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**VSA Employee wins prestigious National ARDA award**  
*Celebrating the best and brightest in the vacation ownership industry*

**May 15, 2018. . . VIRGINIA BEACH, VA** – VSA Resorts is proud to announce Nadine Paniccia received the 2018 American Resort Development Association (ARDA) Marketing Management Executive of the year at the annual awards gala held at Caesar’s Palace Hotel in Las Vegas, NV.

Paniccia was nominated by executives at Resort Condominiums International (RCI), which is a timeshare exchange company with more than 4,300 affiliated resorts in 110 countries. ARDA is a trade association representing the vacation ownership and resort development industries. The ARDA Awards Program is committed to celebrating the best and brightest in the vacation ownership business in categories including overall professional excellence, outstanding sales and marketing accomplishments, product design, advertising and human resources.

“I am extremely proud to be honored by RCI and ARDA,” said Paniccia, Vice President of Sales and Marketing. “Our team is among the best in the business, and I am grateful to see our work recognized.”



**NADINE PANICCIA**  
VSA RESORTS VP SALES & MARKETING  
2018 MARKETING MANAGEMENT EXECUTIVE

Paniccia has been with VSA since 2013. She has built a team of the industry’s finest sales and marketing stars by creating an environment that fosters respect, character development, discipline and the desire to win as a team, making her company a desirable place to work in the timeshare industry.

“Nadine displays a unique style consisting of the perfect balance of empathy and accountability with a heaping scoop of desire to win,” said Lori Overholt, president of VSA Resorts. “Her efforts have increased our overall revenue exponentially.”

Paniccia takes a unique approach to sales and marketing. Instead of pitching coworkers against each other, she formulates a team approach.

“As a team, we should have one goal and work toward that success together,” she said. “This will drive business and create a path for everyone to succeed.”

In addition, Paniccia helped create a corporate website designed to encourage tour generation before rentals. Her extensive marketing background enabled her to direct the online digital efforts for lead generation, create mutually beneficial relationships with key tour vendors and develop the talents of her in-house lead generation manager.

“Nadine has embraced all the challenges we have thrown her way and made monumental steps in driving VSA to success,” Overholt said. “We are honored to have her on our team, and proud she is recognized by ARDA.”

VSA Resorts has three locations in Virginia Beach: The Atrium on 21st Street, Ocean Key Resort on Atlantic Ave., and Ocean Sands Resort also on Atlantic Ave. For more information about VSA Resorts, visit <http://vsaresorts.com/>