



Matthew T. Shiner
2012 Candidate for WorldMark, The Club Board Member

This is my Long Candidate Statement (350 words) as published in the WM Election Website. I would appreciate your support.

My wife and I have been owners since 1999. We own and use lots of credits. We have been to over 40 WorldMark® resorts staying in Presidential Suites and studios with large groups and single person get-aways. I love WorldMark®. I want a cabin in the woods, ocean-front property, ski resort villa, penthouse and a studio. I want it all. WorldMark® is the best timeshare model in existence.

I realize it is tough to manage the resort inventory, owner base, price of developer credits, credit and season allocations, and all of the other complexities, programs, fees and dues so that the developer, manager and owners of this club all have a mutually beneficial relationship.

My primary goal will be to provide a fiduciary responsibility to owners balanced with the needs and objectives of our developer and manager. I am a good fit because

- I love and am passionate about this club, use it a lot, and have studied it in great detail.
- I have made a substantial investment and long term commitment to this club.
- I have professional experience in business management, currently as Executive Sales & Operations Planning Manager for a multi-national, multi-billion dollar enterprise.
- My expertise is in ensuring that the company portfolio, demand/marketing, and supply/operations functions are all aligned with strategic objectives and financial goals and commitments.
- These skills translate nicely into value that I can bring to the existing WM BOD. I can help align WorldMark's®
 - Portfolio (the resorts)
 - Demand (on existing resorts and future development needs)
 - Supply (existing unit inventory and future development plans)
 - Strategic Objectives (primarily the by-laws of WMtC)
 - Financial Plans (your financial interests as well as Wyndham's)

Managing WorldMark® can all be done in a collaborative mutually beneficial manner, not necessarily consensus. I can and will provide a reasoned, balanced and active voice on the BOD. I can and will ask tough questions, and can take tough answers. It would be an honor and a privilege to serve for you with the rest of the distinguished board members. Thank you very much for your support.

Additional info can be found at <https://www.worldmarktheclub.com> and <http://www.wmowners.com>

Excerpts from my intended speech at the 2012 WorldMark, The Club Annual Meeting on 10/18/12.

- Like you, I am also passionate and personally committed to WorldMark, The Club. I truly appreciate this novel points-based timeshare model and want to see Our Club thrive well into the future.
- So let's cut right to the chase. Why should you cast your votes for me?
 - I am extremely committed to **Our** Club.
 - I have a significant investment in WorldMark.
 - **I** am an avid WorldMark Vacationer just like you are. And I mean WAY avid.
 - I have spent hours upon hours studying and thinking about this model and how it can be best used and managed effectively
 - This gives me the personal experience and knowledge that I can combine with my professional experience and knowledge in Executive Sales and Operations Planning otherwise known as S&OP.
 - S&OP is all about matching up the portfolio, supply, and demand with the strategic objectives and financial plans of an organization.
 - We could spend days debating the various points of views and pros & cons of the current state of Our Club
 - Since we don't have time for that now, I will simply state a few things in no uncertain terms.
 - **I believe WorldMark, The Club needs some course corrections to remain viable into the future... for all of us... and our heirs.**
 - Some guiding principles need to be used – here are some examples
 - You can't build a resort in the Midwest and sell the credits in the Northwest, it upsets the delicate balance of supply and demand
 - You can't extend red season to all year long, it upsets supply and demand and limits the ability to shape demand
 - You can't charge vastly different amounts of credits for resorts that are relatively the same, it upsets supply and demand and violates the promise of tomorrow's vacations at today's prices
 - All of these things make it easier for the Developer to sell credits and make a profit, but it is putting our model at risk.
 - **WorldMark, The Club needs course corrections!**
 - Managing WorldMark® can be done in a **collaborative** manner.
 - I can and will provide a reasoned, active and **balanced** voice on the BOD.
 - I will work to ensure that the relationship between the Manager, Developer and the Owners is a **mutually** beneficial one.
 - **My** primary objective will be to serve with a fiduciary responsibility to **you**, Owners of WorldMark, The Club.
 - Thank you very much for your support.