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**CENTRAL FLORIDA CEO SERVES AS PRESIDENT OF VACATION
RENTAL INDUSTRY BOARD OF DIRECTORS**

*Steve Trover of ALL STAR Vacation Homes elected as leader of international
vacation rental industry association*

INDIANAPOLIS, Ind. (December 1, 2011) – A Central Florida hospitality leader has been elected to serve the fast-growing vacation rental industry on an international level, taking on the role of President for the long-standing Vacation Rental Managers Association (VRMA). Steve Trover, Chief Executive Officer of ALL STAR Vacation Homes, joins the nonprofit group's Board of Directors effective immediately, contributing his time and talent to the betterment of the association and the vacation rental industry.

"I'm honored to be elected President of the VRMA," Trover said. "I look forward to working with the Board of Directors to fulfill the vision and mission of the organization."

Trover together with 11 industry professionals from across North America will form one voice that governs the association and professionally managed vacation rental industry, assisting with: determining the association's strategic vision and planning; guiding, directing and monitoring goal development and implementation; representing the association in cooperative efforts with community, state and national associations; helping to identify and nurture future association leaders and more.

Under Trover's leadership, ALL STAR Vacation Homes has become an industry leader in luxury vacation property management and marketing services in Central Florida. Trover is a member of HSMIA (Hospitality Sales & Marketing Association International), and Skal International. He frequently speaks on a regional and national level about the vacation home industry to both media and tourism and hospitality groups. Trover has previously served on the boards for the Central Florida Vacation Rental Managers Association (CFVRMA) and the Florida Vacation Rental Managers Association (FVRMA).

About ALL STAR Vacation Homes

ALL STAR Vacation Homes is a 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 nine 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 or call 1-800-572-5011.

About the Vacation Rental Managers Association (VRMA)

Founded in 1985, the VRMA is the international, professional trade association of the vacation rental property management and hospitality industries. Membership includes hundreds of professional vacation rental manager and associate suppliers across the world, representing tens of thousands of vacation rental homes, condos and villas available to travelers. For more information, visit www.vrma.com.

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