



Dear Owners:

As more and more states are facing budgetary shortfalls, the timeshare industry has become a prime target for federal, state and local lawmakers searching for ways to raise revenue. Fortunately, on behalf of owners, the American Resort Development Association's resort Owners' Coalition (ARDA – ROC) works to protect your interests, each and every day. But ~ they can't do it without your continued support, so we hope that you will join the Coalition that represents the economic interests of owners in state capitals all across the country and in Washington, D. C.

Established in 1969, ARDA is as Washington, D. C. based industry trade association that represents the resort industry through lobbying, consumer advocacy and the unique owners' coalition, ARDA – ROC. Over the past 26 years, ARDA – ROC has worked tirelessly to preserve, protect and enhance vacation ownership through legislative representation at all levels of government.

ARDA - ROC membership is comprised of more than one million timeshare owners, and is funded solely through the voluntary contributions of owners like yourself, and resort homeowners' associations. These funds, collected by your homeowners' association along with your annual assessment, enable owners across the country to join together and gain collectively what they are unable to achieve on their own. With unity comes strength!

ARDA – ROC revenues are dedicated to engaging attorneys and government affairs professionals to represent timeshare owner's interests in city halls, state legislatures and in Congress. ARDA – ROC:

- Supports strong timeshare rental, resale and transfer consumer protection laws, which protect owners by holding companies who use deceptive business practices accountable for their actions.
- Continues to defend against potential onerous timeshare tax legislation for owners all across the country.
- Supports non-judicial foreclosure legislation which enables both owners and homeowners' associations to save time and money, should the need arise.
- Works to protect your privacy to ensure your personal information is not shared with third parties for commercial purposes, unwanted solicitations or fraudulent activity.
- Additionally, the funds support studies and research conducted through ARDA's International Foundation to support ARDA – ROC's legislative positions.

To learn more about what legislative initiatives ARDA – ROC is actively engaged in and/or monitoring in your state, visit www.arda-roc.org. You can also sign up for free email alerts and consumer advisories, and address your local elected officials using ARDA – ROC's political resource center. Becoming engaged in defending your rights as an owner has never been easier thanks to this online platform where owners from around the country can unite against any perilous legislation.

To help ARDA – ROC continue to protect and strengthen our investment as owners, I encourage all *A Place at the Beach ~ Windy Hill* Owners to voluntarily contribute to ARDA – ROC.

Thanking you in advance ~

Robert J. (Bud) McGraw, B.I.C.