

## Women in Ink: WINK

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The shared ownership world is unique in that it is served by a select group specializing in providing public relations and marketing guidance and writing services that are especially well-versed in the industry. It is with pleasure, therefore, that I devote what is ordinarily a space profiling female leaders – Women in the Industry (WIN) – to profiles of a special group of women. This time, they are my peers in the public relations, writing and marketing business, or simply, Women in Ink (WINK).

### **Georgi Bohrod RRP, of GBG & Associates**

Georgi began her career in the timeshare industry in 1985 when she was hired by Jim Watkins. After graduating from Northwestern University in Chicago and moving to Northern California to open the west coast office of NAPS, Bohrod migrated South but found herself out of work when the Advertising/PR firm she was with folded. “After I interviewed and was offered a position at Winners Circle, I was embarrassed to tell my parents I was actually going to work for a timeshare company. Timeshare had such a negative connotation; but thankfully, I had signed on with a company who did it right.”

“Jim understood the value of public relations when it came to marketing the resort. Under his leadership, we performed true public relations by educating the Carlsbad City Council about the value of the Carlsbad Inn as a historical hotel and explaining why a transit occupancy tax was actually double-taxation. And this year I find myself coming full circle, working with Grand Pacific Resort Management and Jim Watkins to celebrate the Carlsbad Inn’s 25th anniversary.”

After working as in the in-house DOM for ResortCom International (which she retains as a client to this day), she opened her own firm in 1992. Today, she provides PR strategies, media relations and writing services to some of the best-known names in the timeshare industry. “I urge my clients to work on building and maintaining relationships. That’s one of the primary functions of PR.”

Bohrod is a founding member and serves on the Board of Directors of Women in the Industry (WIN), a group of women (and men) in the timeshare industry who work together to help provide advocacy, education and support for women, particularly those involved in the vacation ownership industry.

And her expectations for 2011? “The shared ownership industry has had the ability to reinvent itself over the years and our job is to tell that story. Our role as public relations practitioners is to be a cheerleader and advocate for our clients. It’s rough to toot your own horn and extol your virtues. That’s what we can do for our clients. Our goal at GBG is to position our clients in a place where they can make the connections to grow their business. Over the years, the platforms for communications have morphed into different METHODS of keeping clients in the eye of their constituents. What hasn’t changed are the basic tenets of strong PR: Honesty, education and an ability to look at the big picture from an outside perspective.”