. (See networking story in this issue.)

In the past, you have told us that you'd like to learn more about the benefits of social networking. We listened! Now you can connect with other industry professionals through our link at LinkedIn. If you – or WIN members you know – are planning to change your job and email address, please remember to notify us via our secure website. We also invite you to share with ideas that will enable us to help you be more successful. Finally, WIN is your organization. Please let us know how you'd like to get involved.
Lani Kane-Hanan and Cathy Backus, Co-WIN Presidents



JOIN US TODAY!

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