



Contact: Sara Moore  
ALL STAR Vacation Homes  
(407) 997-0676  
smoore@allstarvacationhomes.com

**ALL STAR VACATION HOMES ATTENDING  
VACATION RENTAL INDUSTRY NATIONAL CONFERENCE**  
*Leadership Team Members to Conduct Industry Educational Sessions*

**Celebration, Fla., October 29, 2010** – ALL STAR Vacation Homes is pleased to announce that it will be attending the Vacation Rental Managers Association ([VRMA](#)) National Conference in San Antonio, TX, October 31-November 3.

Members of the [ALL STAR Vacation Homes](#) leadership team will be conducting educational sessions along with other industry professionals.

Steve Trover, CEO of ALL STAR Vacation Homes and VRMA Vice President, will speak on panels that show how to use trade for more media marketing and share ideas on the value of loyal customers.

Along with other VRMA PR Committee members, ALL STAR's Vice President of Marketing, Sara Moore, will co-lead a workshop on writing an effective press release and present ways to build relationships with local and state marketing bureaus. She will also serve as an instructor for the post-conference certificated vacation rental manager course "Identifying Your Brand & Creating Strategic Partnerships."

Kent Bjorklund, ALL STAR Vacation Homes' Director of Product Development, will serve on an expert panel sharing tips and secrets to growing inventory by acquiring quality vacation rental properties.

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## **ALL STAR VACATION HOMES, page 2**

The VRMA National Conference will feature 3 general sessions and 40 concurrent sessions that include business-building programs as well as offer networking opportunities among vacation rental management companies, partners and suppliers.

VRMA was established in 1985 and has expanded to more than 600 property management and associate member companies in the United States, Canada, Mexico and the Caribbean, representing approximately 150,000 vacation home rentals, condos and villas.

### **ABOUT ALL STAR VACATION HOMES**

ALL STAR Vacation Homes is the leading vacation home property management and marketing company in Central Florida. Representing more than 260 homes and condos, ALL STAR Vacation Homes provides spacious and inviting alternatives to the typical hotel, including one, two, three and four-bedroom condos and town homes, as well as single-family estate homes with up to seven bedrooms. Vacation rental selections include amenities such as private pools, in-home game room and home theatres, multiple master bedrooms, resort facilities and choices to meet any style and budget. For more information visit [www.AllStarVacationHomes.com](http://www.AllStarVacationHomes.com) or call 1-800-396-1173.

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