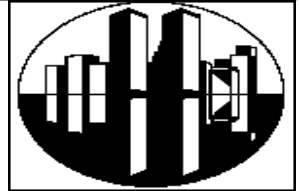


# Atalaya Towers Tower Talk



A Newsletter for the Homeowners of Atalaya Towers IOA



October 13, 2010

## **NOTICE OF ANNUAL MEETING** **ATALAYA TOWERS INTERVAL OWNERS** **ASSOCIATION, INC.**

### **NOVEMBER 13, 2010**

### **10:00 AM**

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Dear Homeowner:

Please be advised that the Annual Meeting of Atalaya Towers Interval Owners Association, Inc. will be held on Saturday, November 13, 2010, in the Rutledge Room, The Holiday Inn Oceanfront, 1601 N. Ocean Blvd., Surfside Beach, South Carolina. The meeting will convene at 10:00AM, prevailing local time.

Enclosed is your self-addressed business reply proxy/ballot card. Please fill this out and return it to us as soon as possible. In order to allow time for processing, all proxies must be received no later than close of business, 5:00 P.M. prevailing local time, November 11, 2010. Don't let this date slip up on you. If you attend the meeting, your proxy will be rescinded and you may cast your vote in person. We would rather have you attend, but regardless, please return the proxy immediately.

The purpose of the meeting will be to elect members to the Board of Directors and transact any other business that may come before the meeting.

Please participate.

Sincerely,

*Mark Westbrook*

President/COO

Defender Resorts, Inc.





## President's Message

The IOA Board met and worked out a budget for 2011. We were able to hold the Maintenance Fee at last year's rate. The HOA, as you were told last year, has a three-year special assessment. We have to pass this on to each owner to pay for all the work that was done to our building in 2009 and 2010. You paid an \$80 special assessment last year; we will all have to pay the \$80 per week owned this year and again next year. We need your help in holding down all of our overall cost to be able to keep the maintenance fee reasonable. One way we can help is to not hold the elevators while waiting on others to arrive. This has cost us all! Each time an elevator goes down because of this problem, we have to rely on only one elevator, and we have an unwanted repair bill on the malfunctioning elevator. This costs the HOA about \$500 per occurrence. We own 19 units in the building, so for every \$100 spent on building maintenance, it costs us \$24; or in the case of the average elevator repair of \$500, our share of the expense is \$120. These repeated repairs add up and increase our yearly maintenance fees. We would much rather use our funds on the inside of our units! One other request is to keep the doors shut to the balcony to protect our new curtains and to save on the electric bill. Thanks in advance for all your diligence with these requests.

Our Annual Meeting is coming up the second Saturday in November (the 13th). We would like for you to attend, but if you cannot, please mail back your proxy.

We get very few comment cards back, but we would really like to get your feedback on how things are going while you are at Atalaya and how you find your unit when you check-in. Our office is there to serve you while you are here, so please let Joe know of any needs you may have. Our housekeeping staff is working hard to clean the units, so please give them the time to do a thorough job. Remember that check-out is 10:00 a.m. and check-in is not until 4:00 p.m. which gives the staff time to adequately clean and restock the units. If you do arrive before 4:00 p.m. you can give the office staff your cell phone number, and they will be glad to call you as soon as Housekeeping has notified them that the unit is ready. If you will be arriving after 6:00 p.m., please call the office for the code to the outside box, so you can get your welcome packet, keys, parking pass and door code to get into the building after hours. The lockbox is located on the wall by the phone. If you will not be in until later in the week, it is helpful to let the office know of your plans. This may help with scheduling of cleaning and maintenance needs in your unit.

We hope you will enjoy your stay at Atalaya. If for some reason you cannot make it down for your scheduled week, you can give the office a call at 843-651-4566 so they can put your unit into the rental pool for you. Of course, the longer notice they have the more likely they are to be able to rent the unit. You can also deposit it with Trading Places at no charge to deposit, and this gives you two years to make an exchange. Red Week.com, for a small charge, also gives you time to make an exchange. If you are members of RCI or II, as you can exchange with them as well. At any rate, we hope you can enjoy your week either here at Atalaya or exchange it for a different vacation to suit your needs.

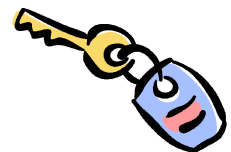
Your Board looks forward to serving you.

Lynn Harmon, President



**AS A REMINDER...** please keep track of your unit keys when staying at the resort.

There will be a \$25.00 non-refundable fee charged to any owner, ex-changer, renter or guest who requires staff to provide unit access after business hours, due to lost keys.





### General Manager's Corner

Dear Homeowners,

I would like to take this opportunity to introduce myself as the new General Manager of Atalaya Towers. My name is Joe Trincheria, and I have been a resident of the Myrtle Beach/Garden City area for approximately 20 years. My experience includes vacation rental management as well as homeowner association management. I'm looking forward to increasing my knowledge of the timeshare management industry as time progresses. I have been active in my new position at Atalaya since April, 2010, and have endured a very busy couple of months thus far.

The exterior building repair project, which included concrete restoration, waterproofing, and painting of the building, was completed in April 2010. To those of you who were "lucky" enough to be at Atalaya during the timeframe in which the work was being completed, we thank you for your patience and understanding.

Several other improvements have been made over the past several months including:

- Phase I of the interior refurbishment was completed and the kitchen/living room/entryway areas now have a fresh, modern appearance and feel very welcoming.
- The WiFi service has been upgraded and is now password protected to restrict access from visitors not staying in the Atalaya building- be sure to ask for the password upon check-in.
- Cream/sugar bowls have been added to all units.
- All blankets have been replaced to upgrade quality and improve inventory levels.
- Replacement and reorganization of balcony furniture.

We are working on preparing for our off-season projects, which will include deep cleaning and preventive maintenance in all units, landscape replacement, unit hallway artwork replacement and linen upgrades.

As always, we welcome your comments and suggestions and encourage you to be sure to fill out your Comment Card when staying at the resort; it is with your feedback that we can continue to improve your vacation experience.

Wishing you and yours a very Happy and safe Holiday Season,

*Joe Trincheria, General Manager*

### Owner Services Deed Transfers

If you have sold your timeshare week, please make sure that we receive the new owner information we need to change the Homeowners' Association ownership records. We require two items in order to change the records:

- A copy of the deed recorded (with a book/page and date stamp) at the Horry County Courthouse.
- A check for \$32.00 for a deed transfer fee.

(Payable to Defender Resorts, Inc.)

You may have an attorney prepare the deed or record the deed yourself, but we do not provide legal services. We also need the new owner's billing address, telephone number and usage year. You may contact the Register of Deeds at Horry County at 843-915-5000, 1310 Second Ave., Conway, SC 29526. For more information visit their website at [www.horrycounty.org](http://www.horrycounty.org).



### IF YOU HAVE MOVED:

Please make sure that we have your new information for the Homeowners' Association database, so you continue to receive mailings. Remember, it is your responsibility to notify us by the end of the year, if you have not received a bill for the next year's maintenance fee. You may contact your resort and they can record your new address, or there is a place on the main page at [www.defenderresorts.com](http://www.defenderresorts.com) to "Email Us".

**ATALAYA I.O.A.  
BUDGET SUMMARY**

	<i>Approved 2011 Budget</i>	<i>2010 Budget</i>	<i>2011 Budget Variance to 2010 Budget</i>
<b><u>Operating Income Statement</u></b>			
<i>Income From Owners</i>	\$ 576,007	\$ 581,189	\$ (5,182)
<i>Income From Other Sources</i>	\$ 8,575	\$ 12,800	\$ (4,225)
 <i>Transfer to Reserves</i>	 \$ (56,500)	 \$ (53,000)	 \$ (3,500)
 <b><i>Net Revenue</i></b>	 \$ 528,082	 \$ 540,989	 \$ (12,907)
 <i>Utility Expense</i>	 \$ 33,968	 \$ 32,470	 \$ 1,498
<i>Housekeeping</i>	\$ 41,150	\$ 36,392	\$ 4,758
<i>Maintenance Expense</i>	\$ 18,000	\$ 14,200	\$ 3,800
<i>Administrative &amp; General</i>	\$ 85,769	\$ 91,883	\$ (6,114)
<i>Salaries, Wages &amp; Associated Costs</i>	\$ 126,466	\$ 129,349	\$ (2,883)
<i>Leases, Contracts and Fixed</i>	\$ 222,729	\$ 236,695	\$ (13,966)
 <b><i>Total Expenses</i></b>	 \$ 528,082	 \$ 540,989	 \$ (12,907)
 <b><i>Net Surplus (Deficit)</i></b>	 \$ -	 \$ -	 \$ -
 <b><u>Maintenance Fees Per Unit/Week</u></b>			
<i>Regular Operating Assessment</i>	\$ 526	\$ 531	\$ (5)
<i>Regular Reserve Assessment</i>	\$ 67	\$ 62	\$ 5
<i>Total Regular Fee</i>	\$ 593	\$ 593	\$ -
 <i>HOA Exterior Building Assessment</i>	 \$ 80	 \$ 80	 \$ -
<b><i>Total Annual Fee</i></b>	<b>\$ 673</b>	<b>\$ 673</b>	<b>\$ -</b>

**ARDA ROC (American Resort Development Association/ Resort Owners Coalition)** is a coalition comprised of hundreds of thousands of timeshare owners across the country who voluntarily contribute \$3 per year to promote a legislative agenda at the local, state and federal levels beneficial to timeshare owners.

Here's what ROC is supporting presently:

**South Carolina** – South Carolina legislature has formed a T.R.A.C. committee to review all exemptions. One of the most important exemptions to timeshare owners is the exemption from accommodations tax for a timeshare owner's stay. Many times, legislatures, both in Columbia and Horry County, have tried to take these exemptions away. Funds from ROC have supported our efforts in each of those cases to maintain this most important exemption. ROC continues to monitor the track committee of the South Carolina to see if we will have to press forward in an additional fight in South Carolina for this prevailing exemption.

**ATALAYA TOWERS INTERVAL  
OWNERS ASSOCIATION  
BOARD OF DIRECTORS  
BRIEF BIOGRAPHIES OF CANDIDATES  
November 2010**

**INCUMBENTS:**

**Lynn Harmon (James Harmon)**

Mr. Harmon resides in Winston-Salem, North Carolina; he retired in 2006 from State Farm Insurance Auto Claims Division. He also taught adult education automotive classes at I-Car for many years. Presently, he serves as Lay Leader of his Church and volunteers each week with the local food bank to help the needy. He has three daughters and 5 grandchildren. Mr. Harmon has been involved in time-share since 1982. As a past Board member and current President on the Interval Association at Atalaya Towers, he feels he can continue to work with the management group holding costs in line and seeing that the units are kept in good operating condition. He will continue his efforts to keep Maintenance Fees at a manageable level for owners and to improve communication with HOA, keeping them informed of IOA concerns regarding the facility and grounds of Atalaya Towers.

**William Courtney**

Mr. Courtney resides in North, South Carolina; he is a retired Truck Driver and Sewing Manager. He currently owns and operates a NAPA auto parts store and serves as a bible-by-vocation minister. Mr. Courtney has served on the Board of Directors for 4 years and has been on other boards for over 16 years. Mr. Courtney believes that focusing on cost control, responding to the wants and needs of owners and unit quality are important goals of the Association Board. He also feels the Board is responsible for being the liaison between the Management Company and the Owners and will work to maintain the good relationship that currently exists. His close proximity to the resort allows him the freedom to respond when a Board member in attendance is necessary.

**Ray Toler**

Mr. Toler resides in Charleston, South Carolina; he is retired from the United States Navy and from the Charleston School District. He served 8 years on the Charleston County School District Board of Directors. Mr. Toler has owned at Atalaya Towers since 1985 and has served on the Board of Directors for over 16 years. As an experienced Board member of the Interval Association at Atalaya Towers, he feels fiscal responsibility and resort upkeep are important focus factors and will continue his strive to maintain a resort that all owners can be proud of. His School Management and Navy experience continually aid him in making the sometime hard decisions that the Board is responsible for in their effort to make fair decisions, taking all concerns into consideration.

**Heather Lacelle**

Ms. Lacelle is a retired high school teacher and principal who holds a Bachelor's degree in English literature and a Master's degree in education. She sees many challenges ahead for the owners and Board of Atalaya. The first is the task of continuing to improve the style and comfort of the units while maintaining the building structure and amenities. All of this must be accomplished within tight budget controls and wise use of owners' maintenance fees. In the realm of timesharing, Heather owns at two other properties, has been a moderator on a timesharing forum and takes an avid interest in this industry which provides so many well deserved vacations for owners. She enjoys serving you, the owners, and hopes to continue in the role in the future. Heather lives in Ontario, Canada but travels happily to Garden City to further our joint interest in maintaining and improving Atalaya Towers.

**John Brand**

Mr. Brand is a resident of Trinity, North Carolina. He has a BS in Business Information Systems from Taylor University, a MBA from Queens College and has done post graduate work in Network Technology at East Carolina University. He stated that increased maintenance fees and the age of the property are both long-term concerns, and he believes strategies need to be in place to keep fees down while keeping the building in good condition. Mr. Brand stated a short term need for Atalaya is better communication with the management group for resolving maintenance and wear issues as well as replacement of some of the soft goods, including towels and bedspreads. Mr. Brand would like to develop a system for interval owners to exchange weeks amongst themselves without having to pay exchange fees. Mr. Brand feels he has the education and experience to keep Atalaya Towers a wonderful place to take families and friends.

(continued on page 6)

**ATALAYA TOWERS INTERVAL  
OWNERS ASSOCIATION  
BOARD OF DIRECTORS  
BRIEF BIOGRAPHIES OF CANDIDATES  
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**NOMINEES:****Brian Crum**

Mr. Crum resides in Mt. Union, Pennsylvania. He was a Military Policeman in the USAF and served as a correction officer for 32 years. Mr. Crum states as the short-term needs of Atalaya his concern for the increasing of maintenance fees each year and that he would like to see them paid in 2 installments. He comments on his stay at Atalaya this past summer and says the units looked very good. Improvements to outside deck and hallway are very good.

**Richard D. Tindall**

Mr. Tindall resides in Fayetteville, North Carolina. He state his education as a high school graduate with several US Army schools and many Postal Schools. He attended Community College before he entered the Army. He is currently a license Real Estate Broker in North Carolina. He sites short-term needs for Atalaya as ensuring that all avenues are used to advertise and market the vacancies at Atalaya thus reducing the amount of annual maintenance frees. He states his long-term concern is that every avenue is used to keep the vacancy rate of sale at an all time high; he believes Atalaya is losing a good deal of property owners due to high maintenance fees. He believes that if more units are sold, the amount each property owner pays would be reduced to a more acceptable level. As a licensed real estate broker, Mr. Tindall states since he is frequently in the Myrtle Beach area, he would be able to monitor the listings of available units for public sale.

**DEFENDER REALTY'S RESALE CORNER...**

We are giving you, your family and friends the opportunity to add to your vacation portfolio through this one-time special opportunity on Association owned weeks. This special opportunity is being offered at **\$3,995 for Trade Red weeks, \$1,495 for White weeks and \$1,095 for Blue weeks**. Some of these weeks may be enrolled in the revised Bonus Portion of the Defender Flex® Bonus Program. Any weeks that are not purchased by the owners, family members or friends will be offered to the general public at a higher price starting December 15<sup>th</sup>, 2010. If you have thought about purchasing a week at a beautiful resort with a three bedroom, now is the time to take action. Don't miss this opportunity, contact Fay Taylor at **(843) 272-7181 Ext. 7215**.

**Did You Know?**

We have **Added Two Additional Bonus Stays** to the Defender Flex® Program starting January 2011. There are up to 8 additional bonus nights in January and up to 8 additional bonus nights in February. It offers the owners up to 28 bonus nights each year.

**Did You Know?**

Defender Realty has introduced a brand new Owner Referral Program. It is called "**Let The Pyramid Pay Your Maintenance Fee.**" You can become a Platinum, Gold, Silver or Bronze partner and earn large sums of **CASH** for those referrals. Call us for your Pyramid brochure.

Note...We have clients that are interested in purchasing certain **prime red** weeks at Atalaya Towers. If you are not using your week, need the cash and have thought about selling, contact Fay Taylor at **(843) 272-7181 Ext. 7215** for complete details on these special programs.

Frank Baker

Defender Realty, Inc.

(843) 497-6431/ fbaker@defenderresorts.com

