



Atalaya Towers Tower Talk

A Newsletter for the Homeowners

of Atalaya Towers IOA

May 2012

Garden City, SC

Inside this issue:

<i>President's Message</i>	1
<i>Helpful Hints for Reservations</i>	2
<i>Reservation Instructions</i>	3
<i>Reservation Procedures</i>	4
<i>General Manager's Corner</i>	5
<i>Owner Services Information</i>	6
<i>Nomination Form (insert)</i>	

* From your Board: *

* We had a busy winter reworking 10 of the unit bathrooms, and we are already receiving very positive feedback. We also have made some changes in housekeeping and are having a hospitality turn down made in the Master Bedrooms with a new alternative blanket on the Master bed. *

* The Board is working very hard to keep the maintenance fees down and we need your help. We are still fighting high energy bills and need your help in keeping doors closed when the air conditioning is on. We have had some problems with people taking carts into the rooms and causing some scrapes in the hallways, so please refrain from doing so. We are still having problems with people damaging the washing machines by forcing the door open after starting the machine. This generates a service call in the amount of around \$250.00. Also, please don't hold the elevator doors open unless you use the open button on the inside of the elevator. This causes unnecessary service calls for which all of us get to share in the cost through higher maintenance fees. *

* Now is the time to think about next winter as we begin to place some of the units in monthly snow bird rental. So, if you would like to spend some time with us next winter at the beach, give us a call; we would love to have you down. The building has a lot of snow birds each year and they get together for various activities. They seem to have a wonderful time. If you have ever wanted to add a week to your time at the beach, Defender Realty has a good selection available at Atalaya Towers. *

* We look forward to seeing you at the beach! *

* Lynn Harmon *

* On behalf of the Atalaya Interval Board of Directors *



IMPORTANT NOTICE

RESERVATION

INSTRUCTIONS AND PROCEDURES

CAN BE FOUND ON PAGES 3 AND 4 OF THIS NEWSLETTER.

Atalaya Towers 2013 Reservation Requests

Dear Atalaya Towers Interval Owners:

Your Board of Directors and Management Company would like to take this opportunity to provide you with helpful guidance in requesting your 2013 week(s).

There are only 19 time share condominiums at Atalaya out of the 80 units in the building. Atalaya is a floating time share system, not a fixed week system. The obligation of the Board is to assign you a week within the color season you own.

As you may know, getting the exact week you want is sometimes impossible. In the effort to help you understand the reasons, we will share a few examples of requests from previous years.

White Season: Spring White Season weeks are 9-14. Out of 62 requests received, 39 were for week 14 alone.

Trade Red Season: Trade Red Season weeks are 15-19 and 37-43. Out of the 110 requests received, 50 were for weeks 19 & 37 only.

Prime Red Season: Prime Red Season is May 18th (week 20) to September 14th (week 36). This season is totally sold out, and all Prime Red Season owners must fit into this time frame. Fifty percent of the total requests received last year limited their request to week 25 thru week 28, which was June 23rd to July 28th. 161 owners wanted to squeeze into a 4 week window that has only 76 units available. In contrast, the first two weeks and the last two weeks of "Prime Red Season" had only 23 requests out of the 76 available.

These are examples of why everyone cannot possibly get the week they requested.

Here are some helpful hints and reminders to help with this process.

- ◆ If you are requesting back-to-back weeks or multiple units for the same week, please avoid the most popular time periods and provide multiple choices of when you are willing to vacation.
- ◆ Use a minimum of four alternative choices on the reservation form. Many people just provide one choice, and that gives us no options to help you.
- ◆ If you intend to space bank your week(s) with an exchange company, please indicate it clearly on the request form.
- ◆ Notes made on the reservation form are read and will be taken into consideration, if applicable.

NOTE: The General Manager does not assign the interval weeks. The assignment process is performed by an independent group to maintain an impartial selection process

We truly hope these examples and helpful hints will assist you with a successful request and sincerely wish you a wonderful vacation at Atalaya!

Reservation Instructions

Reservation requests shall list **four** choices for a requested use period in descending order of priority. Reservation requests not having your choices listed may be treated as an invalid request. If you require a week to space bank with an exchange company, please indicate this in the space provided and refrain from designating a specific week. This will be of great assistance to the other owners who intend to enjoy their week at Atalaya.

No reservation request forms will be honored if received after October 15th of the year before the calendar year of use, regardless of the postmark date.

During the reservation request period of June 1st through October 15th, the agent will send out confirmations of assigned reservations on a weekly basis or such alternate period, as deemed appropriate by the agent.

After October 15th and up to October 31st of the year before the calendar year of use, the agent shall assign a specific use period to owners who have not submitted a reservation request, or for whom all the four listed choices have already been assigned. Confirmations for these assigned use periods will be mailed no later than December 1st.

An owner's failure to pay special assessments, maintenance fees or any other charges within 30 (thirty) days of the date due shall cause the agent to reject any reservation request or cancel any confirmed assignment/reservation of a use period for the delinquent owner. Upon payment of the assessment, the owner may request use of a unit during a use period within the owner's season; however, such requests shall then be granted based upon availability of use periods which have not been assigned, rented, or otherwise reserved for occupancy. An owner's inability to receive an assignment of a use period, as a result of late payment of assessments, shall not allow the owner to seek a refund of assessments paid. Cancellations will be sent out by Certified Mail.

Owners desiring to exchange their rights to the use of a unit through an exchange company should be certain to first receive a confirmed reservation, pursuant to these procedures, prior to seeking to trade within an exchange system. A specific unit is required to effectuate an exchange. The agent, upon notification of this intent by the owner, shall assign a unit at the time of confirming an assigned use period.

Please indicate in the space provided if you have need of a handicap friendly unit.

If you require help or have any problem understanding the reservation procedure, call the General Manager, Joe Trincheria, at 843-651-4566 for assistance.

Also, if you have not received your confirmation letter by August 31, 2012, please call the resort office.

Board of Directors

Atalaya Towers Interval Owners Association

ATALAYA TOWERS

ATALAYA TOWERS INTERVAL OWNERS ASSOCIATION, INC.

RESERVATION PROCEDURE May 1, 2012

RESERVATION SYSTEM FOR FLOATING TIMESHARE DEED

NOTE: YOUR DEED INDICATES A SPECIFIC WEEK AND UNIT NUMBER; THIS IS NOT YOUR RESERVED WEEK. Your Reservation Request Form is included with this newsletter.

YOU MUST REQUEST A WEEK WITHIN YOUR SEASON COLOR UNDER THE FLOATING TIMESHARE SYSTEM. The same procedure applies to all season colors. Please review the week numbers on the calendar to the right of this page to determine your designated season.

PROCEDURES FOR RESERVING USAGE

ALL VACATION REQUEST FORMS WILL BE MAILED OUT DURING THE FIRST WEEK IN MAY FOR THE FOLLOWING YEAR'S VACATION PERIOD. YOU MAY REQUEST ANY WEEK DURING WHICHEVER SEASON COLOR YOU OWN FROM THE CALENDAR ON THE RIGHT OF THIS PAGE.

BLUE Weeks	1 to 8 inclusive, 48 to 52 inclusive
WHITE Weeks	9 to 14 inclusive, 44 to 47 inclusive
TRADE RED Weeks	15 to 19 inclusive, 37 to 43 inclusive
PRIME RED Weeks	20 to 36 inclusive

***Please be aware that the calendars from both major exchange companies differ from the one used by Atalaya to make float week reservations.**

Atalaya's calendar is the only one recognized for the reservation procedure.

ALL REQUESTS POSTMARKED JUNE 1, 2012 OR EARLIER WILL BE RANDOMLY SELECTED AND WEEKS ASSIGNED AS REQUESTED, IF AVAILABLE.

ALL REQUESTS RECEIVED AFTER JUNE 1, 2012 WILL BE ASSIGNED DAILY. GROUPING WEEKS TOGETHER OR REQUESTING MULTIPLE UNITS IN A CERTAIN WEEK IS NOT GUARANTEED, AS EACH WEEK OWNED IS TREATED INDEPENDENTLY FOR RESERVATION PURPOSES.

Please indicate on the reservation request if you need a handicap friendly unit.

Please note: If you are requesting a week with the sole purpose of space banking with RCI or II, please indicate that on your request form.

If you are in arrears, your request form will have a notification of the past due amount. You must send in this amount with your request form, or your reservation request will not be honored.

2013	Week	Saturday to Saturday
<u>BLUE</u>	1	Jan 5 – Jan 12
	2	Jan 12 – Jan 19
	3	Jan 19 – Jan 26
	4	Jan 26 – Feb 2
	5	Feb 2 – Feb 9
	6	Feb 9 – Feb 16
	7	Feb 16 – Feb 23
	8	Feb 23 – Mar 2
<u>WHITE</u>	9	Mar 2 – Mar 9
	10	Mar 9 – Mar 16
	11	Mar 16 – Mar 23
	12	Mar 23 – Mar 30
	13	Mar 30 – Apr 6
	14	Apr 6 – Apr 13
<u>TRADE RED</u>	15	Apr 13 – Apr 20
	16	Apr 20 – Apr 27
	17	Apr 27 – May 4
	18	May 4 – May 11
	19	May 11 – May 18
<u>PRIME RED</u>	20	May 18 – May 25
	21	May 25 – Jun 1
	22	Jun 1 – Jun 8
	23	Jun 8 – Jun 15
	24	Jun 15 – Jun 22
	25	Jun 22 – Jun 29
	26	Jun 29 – Jul 6
	27	Jul 6 – Jul 13
	28	Jul 13 – Jul 20
	29	Jul 20 – Jul 27
	30	Jul 27 – Aug 3
	31	Aug 3 – Aug 10
	32	Aug 10 – Aug 17
	33	Aug 17 – Aug 24
	34	Aug 24 – Aug 31
	35	Aug 31 – Sep 7
	36	Sep 7 – Sep 14
<u>TRADE RED</u>	37	Sep 14 – Sep 21
	38	Sep 21 – Sep 28
	39	Sep 28 – Oct 5
	40	Oct 5 – Oct 12
	41	Oct 12 – Oct 19
	42	Oct 19 – Oct 26
	43	Oct 26 – Nov 2
<u>WHITE</u>	44	Nov 2 – Nov 9
	45	Nov 9 – Nov 16
	46	Nov 16 – Nov 23
<u>BLUE</u>	47	Nov 23 – Nov 30
	48	Nov 30 – Dec 7
	49	Dec 7 – Dec 14
	50	Dec 14 – Dec 21
	51	Dec 21 – Dec 28
	52	Dec 28 – Jan 4

GENERAL MANAGER'S CORNER

Dear Atalaya Owners,

We have been very busy at Atalaya Towers since beginning our winter projects that were announced in the end of the year Newsletter. In particular, we began phase one of our two phase Bathroom Refurbishment Project in our Timeshare units.

Along with our usual Preventative Maintenance, touch up paint, minor repairs and Seasonal Deep Cleans we began updating our 30 year old bathrooms... an ambitious, but much needed project for our owners.

Several improvements that have been made during the Refurbishment Project include:

- ◆ *Painting both bathrooms in ten units.*
- ◆ *In those ten units we replaced faucets, mirrors, towel bars, toilet paper holders, and light fixtures with brushed nickel fixtures.*
- ◆ *Installed new PVC baseboard to prevent wood rot.*
- ◆ *Installed assist bars in master baths of six units.*
- ◆ *We repainted the inside and outside of the vanities in those 10 units, as well replacing a vanity in one unit with a custom made one.*
- ◆ *In one unit, the replacement of both bathroom floors with new tile was necessary. We were able to recycle enough of the original tile to replace broken tiles in many of bathrooms.*
- ◆ *New blankets were purchased for all king size beds for that "turned down" look.*
- ◆ *We replaced the old mixed and matched flatware with all new flatware.*
- ◆ *We installed chair rails in all interior unit dining areas to prevent wall damage from dining chairs.*

Next winter, we plan to remodel the remaining bathrooms in a similar fashion.

Your Board of Directors, as well as the Management Staff, worked closely to research the various possibilities prior to making the decision. Everyone involved was open to all comments to assure your satisfaction when you return to your vacation home.

As always, we welcome all your suggestions and encourage you to fill out a Comment Card every time you stay at the resort. It is with your feedback that we can continue to improve your personal vacation experience.

Mark your calendars to give us a call in late September (after our budget meeting) to inquire about which condos will be available for long term monthly rentals in January and February. For as little as \$1,000 ,you could have a condo for the entire month (including all utilities.)

Best Regards,

Joe Trinchera

General Manager

<u>Atalaya Towers Interval</u>	
<u>Important Dates and Additional Fees</u>	
January 1 st	Maintenance Fee Due Date
January 15 th	Interest Charges - 1.5% Monthly Added
March 1 st	Cancellation of Reservation
March 1 st	Right to Cure Date - \$50.00 Fee Added
April 15 th Fees Added	Turn to Collection Agency - Collection




HAS ANYTHING CHANGED?

It is very important that you keep all your contact information current. It is through this information that you receive all correspondence from the resort. This includes newsletters, invoicing, the Notice of Annual Meeting, and any other information the Board of Directors deems necessary to communicate.

Please be sure to update your information by calling the resort at:

843.651.4566

or by email to: at@defenderresorts.com



MAY WE HAVE YOUR EMAIL ADDRESS?

In the modern age of technology, we find more and more communication being done through the Internet.

As we strive to keep up with that technology and as we work toward providing better communication with our owners, we are seeing that social media and using the Internet are becoming the "WAY TO COMMUNICATE".

We are requesting that you provide the resort with your email address. The address can and would be used to communicate with you, to provide immediate access to information, and would be a more economical and conservative way to communicate, due to the ever increasing cost of postage to "snail mail" correspondence.

We understand that many people do not want to give out their personal email address for fear of spam, so may we recommend you set up an email account (maybe a Google email account) just to receive your correspondence from the resort.

Atalaya Towers and our management company Defender Resorts Inc ***will not sell*** or use any of your personal information in any way other than to communicate with you.



Rentals Available!

One of the benefits of owning at Atalaya is that you can rent additional days at a discounted price! That's right; we can offer you a discount of **15% to 20%** off the regular rate!

Discounts are based on season and availability, so call the resort to reserve your stay today! 843.651.4566.

Call within the next 30 days to receive the best rate and availability.



**ATALAYA TOWERS INTERVAL OWNERS ASSOCIATION
BOARD OF DIRECTORS
NOMINATION APPLICATION FORM**

The Atalaya Towers Interval Owners Association Board of Directors is requesting owners interested in serving on the Association Board of Directors to please advise the Board of their interest by providing the following information:
This form must be received no later than September 07, 2012.

Name: _____ Telephone: _____

Unit/Week(s) Owned: _____

Address: _____

Education: _____

1. What do you consider to be the short term needs of Atalaya Towers Interval? _____

2. What do you consider to be the long term concerns of Atalaya Towers Interval? _____

3. What do you feel you will contribute to Atalaya Towers Interval as a member of the Board of Directors?

Signature: _____ *Date:* _____

Each category should be limited to no more than 25 words.
Mail to: Attn.: Atalaya Towers Interval Owners Association
C/O Defender Resorts, PO Box 3849, Myrtle Beach, SC 29578