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**TIMESHARE/LEISURE VETERANS LAUNCH TRIDENT BUSINESS MANAGEMENT**  
*Operating Mantra – “Performance, Not Plans”*

**Scottsdale, AZ -- September 10, 2009** – Two of the timeshare and lodging industry’s most respected senior level operating executives have collaborated to launch a new business management organization, created to aide companies in need of highly specialized operational expertise and management services.

Utilizing their four decades of combined operations management expertise, Managing Partners James (Jimmy) Danz RRP and William (Bill) Tsao, founded Trident Business Management, an implementation-based business solutions group, based in Scottsdale, Arizona.

Trident Business Management was created to provide management services for companies in need of corporate, financial, or operational improvement. This includes short-term crisis management, longer-term stabilization, repositioning and growth management.

Explains Bill Tsao, “We recognize that the timeshare industry is in the midst of an evolutionary phase. The sudden vanishing of capital can be both destructive and cathartic. After hundreds of hours of discussions with top developers, lenders, strategists, lawyers, and respected industry-operating executives, we have identified a huge void in terms of a solid solution to the crisis. We formed Trident Business Management to help bring positive change to our industry at this critical time. Our past experiences, our contacts and strategic resources have positioned us well to participate in some much-needed change to the outdated and under-performing 30-year-old business model of timeshare.”

*How will this be accomplished?* “Instead of just focusing on cost containment and expense renegotiation,” adds Jimmy Danz, “we provide the operational experience and intimate understanding of a business that is critical in knowing how to open new revenue channels from existing assets that have not been properly leveraged. For some consulting companies or global rescue firms, it’s all about business plans. For us, it’s all about execution and differentiation from past practices. We back this philosophy by scaling our compensation toward performance and execution ... without the cost of global overhead. While many companies espouse theory, at Trident, we believe in the principal of *performance, not plans* and stake the majority of our compensation on a success model with performance-based success fees instead of *guaranteed fees with no guarantee of success.*”

Trident Business Management is an operationally centric “all-inclusive” business solution company that has assembled a best-in-class group of professionals (the Trident Advisory Partners) who are widely respected authorities in their areas of expertise within the lodging and timeshare sectors of the leisure industry. Since every client has a unique set of challenges, these Advisory Partners will work with Trident leadership as a collaborative team to customize solutions, matching the right experts and specific talent to each client’s needs.

The two managing partners have spent their careers as senior operating executives, not as consultants, and have a solid reputation for integrity, ethics and sound business practices. In their previous executive positions as senior strategists and tacticians, the programming and implementation guidance provided by Danz and Tsao were key drivers in the procurement of nearly \$1.5 billion dollars in net sales volume for some of the country’s largest vacation ownership companies.

Danz is internationally recognized as an expert in partnering corporate alliances with enterprise strategies, initiatives and objectives. His professional experience has also included equity partnerships, senior-level executive and consultancy roles for Diamond Resorts International®, Princeton Resorts Group, Starwood Hotels, Conrad Hilton International, Vistana Resorts, ACCOR Vacation Club and Success Marketing. The five-

time Gold ARDY winner has held Board of Director seats for the American Resort Development Association (ARDA) and is the current Chairman of the ARDA Meetings Council and the ARDA Sales and Marketing Forum. He also sits on the Board of the American Tele-Services Association (ATA) and is the current Chairman of the ATA Political Action Committee.

Bill Tsao is a results-driven executive with a broad range of senior-level experience encompassing both domestic and international business operations. His background features a successful track record in driving revenue growth and winning market share, primarily in turnaround, start-up and high growth situations. His 18-year industry experience includes equity partnerships, senior-level executive and consultancy roles for Casablanca Express, Sunterra Resorts, Pacific Resorts International Inc., International Cruise & Excursions, Vacation Marketing Systems Inc., Raintree Resorts International and Diamond Resorts International®. Tsao has a proven career track record in driving multi-national and multi-site projects. He has been a frequent guest speaker at the ARDA National Convention and is a past board member for the Arizona Muscular Dystrophy Association (MDA) Annual Golf Tournament, which was the largest MDA Golf Tournament in the nation.

For additional information, go to: [www.TridentBusinessManagement.com](http://www.TridentBusinessManagement.com)

### **About Trident Business Management**

Trident Business Management is a leading business solutions firm focused on serving the lodging and timeshare sectors of the leisure industry. The firm's expertise is in its industry-specific and operationally-centric knowledge and experience. The Scottsdale, Arizona-based company is led by Managing Partners Jim Danz and Bill Tsao, who bring more than 40 combined years of senior management experience to the aid of their clients. The firm specializes in delivering results in these critical disciplines: restructuring and turnarounds, asset management, merger & acquisition advisory, financial advisory, and performance improvement. Trident is highly differentiated from consultant and advisory companies by its implementation and performance-based orientation. For more information, visit [www.TridentBusinessManagement.com](http://www.TridentBusinessManagement.com)