

Trades Resort Profile



The Hilton Head Island vacation of excellence

by David L. Kerr, CHA, RRP

When my wife, Laurie and I were in high school, she spoke of a destination where her best friend was from, Hilton Head Island South Carolina. Having lived in Columbia SC as a child, my wife was relatively aware of this beautiful place; she always spoke of the island shaped like a tennis shoe.

So Laurie and I were married, went to college and had three children. I got into the resort industry shortly after graduating from TTU. I managed a property in middle Tennessee for a year and half and was transferred to a large multiple use PUD in South Carolina.

We had two children at this time and were seeking our first timeshare vacation experience. My property manager, Evelyn suggested Hilton Head Island (isn't that crazy how things come back around); we said ok and Evelyn procured an exchange into Shipyard Plantation, to a place called Southwind.

Laurie and I gathered the kids and off we went. We arrived on a Saturday evening, got our key and map just like the RCI information said we would, and off to the neatest three bedroom, single story unit Laurie and I had ever seen. It actually looked like someone's home. Needless to say we had a great vacation.

So now the family tradition has been formed; Hilton Head Island, Shipyard Plantation would be where we vacationed from now on. The next year I asked Evelyn to get me back into the same little house, but we were unable to identify it for some reason. I said "there, Southwind II - let's go there". So we did and Laurie and I have been going to Spinnaker Resorts on HHI ever since. With three kids, family, friends, our family summer vacation on HHI, in Shipyard Plantation, at Spinnaker

Properties is a life long tradition, filled with priceless memories.

Leadership

Hailing from Toronto, Ontario Canada, Ken Taylor worked alongside his family in their boatbuilding business. Ken Taylor graduated with an Engineering and Business degree from the University of Toronto, followed by a Masters Degree in Business from Wharton School of Finance. Joan Taylor, the daughter of an architect, pursued her own career in interior design; together the inevitable was apparent, they created Spinnaker Resorts.

Spinnaker Resort's first purpose built timeshare in Shipyard plantation was appropriately named "Spinnaker". This 48 unit 2 bedroom villa community lines the 7th hole of Brigantine / Shipyard Golf Course fairway. Spinnaker Resorts has subsequently developed, marketed and sold five (5) other timeshare properties on the island including Carolina Club, Southwind, Egret Point, Southwind II and Waterside. Their newest development located on the north end of the island is Bluewater Resort & Marina located on the Intercoastal Waterway.

The Taylor Vision

When asked why the Taylors keep developing, Ken Taylor replies "We thrive on seeing a development evolve from the land based on their vision to create an environment for ultimate enjoyment. We are personally committed to developing exceptional resorts for the enjoyment of vacationing Spinnaker owners. Ken is also dedicated to ensuring that Spinnaker owner fees are not exorbitant, thus making vacations available for family enjoyment. He thrives on the challenges and hard work involved in creating these environments, and ultimately he would like to leave a legacy of high quality property developments created from the ground up that he, his family and Spinnaker owners can be proud."

At Spinnaker, our philosophy is simple. Build first class resorts, sell at a fair price, and maintain the facilities at the highest level in order that our owners experience excellent vacations.



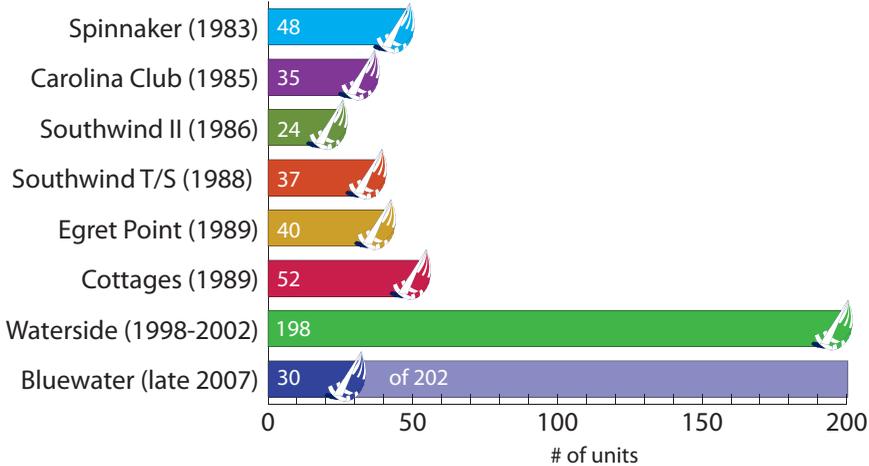
Front: Christine Taylor, Joan Taylor, Carolyn Oliver,
Back: Ken Taylor, Shawn Oliver



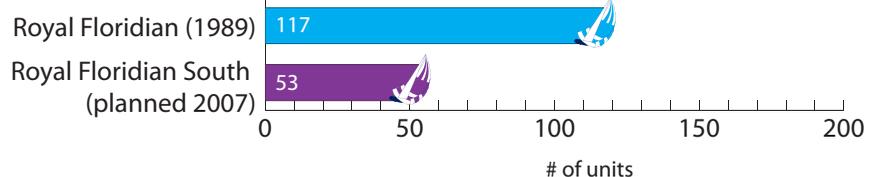
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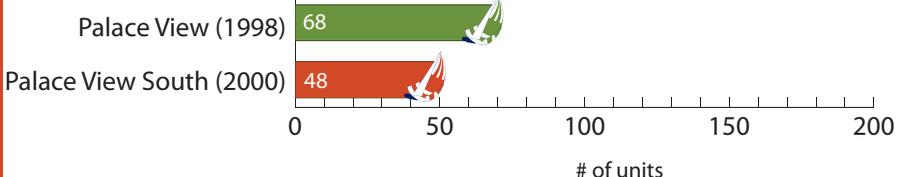
Hilton Head, SC



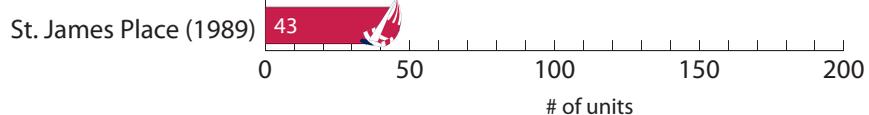
Ormond Beach, FL



Branson, MO



Beaver Creek, CO



Spinnaker Resorts formed Southwind Management Corporation (SMC) in 1993 as the property management company for the Spinnaker family of resorts. SMC also manages the Player Club Hotel on HHI. Headed up by COO Tom Williams, Southwind Management has been ensuring excellent vacations for 15 years. With 550 timeshare units in the portfolio, SMC executes check-ins/checkouts on Friday, Saturday and Sunday without a hitch. Southwind Management currently manages thirteen Spinnaker Resort properties on HHI, Ormond Beach FL, and Branson MO.

The Spinnaker Resorts Management Team

Spinnaker Resorts is lead by Ken Taylor (President), Joan Taylor, Shawn Oliver (Senior Director of Sales and Marketing), and daughters Carolyn Oliver and Christine Taylor. The Taylor family has been providing excellent vacation experiences for over 20 years. This fact is evidenced by Interval International's Premier and RCI Gold Crown designations. This past year Egret Point was awarded its 10th sequential RCI Gold Crown designation, recognizing Spinnaker's ongoing commitment to accommodation and service excellence. This year Spinnaker was also inducted into Interval International's Chairman's Club – given to the top 25 sales producing resorts worldwide.

I invite you to follow this link <http://www.spinnakerresorts.com/main/testimonial> to find out what others are saying about their vacation experience; and read the reviews at



<http://www.spinnakerresorts.com/main/media> on their website.

I have been vacationing at Spinnaker Resorts for 18 years; mostly at Egret Point. In my twenty year stint on HHI, I have stayed at other properties only twice. This speaks volumes to the high inbound exchange demand on Spinnaker Resorts. The owner/guests services are second to none on the HHI; the attention to detail is incredible; and the easy, easy check-in/check-out process is simple and painless after a 10 hour drive. The units are eloquently appointed and meticulously cleaned. There are two and three bedroom units to choose from and all have pools.

So join me for my 18th year of vacationing at a Spinnaker Resort. The experience is unlike any other.

David L. Kerr, CHA, RRP has been in the Resort Industry since 1974. As managing editor and COO of The Trades Publishing Company, he seeks to act as a conduit of information for the hospitality industry. He has been a general manager of large UDI campgrounds, Planned Unit Developments (PUD), Multiple Timeshare Associations and large commercial hotel-destination properties. David holds a B.S. in Business Administration and a M.S. in Project Management. He is a real estate broker in SC, NC, TN.

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