



Dear Members,

Casa del Mar's Managers Newsletters is sent quarterly to all Members with a valid e-mail address in file with the Resort and will also be available on the resorts website [www.casadelmar-aruba.com](http://www.casadelmar-aruba.com).

If you are not receiving the newsletter or have any inquiries please contact the executive office at [marinela.stevens@casadelmar-aruba.net](mailto:marinela.stevens@casadelmar-aruba.net) or call 297-582-7000—ext 600.

We hope you'll find the newsletter informative.

Best Regards.

The Management of Casa del Mar Beach Resort

## Special Points of Interest

- On October 4, 2016, Casa del Mar celebrated its 30<sup>th</sup> anniversary with an exposition of historical photographs and memorabilia as well as a sale of Casa del Mar merchandise. The event was held in the Frank Conway Room and members, employees and invited guests celebrated with cake, coffee and mimosas.
- We recently went live with our fully refurbished [Website](#). Take a peek and don't hesitate to give us your feedback.
- Casa del Mar is currently **#6 of 24 Resorts** on TripAdvisor on Eagle beach and Palm beach. Please if you enjoyed your stay with us, rate us on [TripAdvisor](#).
- You can also follow us on [Twitter](#) and [Facebook](#) . We would love to see more Members post photos of their stay at Casa de Mar. "We strive for five".
- We have some beautiful co-op units for sale. Please contact Aislinn in the sales office for more information: [Aislinn.decuba@casadelmar-aruba.net](mailto:Aislinn.decuba@casadelmar-aruba.net) or phone (297) 582-7613.
- Did you know it's also possible for our Members and Guests to order the products they will need in advance at the CDM minimarket. Just contact the minimarket by email: [cdmminimarket@hotmail.com](mailto:cdmminimarket@hotmail.com) or call +297 582-9988 or +297 582-7000 ext. 630.

# *Casa del Mar Beach Resort 30th year Anniversary*

## **Sun Development**

Sun Development Company was a venture owned and operated by local Aruban entrepreneurs, architects and engineers. The original goal of the company was to create interval ownership resorts on Aruba. On April 1st 1977, the company opened the Aruba Beach Club, the island's first timeshare resort and the 8th resort ever listed in the RCI portfolio. The success of the Aruba Beach Club led to another, even more ambitious project, the Playa Linda Beach Resort, a multi-level luxurious timeshare resort which would be located in what is now known as the 'high rise' hotel area, which opened its' first phase in 1983, Casa del Mar in 1986 and Costa Linda in 1991.



In October of 1986 Sun Development, using the latest in construction techniques, opened Phase I of Casa del Mar Beach Resort, in record time. The resort would prove to be a unique concept from the other two properties as it was the first resort on the island with all two bedroom suites. The decision to take on the challenge of having only two bedroom suites, proved to be a great move as the first phase sold out before the building was even completed.

In 1987 Sun Development branched out its local interests beyond just hotels. The company acquired the famous Bali Restaurant, as well as a substantial interest in S.E.L. Maduro & Sons, one of the most prestigious travel-oriented companies on Aruba. In 1989, Sun Development opened the still very popular restaurant, La Trattoria el Faro Blanco, a gorgeous Italian restaurant right next to the California Lighthouse, with spectacular island views highlighting the beauty of Aruba. Sun Development also developed the Sun Plaza Shopping and Office Center and Tierra del Sol Golf Course and housing community. In total, Sun Development's investment in Aruba exceeded \$170 million.



Sun Development often referred to owners at their various resorts as “Sun People”, because regardless of what resort they owned, everyone was part of the Sun family. The company created a highly exclusive club of loyal owners, who to this day keep coming back to Aruba and contributing to the local economy. The trust Sun Development had in the talent of the Aruban people could be seen at every level of the company as locals made up a large part of their management, accounting and front office staff. All the managers were trained by prominent U.S. resort experts, but the one thing that the company knew that couldn’t be replicated is the genuine and natural warmth of the Aruban people. The entrepreneurs Raymond Maduro, Dan Oduber and Tito Muyale, all believed the success of their businesses could be attributed in large part to the friendliness and ease with which Arubans communicated with visitors to their resorts.

### The Four Core Beliefs of Sun Development

Sun Development had four core beliefs that was not only posted at the company’s headquarters, but also in all the resorts.

1. Develop tourist and leisure oriented projects and establish our position as a leader in the development of the Aruban tourism industry.
2. Assure that our obligations to our customers are fulfilled in an efficient, pleasant and professional manner.
3. Encourage employees in their careers and self-development, thereby helping them become better citizens of the Aruban community.
3. Operate profitably, thus guaranteeing the business continuity required to meet our responsibilities to employees, stockholders and the local community.





Although the company has since closed its doors, the properties and business models they created have had and continue to have a tremendous impact on Aruba and the local economy. Many of the owners who bought their lifetime ownerships in the 1980's still come to the island with their families or have handed their timeshare down to the next generations, who grew up loving Aruba and continue to bring their kids here to experience the wonderful changes and people of this beautiful island.

Sun Development started as a dream during a time when nobody thought Aruba needed tourism and 30 years later, tourism has become the biggest part of the local economy, of which timeshare is a large contributor every year, because of the young professionals who saw the potential in Aruba, the island they all love.

## Casa del Mar Beach Resort: The Sun Will Always Rise

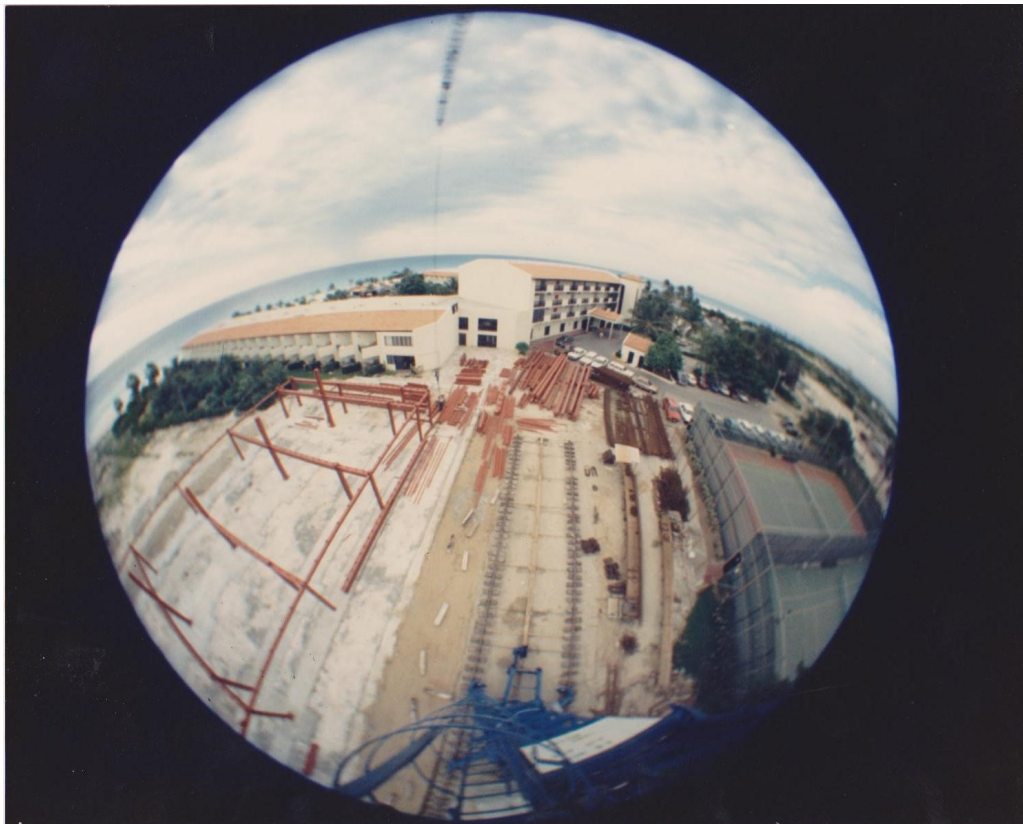
The history of Casa del Mar Beach Resort is intrinsically linked to not only the Aruba Beach Club Resort, but the island of Aruba itself.

In the 1970's, the concept of hotels, let alone timeshare resorts was a new and unique one for Aruba. During that time there were mostly guest houses being used to accommodate any visitors to the island. Hotels were seen as something too big and luxurious for such a small island.

The sentiment amongst locals was that Aruba didn't need a tourism industry, with the very successful Lago oil refinery, which accounted for the majority of the Aruban economy at the time. Even with the prosperity of the refinery, a young group of Aruban entrepreneurs had an almost clairvoyant vision of the future potential of the Aruban tourism industry.

In 1974, the idea to introduce timeshare to Aruba was born. The dream of building Aruba's first timeshare resort, the Aruba Beach Club, would prove a difficult one to attain with seemingly near insurmountable hurdles in its path.

Raymond Maduro, Dan Oduber and Tito Muyale were undeterred in the realization of their dreams and in 1977, the Sun Development company launched Aruba's very first timeshare resort, the Aruba Beach Club. All the years of struggle leading up to the opening of the beach club, were well worth the effort as the ven-





Sun Development would prove to be an important player in the years to follow as crisis struck the Aruban economy on March 31st 1985, with the closing of the Lago oil refinery due to global over supply. The shutdown of the refinery led to the highest unemployment in Aruba to date. Mr. Maduro and his associates at Sun Development would prove to be a shining ray of hope in these dark times.

In April of 1984, the company had announced its newest development, The Casa del Mar Beach Resort. Originally, Casa del Mar Beach Resort, was to be an extension of the 130 room Aruba Beach Club, but it was decided to make it an independent resort. The first stone of this new resort was laid in June of 1984, just months before the closing of the refinery.

On October 4th 1986, Phase I of Casa del Mar Beach Resort opened its doors, welcoming 150 employees back into the work force. Aruba's tourism was taking off and Sun Development was at the helm, with Phase I sold out and demand for more inventory increasing almost daily, on July 17th 1987, the second phase of Casa del Mar Beach Resort was announced and Phase II was opened in January 1989, with many existing members of Aruba Beach Club and Casa del Mar buying or upgrading units in Phase II.

The Casa del Mar Beach Resort has been through good times and turbulent times over the last 30 years, but just like the sun rises every day, so does this resort and its loyal staff.

## Ambassador Wing

At a construction progress news conference on the 12th of August 1988, the construction of the final phase (III) of Casa del Mar was announced. The Ambassador wing is the 3rd phase of Casa Del Mar Beach Resort. It was inaugurated on December 22nd of 1989 and the official Grand Opening was done by Mr. Phillip Glazier, a member of Casa del Mar Beach Resort.

During the Grand opening ceremony, the Prime Minister at that time, Mr. Nelson Oduber, handed over a plaque to Raymond Maduro recognizing Sun Development for the many contributions to the Aruban Tourism Industry.

The Ambassador wing consists of 40 beautiful one bedroomone bathroom suites. The Ambassador Wing has its own swimming pool and pool deck. This year in December, the Ambassador wing will be celebrating its' 27th anniversary.



## Current Initiatives

Management is undertaking several projects aimed at upgrading the resort and repositioning Casa del Mar Beach Resort as premier time-share resort. In addition to the current renovations, with vibrant, fresh colors and energy saving LED lights, we are also working with an architectural engineer on refurbishing the exterior of the Presidential building and installing new energy efficient patio doors and windows.

We also recently unveiled our new web-site; which has a more upscale design and is easier to navigate. A “Confirm Your Stay” feature will give us more information about your arrival date and time in order to more efficiently schedule our room attendants and allow our guests to send a request for any special needs they may have in order to make sure that the request is completed upon check-in.

Additionally, we are improving the services and communication with our members. One such project is our online portal, which allows members to view and pay their maintenance fees online, view the annual convocation and vote online, list units for sale or rent as well as buy or rent additional weeks.





## Environmental Responsibility

Casa del Mar Beach Resort is continually looking for ways to cut down on our carbon footprint. We are digitizing many of our files and reports in order to reduce the amount of paper we use; we are installing LED lights and fixtures in order to reduce energy usage and have begun replaced grass and plants with indigenous plants and cactus, which require less watering in order to cut down on the use of one of the islands most precious resources; water.



## Industry Recognition

Casa del Mar Beach Resort has risen from number 16 to number 6 on Tripadvisor.com and has been upgraded from a Select Resort to the highest ranking, Premier Resort, in the Interval International ranking of resorts worldwide. Casa del Mar Beach Resort has become an established timeshare property over the course of the last 30 years with an impressive sold out percentage of over 98% and a loyal owner base.

## Looking To The Future

Looking to the future, the next five years look to be an extremely exciting time for Casa del Mar Beach Resort; through a commitment to upgrading and elevating the product and services of the resort. Our goal is to continue the prosperity of the past 30 years well into the future. The resort, in conjunction with a world renowned interior designer, is in the process of developing a resort- wide conceptual design scheme to blend the public areas with the guest units, in order to bring back the warm tropical feel our members love about Aruba.

Additionally, we are currently in the development stage of plans for updating the bathrooms in both the Presidential and Ambassador units; including replacement of all interior doors. Energy efficient exterior doors and windows would also be part of the Presidential exterior renovation. All changes being considered will coincide with the exterior renovation of the Presidential building exterior.

We are currently in the process of finalizing our financial possibilities, and will present all proposed improvements along with finance options to our member's for their approval in the near term. It is our goal to remain committed to improvements in the product and services that will keep Casa del Mar at the forefront of the Aruban time-share market for generations to come.





*Your Home Away from Home*

## Employees Updates

### CDM Jewels

The Employee of the 3th Quarter celebrations will take place at the end of October and the winners will be announced in the next newsletter.

### Anniversaries

July
07/03 Jozef Werlman — 6 years
07/19 Vivian Orman —8 years
07/23 Desiree Maduro — 5 years
07/27 Cecilia Peter — 25 years
07/28 Nadia Angela — 4 years
07/28 Marina Coello — 21 years
07/28 Garcia Rocio — 26 years
07/28 Robert Tromp — 8 years
07/30 Mimose Bazelais — 4 years



August
08/01 Ferdinand Winterdal — 2 years
08/04 Judith Greaux — 9 years
08/07 Jessica Alders — 38 years
08/10 Fayola Werleman — 1 year
08/12 Rosaura Holsman — 16 years
08/15 Gwendolyn Brete— 15 years
08/23 Richenel Besselink —2 years
08/26 Enelia Lemus Leon — 22 years



September
09/02 Evelina Wouters— 25 years
09/07 Maria Schwengle—24 years
09/11 Jahaira Noguera—12 years
09/13 Sharlon Elizabeth— 8 years
09/17 Melvin Colin — 4 years
09/19 Bob Curtis—2 years
09/25 Pedro Flemming—30 years
09/27 Jacqueline Winklaar—11 years



## Hired/Resigned/Transferred

<b>Resignations/Terminations</b>			
<b>Date</b>	<b>Name</b>	<b>Department</b>	<b>Reason for Leaving</b>
23-jul-2016	Anthony Maduro	Front Office	Resigned

<b>Transfers</b>			
<b>Date</b>	<b>Name</b>	<b>From</b>	<b>To</b>
01-aug-2016	Ferdinand Winterdal	Asst. Chief Engineer	Chief Engineer

4 EPI interns have completed their training period at Casa del Mar. All four of them did a great job and claim they learned a lot during their internship.

- Richeandrick Kelly —Trainee Maintenance
- Indira Tromp —Trainee Human Resource
- Andre Koolman —Trainee Reservations
- Jonally Geerman—Trainee Front Office

## Update on projects throughout the resort

We successfully completed or are working on the following projects:

- 7 more Guest units were refurbished with new ceilings, LED lighting, In-room safes, Reme Air purifiers,
- On the 4th floor of the Presidential building phase 2 the chilled water pipes have been reinsulated and new drop ceilings are being installed.
- Human Resources moved into their new offices. They now have a 2 suite office and employees can access Human Resources via a private entrance next to the playground.
- The Front Office Managers office was renovated.
- All new LED lighted exit signs were installed at the Ambassador building to comply with the Fire Department code.
- Emergency lights have been installed in all corridors and staircases of the Presidential Building.



In addition to our ongoing work CDM Management will be busy focusing on the following projects this year:

- Renovation of the Lobby bathrooms to comply with ADA standards.
- Create a First Aid Facility for the Security Department.
- Install new palapa's at the beach side.

## Activities schedule:

<b>MONDAY</b>	<b>TUESDAY</b>	<b>WEDNESDAY</b>	<b>THURSDAY</b>
<u>8:30A.M.-9:30A.M.</u> SEATED YOGA	<u>8:00A.M.-8:30A.M.</u> ABS&STRETCHING	<u>8:30A.M.-9:30A.M.</u> SEATED YOGA	<u>9:30A.M.-10:00A.M.</u> ABS&STRETCHING
<u>9:30A.M.-10:30A.M.</u> KIDS MEET & GREET	<u>8:45A.M.-9:45A.M.</u> AQUACICES	<u>9:30A.M.-10:30A.M.</u> LADDERBALL	<u>10:00A.M.-11:00A.M.</u> PICTURE FRAME
POPCORN PARTY	<u>9:30A.M.-10:30A.M.</u> KIDS ARTS & CRAFTS	COMPETITION	MAKING
<u>10:30A.M.-11:30A.M.</u> WATER WORLD GAMES	<u>11:00A.M.-12:00P.M.</u> BAG PAINTING	<u>10:15A.M.-10:45A.M.</u> AQUACICES	<u>11:00A.M.-12:00P.M.</u> SHEASHELL HUNT
<u>1:30P.M.-2:30P.M.</u> CANDY BINGO	<u>2:00P.M.-3:00P.M.</u> POOLSIDE BINGO	<u>10:30A.M.-12:00P.M.</u> T-SHIRT PAINTING	<u>2:00P.M.-3:00P.M.</u> POOLSIDE BINGO
<u>2:45P.M.-3:45P.M.</u> BOARD GAMES	<u>3:30P.M.-4:30P.M.</u> FLIP FLOP	<u>1:30P.M.-3:30P.M.</u> SHUFFLE BOARD	<u>3:30P.M.-4:30P.M.</u> BEADS ARTS & CRAFT
	ARTS & CRAFT		
			
<b>GOST:</b>		<b>FRIDAY</b>	<b>IMPORTANT</b>
*T-SHIRT PAINTING COST \$8		<u>8:30A.M.-9:30A.M.</u> SEATED YOGA	<b>NOTICE:</b>
*BAG PAINTING DEPENDS ON SIZE OF BAG		<u>10:30A.M.12:30P.M.</u> PIZZA PARTY & MOVIE	PARTICIPATING KIDS MUST BE 4 YEARS AND UP.
*PIZZA PARTY AND MOVIE COST \$10 PER KID		<u>2:00P.M.-3:00P.M.</u> SCAVENGER HUNT	PLEASE MAKE IT PERFECTLY CLEAR TO YOUR KIDS AND ACTIVITIES COORDINATOR IF THEY CAN OR CANNOT LEAVE THE PROGRAM ALONE.
		<u>3:30P.M.-4:30P.M.</u> POPCORN PARTY	THANK YOU!
<b>LOCATION:</b>			ACTIVITIES COORDINATOR: SHAHAIRA MORRIS
ABS & STRETCHING -FRANK CONWAY ROOM			
SEATED YOGA - SHUFFLE BOARD COURT			
AQUACICES -CDM POOL			
ALL OTHER ACTIVITIES IS IN THE ACTIVITIES CENTER.			

## Early access and late checkouts to the Units

Members and guests are not allowed to enter their units or interfere with the housekeeping staff while they are in the process of cleaning, stocking and inspecting the units. We appreciate your cooperation as we ensure that your unit is properly prepared for your enjoyment.



### Excerpt from the Joint Security Procedures for Casa del Mar and Aruba Beach Club:

- **EARLY ACCESS TO GUEST ROOM**  
Guests who interfere with the room attendant cleaning the room will be charged \$200 for the first occurrence, \$300 for the second and possible expulsion from membership for any subsequent occurrence.
- **LATE CHECKOUTS**  
Guests who remain in their room beyond 11:00AM will incur an additional charge of \$150 an hour and if not paid prior to leaving the Resort the additional amount will be added to their annual maintenance fee(s).

### Excerpt from the Casa del Mar By-Laws:

A week starts at 4PM on the first Saturday of the time period and ends at 11AM on the Saturday which immediately follows.

## Island updates

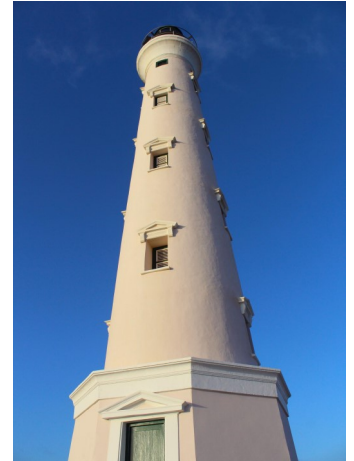
### California Lighthouse Now Open to the Public With New Daily Tours!

After one year of construction, the restoration of the California Lighthouse is finally complete. Along with its new facade, interiors, and refreshed paint, the lighthouse is now officially open to the public for the first time in decades!

Visitors will finally be able to go inside the lighthouse, and climb to the top. The entrance includes a guided tour, and an opportunity to experience 360-degree panoramic views of Aruba.

On your way up to the top you will enjoy a historic tour given by Mitchell, a charismatic and knowledgeable guide. His funny and witty presentation adds to the relaxed vibe for an informative and fun tour. He will also provide you with exclusive insider information given to him directly by the families of the old lighthouse keepers! Then you will get a chance to take pictures and enjoy the view.

*Published by: Visit Aruba*



### JetBlue's new flights to Aruba from Ft. Lauderdale

JetBlue's latest addition to its Fort Lauderdale growth plan includes new daily flights to Aruba beginning the fourth of January 2017. The new flights will leave Fort Lauderdale Hollywood International Airport (FLL) at 11:22, and arrive at Reina Beatrix International Airport (AUA) at 15:24, local time. The returning flights from Aruba will depart at 16:20, and arrive at 18:25. These new flights are precisely timed to connect more than 20 evening departures in Florida, adopting JetBlue's main South Florida hub as the gateway to the Caribbean.

*Published by: Visit Aruba*

### Aruba Travel Guide App

Get this expert island guide with tips on places to visit, customized trip itineraries, offline maps, augmented reality and trip sharing. It's like having your own personal tour guide in Aruba!

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*Published by: Aruba.com*



**TRAVEL GUIDE** with top attractions, restaurants, bars, hotels & shopping in Aruba. Includes ratings, reviews and daily updates.

**INTELLIGENT TRIP ITINERARIES** automatically personalized for you based on your travel interests, trip dates, accommodation and the ratings of other

- **International Bike Week, October 26 to November 1, 2016 All day**

The Annual International Bike event in Aruba takes place with participation of Harley Davidson bikers from several countries. This bike festival will be a very memorable one while the riders pulse will be gauged by the rhythms and melodies that drift along the trade winds. Come and experience exotic Aruban roads, riding alongside dazzling white beaches, experience some wild rides through Aruban National Park Arikok and feel the thrill of our warm tropical sun while your driving skills may be challenged by our strong but refreshing trade wind. For more information contact Mr. Rudy Croes at Tel. (297) 593-5344 or email [croesrudy@gmail.com](mailto:croesrudy@gmail.com) or Mr. Nahar at (297) 593-0014/ email [ttt.riders.aruba@gmail.com](mailto:ttt.riders.aruba@gmail.com).



- **PPC Aruba Poker World Championship, November 2 to November 8, 2016 All day**

Aruba will host the PPC Poker Tour at the Hilton Aruba Caribbean Resort & Casino. This 11 event series will feature over 200 players and a \$2,400 buy-in, \$500,000 guarantee Main Event. For more information, please visit the [PPC Website](#)

- **Aruba Beach Tennis International Championships, November 13 to November 20, 2016 9AM— 10PM**



If you like the beach and playing a competitive sport, then you are looking at the right event. The Beach Tennis Aruba International Championship event is all about combining fun, sports and a festival atmosphere. The Beach Tennis Aruba event is an annual event that is held by the Beach Tennis Aruba club in order to bring some fun and sportsmanship to the island. There will be about 1,200 participants playing in the singles tournament; mix doubles tournament, nations and team cup, youth tournament, masters tournament and the doubles tournament. The event will host players from Aruba,

Brazil, Belgium, Bermuda, Canada, Czech Republic, Colombia, France, Germany, Italy, USA, St Martin, Martinique, Mexico, The Netherlands, Venezuela and Puerto Rico.

Complete event info can be found on [www.arubabeachtennisopen.com](http://www.arubabeachtennisopen.com)



## CDM's Concessioners

### **CDM Minimarket/Gelatilicious**

Your vacation in Aruba is even more enjoyable with the convenience of our Minimarket which offers a great variety of food and a wide range of beverage products for all meal times as well as in between snacks and sweets for your entertainment. Personal hygiene and over-the-counter health aids are also available. Visit Gelatilicious for your healthful and tasty Gelato, Frozen Yogurt and Sorbets. Located in the Minimarket.



### **Magnet**

Magnet offers you a great assortment of duty-free perfumes and accessories. All brand names are available and they even offer free shipping of fragrances to the USA!!



### **Thrifty Car Rentals**

You can find Thrifty Car Rentals desk in the Casa de Mar lobby. They rent all sorts of cars from economy to All Terrain and offer special rates for our Members and Guests.



### **Clinical Massage Aruba**

Clinical Massage Aruba & Spa is the **ONLY SPA** with a clinical Approach in ARUBA specialize in Pain Management (Back Pain, Neck Pain, Sciatic, Fibromyalgia, Headache and Sports Injuries ) As a Spa they do offer the **highest Quality treatments** in Aruba, from Relaxing Massage, hot stones, body treatment, Waxing and Facial with our Medical esthetician. Open 2 years ago in Casa Del Mar, Clinical massage Team is **Rank number 1** on trip advisor and are still improving their knowledge to suit the needs of the clients.

### **Great Habano Cuban Cigars & Souvenirs**

Located right across the Front Office in the lobby you'll find this great Cigar and Souvenirs shop. Not only for the Cuban cigar but also Dominican cigars and many other.



### **Matthew's Beachside Restaurant**

Matthew's combines fine dining with an unparalleled view of one of the most beautiful beaches in the world. Serving breakfast, lunch, dinner and of course the daily happy hour with live music



### **Pelican Adventures**

The Pelican Adventure s desk is situated in our Resort Lobby. They will assist you with all kinds of concierge services, tour bookings, restaurant bookings, taxi services etc.



### **J & J Beauty parlor**

Visit J&J Beauty parlor for hair braiding, hair styling, manicures and pedicures. You can find them next to our new security office.



### **Dushi Bagels**

Dushi Bagels is situated in front of the Casa del Mar parking lot. Try their delicious bagels, pizza's and burrito's. Open daily for breakfast. Lunch and dinner



### **M's Crepe Shack**

You can find M's Crepe Shack out on the pool deck. They have a delicious menu of tasty Sweet and Savory Crepes, Waffles, Ice Cream and Beverages.

