



# The Maritime Messenger

A Newsletter for the Owners of  
Maritime Beach Club



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## Call for Nomination

Dear Maritime Beach Club Owners:

*On behalf of the Elections Committee Chairman, Lila Autry, it is once again time for the CALL FOR NOMINATIONS of members in good standing who seek to serve on the Board of Administration of The Maritime Beach Club. The enclosed Nomination Application is self-explanatory and on the reverse side of it is the Nominating Petition in accordance with the Association By-Laws (section 3.4b).*

The Petition can be found on page 7 and 8 of this newsletter. It must be signed by Unit Owners representing at least five (5) units and must be signed by the Nominee signifying that he/she is willing to serve as a member of the Board of Administration. (One of the five can be the actual nominee themselves)

The Petition must be received by the Elections Committee no later than December 17, 2010 to be considered for placement on the Ballot that will be mailed with the Annual Meeting Notice for The Council of Unit Owners.

Please remember to mark your calendars for the Annual Meeting of The Council of Unit Owners, which will be held at the Maritime Beach Club on February 19, 2011 at 1:00 PM, and join your fellow owners at the cook-out that will immediately follow the meeting.

Best regards,

W. Keith Jernigan, President  
and the  
Maritime Board of Administration



## PRESIDENT'S MESSAGE

Maritime Beach Club Owners:

First of all, I would like to say what a wonderful place we have at the Maritime Beach Club, and your Board hopes that you have a great vacation this year. Also, in an effort to keep Maritime Beach Club a great place to vacation, please take time to fill out a comment card upon check out or drop us a line letting us know how your vacation went.

Your Board of Directors met with Defender Resorts on August 20<sup>th</sup> in Myrtle Beach to review the 2011 Budget. The main topics of discussion at this year's Budget meeting were the continuation of the Refurbishment Process, Reserve Funding levels, Security Cameras, Building Insurance and many other projects with the grounds and pool. Most of these projects will be done in-house with our own Maintenance staff so that cost will be greatly controlled. After careful consideration of each line item from the proposed 2011 Budget, the Board unanimously approved the 2011 Budget and an associated 3.6% increase in maintenance fees to cover the escalation in expenses (primarily electricity, taxes and insurance).

Your Board of Directors and our management company are committed to the long term success of your resort and will continue to maintain the level of service that you have come to expect. Also, as a reminder, when you are visiting at the resort, please join the weekly meeting on Monday morning at 10:00 am for more information about your resort, meet your staff and find out what's new in the area.

The Board wishes you an enjoyable Holiday Season and hope you will plan to attend the Annual Meeting on February 19, 2011. As always, we appreciate your ongoing support and look forward to serving you in the coming year.

Sincerely,

William Keith Jernigan, President

### **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 ARDA-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 forcing our owners to pay an accommodations tax during the week there are here. Your contributions have supported our efforts in each of those cases to maintain this important exemption. ARDA-ROC continues to monitor the T.R.A.C. committee in South Carolina to determine if we will need to escalate the effort to the next level in South Carolina for this prevailing exemption on behalf of our owners.

# MARITIME BEACH CLUB

## 2011 Approved Operating Budget

	<i>Budget</i>
<b>OPERATING REVENUE</b>	
Current Year Maintenance Fees	\$ 2,586,895
Maintenance Fees From Prior Years	\$ 17,582
All Other Revenue	\$ 242,499
<b>Total Operating Revenue</b>	<b>\$ 2,846,976</b>
Less: Bad Debt (Uncollectible Fees)	\$ (569,117)
Less: Cost of Show Tickets/Merchandise	\$ (24,600)
Less: Transfer to Reserve Fund	\$ 325,000)
Less: Operating Deficit Reduction	\$ -
Less: Reserve Deficit Reduction	\$ (150,000)
<b>Total Deductions From Operating Revenue</b>	<b>\$ (1,068,717)</b>
<b>Net Operating Revenue</b>	<b>\$ 1,778,259</b>

	<i>Budget</i>
<b>OPERATING EXPENSES</b>	
Total Utility Expense	\$ 221,550
Total Housekeeping Expense	\$ 73,760
Total Maintenance Expense	\$ 136,350
Total Administration and General Expense	\$ 295,808
Total Salaries and Wages	\$ 613,461
Total Payroll Taxes and Benefits	\$ 162,990
Total Leases, Contracts and Insurance Costs	\$ 274,340
<b>Total Operating Expenses</b>	<b>\$ 1,778,259</b>
<b>Net Operating Surplus (Deficit)</b>	<b>\$ -</b>

<b>Maintenance Fees for 2011</b>	
<u>Unit Type</u>	<u>Per Week</u>
Studio or One Bedroom	\$ 330.00
Two Bedroom	\$ 633.00
Penthouse	\$ 942.00

### Wheelchair Accessible Accommodations

If your condo has become too inconvenient for you due to lifestyle changes, contact a Front Desk Representative about our wheelchair accessible accommodation. This special-needs unit is located on the first floor for your convenience and is available for use on a first-come, first-served basis.





## General Manager's Corner

Greetings from your Maritime staff,

Your staff has been very busy for the past few months with high occupancy over the summer and we continue to be busy with the beautiful fall weather we have enjoyed this autumn.

Your Board of Directors held a meeting on August 20, 2010 to review and determine the 2011 budget as well as discuss any issues brought before the Board. One issue was the results of the Smoking Survey sent to the ownership as a result of a multitude of comments and complaints. This survey was used as a guide for your Board of Directors in making a fair decision about smoking vs. non smoking at Maritime.

The results were as follows:

- Ban Smoking in the Interiors: 1285 voted yes and 156 voted no
- Ban Smoking in Recreation Areas: 1122 yes 350 no

Ban Smoking Completely: 852 yes and 646 no

Based on these results your Board of Directors voted to Ban Smoking anywhere at Maritime except 2 designated areas that will be covered and located on property to provide smokers a place to smoke that will not affect the interior of the building or non smoking members attempting to enjoy the clean fresh air. The Board adopted the policy to include a \$450.00 fine to anyone smoking anywhere on property other than designated areas.

We have been working on many projects including:

- 12 units set for fall/winter 2010 soft good replacements are completed with the exception of window treatments
- Vacant room projects and detailed room inspections
- Training programs- CPR, First Aid and AED for the staff

We have also been working with the contractor to get punch work items and yearly Maintenance Contract completed.

Upgrades to ocean front recreation area including:

- Painting of pool and Jacuzzi decks
- Shuffle Board Court and Horse Shoe Pits have been upgraded.
- New Pool furniture has been very well received
- The addition of a brick paver walkway on the outside of pool fence has added additional seating and has tied the recreation area into the rest of the ocean front area.

Landscaping work -Planters surrounding the front car port and end stair towers have been completed with all new plants and flowers were planted in pots at walkway to Ocean in addition to around the pool area

Inside Guest rooms:

- Winter Maintenance Inspections are underway with a little head start caused by a tropical storm which caused ceiling damage in several units+ from the wind driven rain - all back on line now
- Annual Deep Cleaning of units has begun as access to units has been limited due to higher occupancy

House wares Inventories have been completed, we have re-ordered replacement linens and replacement is ongoing

Activities have been extremely busy with families participating over the summer and we were able to add some new Activities and are gearing up for the holiday season ahead of us.

Please make sure you fill out your comment card at check out so we can continue to work toward delivering your best vacation experience.

Look forward to seeing soon,

Becky Moody, General Manager

2011 DEFENDER RESORTS AVAILABLE CALENDAR

2011	Week	Saturday to Saturday	Sunday to Sunday
W	1	01/01/11 01/08/11	01/02/11 01/09/11
B	2	01/08/11 01/15/11	01/09/11 01/16/11
B	3	01/15/11 01/22/11	01/16/11 01/23/11
B	4	01/22/11 01/29/11	01/23/11 01/30/11
W	5	01/29/11 02/05/11	01/30/11 02/06/11
W	6	02/05/11 02/12/11	02/06/11 02/13/11
W	7	02/12/11 02/19/11	02/13/11 02/20/11
W	8	02/19/11 02/26/11	02/20/11 02/27/11
RED	9	02/26/11 03/05/11	02/27/11 03/06/11
RED	10	03/05/11 03/12/11	03/06/11 03/13/11
RED	11	03/12/11 03/19/11	03/13/11 03/20/11
RED	12	03/19/11 03/26/11	03/20/11 03/27/11
RED	13	03/26/11 04/02/11	03/27/11 04/03/11
RED	14	04/02/11 04/09/11	04/03/11 04/10/11
RED	15	04/09/11 04/16/11	04/10/11 04/17/11
RED	16	04/16/11 04/23/11	04/17/11 04/24/11
RED	17	04/23/11 04/30/11	04/24/11 05/01/11
RED	18	04/30/11 05/07/11	05/01/11 05/08/11
RED	19	05/07/11 05/14/11	05/08/11 05/15/11
RED	20	05/14/11 05/21/11	05/15/11 05/22/11
RED	21	05/21/11 05/28/11	05/22/11 05/29/11
RED	22	05/28/11 06/04/11	05/29/11 06/05/11
RED	23	06/04/11 06/11/11	06/05/11 06/12/11
RED	24	06/11/11 06/18/11	06/12/11 06/19/11
RED	25	06/18/11 06/25/11	06/19/11 06/26/11
RED	26	06/25/11 07/02/11	06/26/11 07/03/11
RED	27	07/02/11 07/09/11	07/03/11 07/10/11
RED	28	07/09/11 07/16/11	07/10/11 07/17/11
RED	29	07/16/11 07/23/11	07/17/11 07/24/11
RED	30	07/23/11 07/30/11	07/24/11 07/31/11
RED	31	07/30/11 08/06/11	07/31/11 08/07/11
RED	32	08/06/11 08/13/11	08/07/11 08/14/11
RED	33	08/13/11 08/20/11	08/14/11 08/21/11
RED	34	08/20/11 08/27/11	08/21/11 08/28/11
RED	35	08/27/11 09/03/11	08/28/11 09/04/11
RED	36	09/03/11 09/10/11	09/04/11 09/11/11
RED	37	09/10/11 09/17/11	09/11/11 09/18/11
RED	38	09/17/11 09/24/11	09/18/11 09/25/11
RED	39	09/24/11 10/01/11	09/25/11 10/02/11
RED	40	10/01/11 10/08/11	10/02/11 10/09/11
RED	41	10/08/11 10/15/11	10/09/11 10/16/11
RED	42	10/15/11 10/22/11	10/16/11 10/23/11
RED	43	10/22/11 10/29/11	10/23/11 10/30/11
RED	44	10/29/11 11/05/11	10/30/11 11/06/11
W	45	11/05/11 11/12/11	11/06/11 11/13/11
W	46	11/12/11 11/19/11	11/13/11 11/20/11
R	47	11/19/11 11/26/11	11/20/11 11/27/11
W	48	11/26/11 12/03/11	11/27/11 12/04/11
W	49	12/03/11 12/10/11	12/04/11 12/11/11
B	50	12/10/11 12/17/11	12/11/11 12/18/11
RED	51	12/17/11 12/24/11	12/18/11 12/25/11
RED	52	12/24/11 12/31/11	12/25/11 01/01/12
RED	53	12/31/11 01/07/12	

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

If you have not investigated the RCI Points Program, now is a perfect time to do that. If you have tried to exchange through RCI in the weeks program, you probably have experienced times when you could not get what or where you wanted.

So much emphasis is being placed on the points program, it is making it very difficult trading in the weeks program. The points program offers an exciting vacation program. It gives you the freedom to vacation virtually where, when the size unit you desire and offers additional vacation time each year. The good news is you only pay one maintenance fee for your week and the additional vacation time. It truly offers much more flexibility than the weeks program. We are offering a special opportunity to convert your week to points at a rock bottom special discounted price. The regular price to convert your week to points is \$2,195 and that increases January 1 due to increased costs and the special will expire, but for a limited time, we are offering this special at only **\$1,695**. Don't miss this opportunity; contact George Osborne at **(843) 249-3414 Ext. 7123**.

Did You Know?

We have added two additional bonus stays to the Defender Flex® Program starting January 2011. There are up to an additional 8 bonus nights in January and up to 8 additional 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...Due to the economy, it is still very much a buyer's market. As the economy improves, the prices will certainly rise, so don't wait to purchase that second or third week. Contact Russ Swegan at **(843) 249-3414 Ext. 7103** for some outstanding bargains or to receive information on the New Referral Program or the revised Defender Flex® Program.

Frank Baker  
 Defender Realty, Inc.  
 (843) 497-6431  
 fbaker@defenderresorts.com



# We Have Heard You!

...and we are offering a new program  
which we can now give you the ability to make  
monthly payments through an automatic bank draft.

An ACH Pre-Authorized Payment form has been included with this newsletter and invoice. Please read it carefully to find out the details on how to take advantage of this new program.

The enclosed form must be completed and returned to the Accounting Department at Defender by no later than December 15, 2010 along with a voided check. Your first draft will then begin in January of 2011.

If you have any questions, please call your resort for clarification. Otherwise you may return your draft form to the address listed on the form.

Of course, we still encourage you to pay in full by the due date of January 1, 2011.

## Mark Your Calendar



Annual Meeting

February 19, 2011

Auction 12:15pm

Annual Meeting 1:00pm

Cookout to follow Annual Meeting



Housekeeping

and

Maintenance



While staying at the resort, please be sure to provide any housekeeping or maintenance concerns to the Front Desk Staff so we can generate a work order and track it until completion. Let us know if you want us to wait until you are out, but remember, "if we don't know about it we can't fix it."

**MARITIME BEACH CLUB**  
**BOARD OF ADMINISTRATION**  
**APPLICATION FORM**

Maritime Beach Club Board of Administration request owners who are interested in providing service to the Association on the Board of Administration or Committees advise the Elections Committee of their interest by providing the following information. Ordinarily, we hold one Board Meeting per quarter and the elected nominee must be able to attend. There will be two (2) seats up for election on the Board this year with two (2) incumbents standing for re-election. The Elections Committee will select up to five (5) individuals to be on the ballot.

**This form must be received no later than December 17, 2010.**

Name: \_\_\_\_\_ Telephone: \_\_\_\_\_

Unit/Week(s) Owned: \_\_\_\_\_ E-Mail: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_

Education/Experience: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

1. What do you consider to be the short-term needs of Maritime Beach Club? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

2. What do you consider to be the long-term concerns of Maritime Beach Club? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

3. What do you feel you will contribute to the Maritime Beach Club as a member of the Board of Directors? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

*Signature:* \_\_\_\_\_ *Date:* \_\_\_\_\_

**Each category should be limited to no more than 25 words.**

*Mail to: Attn.: Maritime Beach Club Elections Committee*

*C/O Defender Resorts, PO Box 3849, Myrtle Beach, SC 29578.*

***PLEASE SEE PETITION ON REVERSE SIDE***

**MARITIME BEACH CLUB**

**PETITION FOR NOMINATION TO  
THE BOARD OF ADMINISTRATION**

**WE THE UNDERSIGNED NOMINATE \_\_\_\_\_  
TO SERVE ON THE BOARD OF ADMINISTRATION BEGINNING WITH THE 2011 YEAR.**

**PRINTED NAME**

**SIGNATURE**

**WK/UNIT**

**DATE**

_____	_____		
_____	_____		
_____	_____		
_____	_____		
_____	_____		

**\*\* PLEASE NOTE: The Association By-Laws (section 3.4b) require Five (5) owners (minimum), in good standing, to sign a nomination petition. \*\***

As an owner in good standing, you qualify as one of the five (5) signatures required on this Petition for Nomination.

If elected, by my signature below, I do hereby agree to serve on the Board of Administration.

**Nominee Please Print Name:** \_\_\_\_\_

**Signature of Nominee:** \_\_\_\_\_



# MARITIME BEACH CLUB ASSOCIATION WEEKS AUCTION!

**You are invited to attend** an auction of Association weeks at Maritime Beach Club on **February 19, 2011.**

The auction will be held at the Maritime Beach Club.

The **Auction will begin at approximately 12:15pm** and end at approximately 1:00 pm.

You must be present to bid on these weeks and be prepared to give an earnest money deposit to secure your bid. In addition to the winning bid price, the buyer will pay the closing costs and recording fee. All season weeks will be offered at the auction, with limited summer availability.

Join us for this informative and fun event.

**AUCTION LOCATION: MARITIME BEACH CLUB**

**DATE/TIME: February 19, 2011 Beginning approximately 12:15 PM.**

