



COAST TO COAST *Connections*

The Official Newsletter
for the Network of
Coast to Coast Resorts

Two New Coast Deluxe Resorts Open To Members!



The Hideout Resort & Golf Club, a new Coast Deluxe resort in Brownwood, Texas, is now open to Coast to Coast members. The Hideout is a fabulous RV and golf destination located near Lake Brownwood in Central Texas between Abilene and Austin. Superior amenities are available to Coast members including an 18-hole championship golf course, fantastic clubhouse, full-service Hideout Grill restaurant, infinity-edge swimming pool, jetted hot tub, outdoor patio, golf pro shop, snack bar and driving range. Members can spend their time fishing or boating on nearby Lake Brownwood, an approximately 7,300-acre reservoir.



This spring, Outdoor Adventures is opening their newest Coast Deluxe resort in central Michigan. **Mt. Pleasant Resort** has been rebuilt from the ground up with totally new utilities and facilities, with a game room, cabins and an outdoor swimming pool scheduled as the next improvements. Michigan's largest casino, the Soaring Eagle Casino and Entertainment Complex, is located close-by in Mt. Pleasant, Michigan. There are also 15 championship golf courses in the area, along with specialty shops and scenic parks.



Spring 2016



WHAT'S INSIDE

- 2 2015 Award Winners
- 3 50% Rental Discount
- 3 Rating Teams
- 4 Condo Getaways
- 4 Know Your Coast Benefits
- 4 Trip Plus Discounts



Congratulations to our 2015 RESORT AWARD WINNERS!

This past year was an exceptional one for Coast as our resort sales increased over 10% to our highest level since 2007. But we recognize that we only succeed when you succeed. That's why we support your sales efforts in every way we can, and also why we make it a point each year to salute our top performers, both individuals and resorts. Thus we are pleased to recognize our top sales achievers for 2015, for it was your hard work and dedication that led to our sales success this past year.

RESORT DEVELOPER SALES AWARDS

Coast recognizes both national and regional resort developer award winners each year for outstanding sales performance. In the category of National Awards, we had three developers who finished 2015 with record Coast membership sales, thus we are recognizing all three for **#1 National Sales achievement**. Those three are **Colorado River Adventures, Travel Resorts of America, and Outdoor Adventures Inc.** **Outdoor Adventures** also won a second **National Award for Highest Annual Sales Increase**. The final National Award winner was **Briarcliffe RV Resort**, who was once again our **#1 Top Hosting Resort**.

In the East Region, **Millbrook Outdoor Resort** was recognized for **#1 East Region Single Resort Sales**, while **Travel Resorts of America** won for **#1 East Region Multi-Resort Sales**.

In the West Region, **Canyon Creek Resort** was the **#1 West Region Single Resort Sales** winner, while **Colorado River Adventures** won the award for **#1 West Region Multi-Resort Sales**.

INDIVIDUAL SALES AWARDS

In addition to resort developer awards, Coast to Coast recognizes outstanding sales performance by individuals at our affiliated resorts. In the **East Region Rick Treadway** of **Travel Resorts of America** won **Resort Sales Manager of the Year**, while **Joseph Kuch** of **Outdoor Adventures** won as **East Region Resort Sales Person of the Year**. In the **West Region, Curt Edelman** of **Colorado River Adventures** won **Resort Sales Manager of the Year**, and **Laynee Sholl** also of **Colorado River Adventures** won **Resort Sales Person of the Year**.

OPERATIONS & SERVICE AWARDS

Coast to Coast affiliated resorts hosted well over 100,000 guest nights for Coast members in 2015. To successfully host this many member nights takes the total dedication of resort developers, resort operations staff, and resort customer service personnel. Therefore Coast to Coast is pleased to honor those resorts and individuals each year who go above and beyond to make our reciprocal use program an outstanding experience for our members.

In the **East Region**, the **Resort Operations Manager of the Year** was awarded to **Jeanette Straight** of **Camp Hatteras Resort**. The **East Region Resort Service Award** was presented to **Michelle Wild** of **Briarcliffe RV Resort**.

In the **West Region**, **Jody Fox** of **Sound Pacific Resources** was recognized as the **Resort Operations Manager of the Year**. **Rick Nunez** of **Midwest Outdoor Resorts** was honored as the **West Region Resort Service Award** winner.

COAST TO COAST SALUTES ALL OF OUR 2015 AWARD WINNERS, whether you sell or service Coast to Coast memberships, and we hope we can once again recognize you as one of our 2016 award winners next year!



Network News

Coast to Coast, through our Coast Century Club program, **recognizes individual sales people who sell 100 or more new Coast to Coast memberships** during the course of the year. Achieving Century Club status in 2015 were a record 24 sales people, a 60% increase from the 15 awards we gave last year:

William Colver Jr.
Joseph Kuch
James Fultz
Ned Brown
Holly Rainey
Alan Raymond
Adam Pirdy
Jennifer Zavesky
Val Rolih
Day Hyman
Kathleen Sullivan
Kerry Modawell
Gary Johnson
Rene Hillman
Laynee Sholl
Pam Gilford
Carla Chappell
Evelyn Templeton
Michele DeNiccolo
Jackie Bjorkman
Jessica Brock
Adrian Barnes
Debra Sinyard
Norman Provost

Outdoor Adventures
 Outdoor Adventures
 Outdoor Adventures
 Four Seasons Resorts
 Travel Resorts of America
 Travel Resorts of America
 Travel Resorts of America
 Travel Resorts of America
 Vista Resorts
 Vista Resorts
 Ocean Canyon Properties
 Ocean Canyon Properties
 Ocean Canyon Properties
 Colorado River Adventures
 Colorado River Adventures
 Colorado River Adventures
 Colorado River Adventures
 Colorado River Adventures
 Colorado River Adventures
 KM Resorts of America
 KM Resorts of America
 KM Resorts of America
 Southern Trails
 Southern Trails

Coast to Coast also **recognizes leading sales achievement at our top-selling resorts.** Recognized for having earned top sales honors at their respective resorts were the following individuals:

Bruce Weins
Julie Otterness
Kathy Derynck
Sarah Benson
Deborah McFerren
Tom Davies
Crystal Brooks
Ben Rosler
Sheryl Coblentz
Kate Fick
Eddie White
Gary Nady
Sales Team
Woody Quigley
Todd Tacey
Preston Hodges
Dave Erickson
Frank Buchta
Randall Powell
Ethan Garcia
Jorge Garcia

Rushmore Shadows Resort
 Hidden Bluffs Resort
 Midwest Outdoor Resorts
 St. Croix River Resort
 Lakewood Village Resort
 Bass Lake Resort
 Gettysburg Battlefield Resort
 Sycamore Lodge
 Rocky Fork Ranch
 Wally World Riverside Resort
 Abita Springs RV Resort
 Mountain Lakes Resort
 Millbrook Outdoor Resort
 TLC Wolf River Resort
 Saginaw Bay Resort
 Neskowin Creek RV Resort
 Beachwood Resort
 Lost Valley Lake Resort
 The Hideout Resort & Golf Club
 Ponderosa Falls Resort
 Ghost Mountain Ranch

Operations

Is Your Resort Honoring The 50% Rental Discount?

One of the benefits of Coast Deluxe and Premier memberships is a 50% discount on rentals of 7 consecutive nights at Coast Deluxe and Premier resorts. We sometimes hear from Coast members regarding resorts that do not honor this discount. If you are a Coast Deluxe or Premier resort, please be sure you are honoring this discount as it is a basic benefit of Deluxe and Premier membership and is a requirement of affiliation with Coast to Coast. If you have questions about this discount, please call Linda Clark at 800-833-9183, ext. 1412.

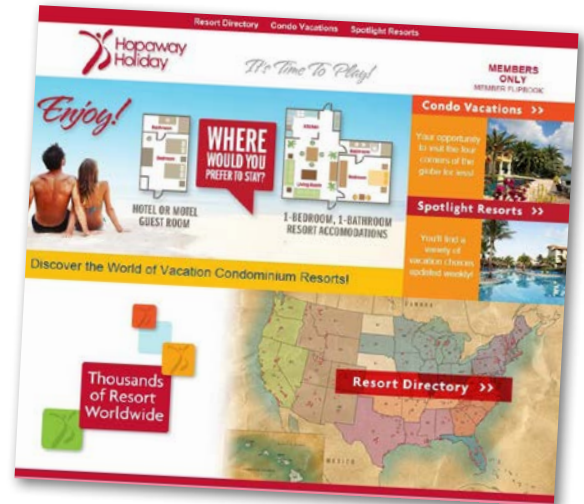


Rating Teams Are On The Way To Your Resort.

It's that time of year when the Good Sam Directory inspection teams will be traveling the country to rate parks and resorts, including our Coast affiliated resorts. Please give these teams access to your resort for their inspection, and answer any questions they may have about your resort amenities. The inspection teams will have a letter from Coast introducing them and authorizing them to rate each of our resorts. Coast is the only reciprocal network in the membership camping industry to professionally rate our resorts each year, and ratings are published in our annual resort directory. If you have questions in regards to the inspection or rating process, please call Linda Clark at 800-833-9183, ext. 1412.

Condo Getaways: A Powerful Tool In Your Sales Presentation

Hopaway Holiday has a special sales website to make it easy for you to show available condo inventory and pricing to prospects. Access is also easy as there is no log-in required for this website. If you're not using this website, check it out at sales.hopawayholiday.com. In the top right corner of the page, click on Condo Vacations and then choose either Fun Weeks to see a current list of available hot weeks, or choose Saver Weeks to search resorts by regions of the country. Hopaway Holiday also publishes a Weekly Hopaway Fun Weeks email which includes hot weeks as low as \$99. This is another great sales tool to use with prospects. If you're not receiving this email weekly, contact Eileen McKee at 800-833-9183 or Eileen.McKee@GoodSam.com.

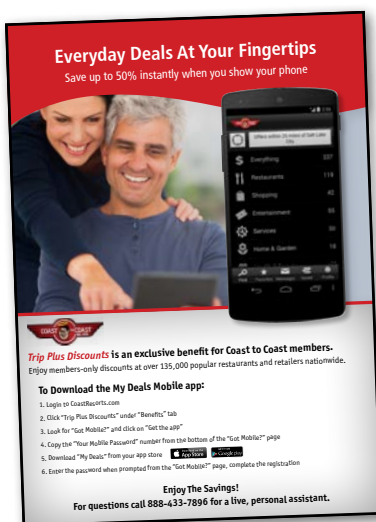


Know Your Coast Benefits

Job #1 in any sales presentation is to be able to accurately present member benefits. To help with that mission, Coast has a 4-color flyer for each member type (Classic, Deluxe, and Premier) explaining their membership benefits. You can download and print a copy of any of these flyers on our B2B website, CoastAffiliates.com. Simply log-in (see your sales manager for help), click on the "Need to Know" tab, and look for the Coast Classic, Deluxe, and Premier Benefit flyers under the "New Information" section. One page of each flyer contains a useful chart that outlines the length and frequency of stay at each resort type for each membership level.

Members Save Big With Trip Plus Discounts

Trip Plus Discounts is an exclusive benefit for Coast to Coast members that offers members-only discounts at over 140,000 popular restaurant and retailer locations nationwide. Plus, Deluxe and Premier members enjoy special golf discounts too! This winter, Coast to Coast launched new members-only website platforms for Trip Plus Discounts provided by Access Development. From the Trip Plus website, members can browse the categories and follow the online redemption instructions to receive the discounts. To access the new members-only Trip Plus website, sign in to the CoastResorts.com website and click on "Trip Plus Discounts" in the dropdown menu under the "Benefits" tab.



In addition, to download the My Deals Mobile app to save while on the go:

1. Log-in to CoastResorts.com
2. Click "Trip Plus Discounts" under "Benefits" tab
3. Look for "Got Mobile?" and click on "Get the app"
4. Copy the "Your Mobile Password" number from the bottom of the "Got Mobile?" page
5. Download "My Deals" from your app store
6. Enter the password when prompted from the "Got Mobile?" page, complete the registration



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PLEASE EMAIL YOUR COMMENTS AND SUGGESTIONS TO CCRPresident@CoastResorts.com

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