

## CDM QUARTERLY NEWSLETTER, 3RD QUARTER 2019



### Social Media

Social media has changed our lives in many ways, and it has also changed the way we do business at Casa del Mar. Facebook, and now Twitter and Instagram, are extremely effective marketing tools if used properly. Social media and online booking sites have created a near symbiotic relationship between potential customers and the resort. Fair and detailed reviews from previous clients help new potential clients in their determination if Casa del Mar would be the right fit for their next vacation. In theory, this should equate to happier guest experiences, and in most cases this is true.

Social media is a double-edged sword, however. Negative reviews and posts can affect how people perceive the resort. Even if it is just one person's opinion, that opinion can go viral in a matter of minutes. On the internet bad news or in this case bad reviews travel fast. The power of the individual is strong and sometimes unfair. Casa del Mar recently had a TripAdvisor review titled "Lame and Boring", which basically said that if you are under 55 and are looking for nightlife, avoid CDM. This 2-star review is an example of where a lack of research resulted in a poor guest experience which could have been avoided.

It is the responsibility of the Board of Directors and the Management team to hold staff and concessionaires accountable for their customer service efforts. This job is made easier when issues are personally brought to our immediate attention. It provides the resort the opportunity to handle the situation quickly and efficiently, instead of having to follow up or react to a post on one of our social media platforms. Posts, which can be viewed and shared far outside the intended sphere, can cause a cascade of negative effects for the resort, our concessionaires and members.

We have a bulletin board on the Casa del Mar website specifically for discussions and comments on the resort and the goods and services we, as well as our partners, provide. It is an effective way for members to voice their opinions and is also a valuable way for members to connect directly with Management and the Board of Directors. Each topic is read by Management and the Board of Directors and are discussed during Board calls and, in many cases, in our Board of Directors meetings. Comments made on the bulletin board as well as on comment cards are also forwarded to our concessionaire partners and are discussed during meetings with them. The entire team at Casa del Mar, including our employees and concessionaire partners are committed to improve the quality of the goods and services we provide all guests and I feel that great strides have been made in the time I have been here. Is all perfect, no. Do we drop the ball on occasions, yes. Do we hold each other accountable and work towards a common goal with transparency, yes.

We welcome all comments, good and bad, and thank those members who are active and passionate and who want to see Casa del Mar continue to grow and prosper.



**Bob Curtis, General Manager**

## Newsletter and contact information

Casa del Mar's Newsletter is sent out quarterly to all Members with a valid e-mail address on file with the Resort and is also available on the CDM website at [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.

## Employee updates

### New hires

**Sherrah Ponson, HR  
Administrative Assistant**



**Farilene Croes, Front Office  
Front Office Agent**



**Jonathan Oduber, Front Office  
Bellman**



Welcome  
to the **Team!**

**Giovanni Boezem, Maintenance  
Shift Engineer**



**Eugene Buddy, Loss Prevention  
Security Officer**



**Anniversaries**

**Bob Curtis, General Manager — 5 Years of Service**



**Ferdinand Winterdal, Chief Engineer — 5 Years of Service**



**Enelia De Cuba Lemus Leon, Housekeeping — 25 Years of Service**



## **CDM Jewels**

On September 13th we celebrated the Employee of the 2nd Quarter, Jewel of the 2nd Quarter, Pearl of the 2nd Quarter and Supervisor/Assistant Manager of the 1st Half 2019.

### **Nominees Employee of the 2nd Quarter 2019**

***Pedro Flemming — Maintenance***

***Judith Morales Lugo Greaux — Housekeeping***

***Vanessa Burke — Activities***

***Andre Le Grand — Security***

### **Nominees Supervisor / Assistant Manager of the 2nd Quarter 2019**

***Maureen Blake — Security***

***Manuella Peter — Housekeeping***

***Imelda Bardouille—Front Office***

### ***Winner Supervisor/Assistant 1st Half of 2019***

***Maureen Blake — Security***



### ***Winner Employee 2nd Quarter 2019***

***Andre Le Grand — Security***



**Winner Jewel 2nd Quarter of 2019**  
**Judith Morales Lugo Greaux — Housekeeping**



**Winner Pearl 2nd Quarter of 2019**  
**Lucila Rodriguez Gonzales — Housekeeping**



**Retirement**

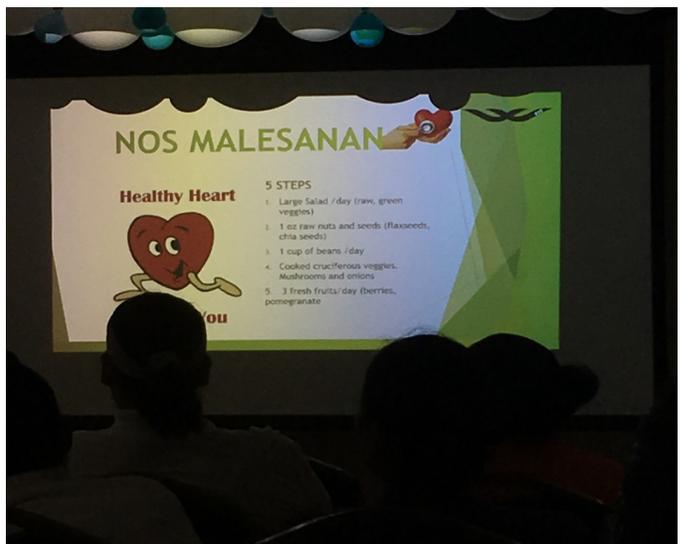
***Angel (Ramiro) Kock, Laundry—Laundry Attendant***

Ramiro Kock started working at Casa del Mar in 1994, as a Houseman in the Housekeeping Department and later transferred to the Towel Hut where he assisted our guests with their beach towels. About 12 years ago when the Laundry Department opened, Ramiro again changed positions. This time he became a Laundry Attendant. His work motto is 'Never leave for tomorrow what you can do today'. We thank Ramiro for his 25 years of great service and we wish him a happy retirement.



## CDM Week

From Monday, September 9th till Friday, September 13th we celebrated the yearly CDM week with celebrations for all our employees. With an opening breakfast, Health lecture, Movie, Dance class, 5K walk, Sunset cruise, Bingo and Mens-Erger-Je-Niet. Everybody had great fun during the activities!!





# CDM week



# 2019



## Special Renovation Update

Over a year ago in September 2018, Casa del Mar embarked on one of the most ambitious projects the resort has undertaken since its inception. A complete building exterior renovation, a very necessary project to ensure the structural integrity and future of Casa del Mar. Although internally well maintained over the last 30+ years the building had in recent years been showing its age. After much research, planning and discussions the Board was able to agree on the plan to get the project underway.

The construction started off a bit shakily and with an intense 2018 hurricane season there were some weather-related delays that pushed back the planned schedule. As time went on and agreements were made to increase crew size the construction team managed to get back on schedule, picking up speed as the renovation went along.

One year in and we are closer to seeing light at the end of the tunnel with the elevator tower completed and awaiting Casa del Mar's brand-new lighted sign. The sign will serve as a symbol to welcome our Members back home to your "home away from home", while also attracting new visitors.

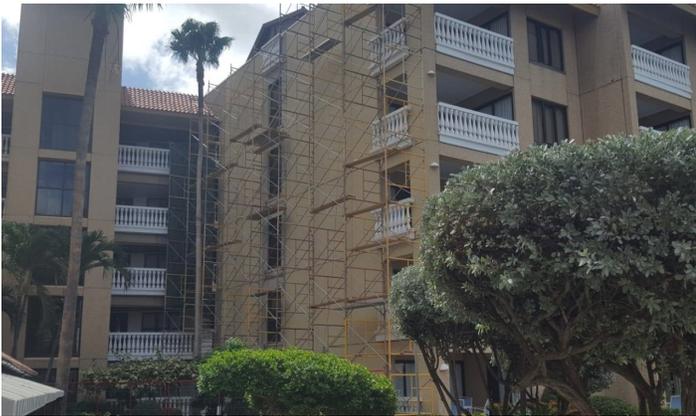
The building's facelift is nearing completion as the team has started working its way through the phase 1 corridors and the front entrance over the next few months. Those of us living through the experience have been awestruck by the change in look and we know once the project is all wrapped up, that all Members will be proud to call Casa del Mar their home.

In addition to the exterior renovation, the maintenance team has also been hard at work on the room interiors. All the phase 1 Presidential suites and the Ambassador wing suites had their kitchen cabinets retrofitted in order to meet the new standards of the appliances package, which include a 30-inch stove. All the new furniture received over the course of the summer has been installed, including our extra comfortable hotel grade sofa couches, which have been receiving rave reviews. There is still work being done installing the new interior doors in the Ambassador rooms, relocating the safes and preparing the valences for the new blackout curtains and sheers.

A lot of work has been done this year and there is still more to come in the future, namely the bathrooms. The work that has been done so far and the positive feedback serve to show us that we are marching on the right path forward ensuring Casa del Mar is relevant and competitive for another 30+ years.

The Board and Management, thanks all our Members for your patience, understanding and most importantly cooperation during all stages of the construction so far. We can't wait to welcome you home again!







## Update on projects throughout the resort

### **We successfully completed the following projects:**

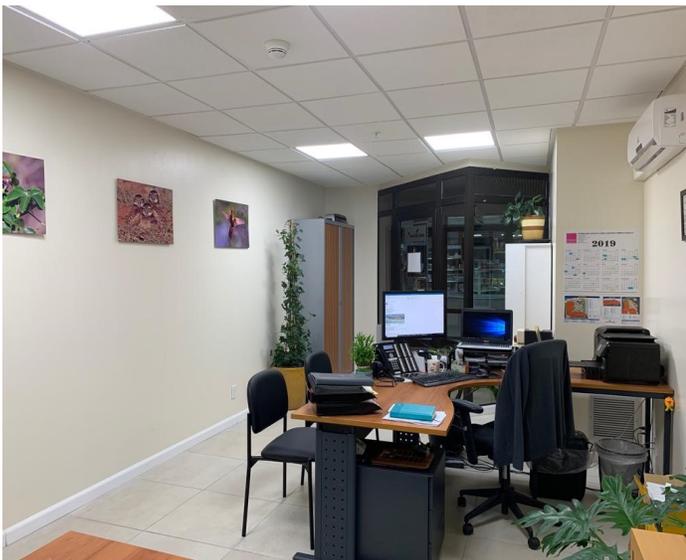
- Relocate the kitchen cabinets in the suites of the Presidential building phase 1 to install a 30" stove.
- Construct a new pool pump house at the pool area of the Ambassador building.
- Renovate the Executive Office and Member Relations Office.
- Install all new art work and lamps in all suites of the Presidential and Ambassador building.
- Reinsulate chilled water lines for the Presidential building 2<sup>nd</sup> floor, phase 1.
- Construct new smoking area.



**Relocation cabinets / New 30" stove**



**New pool pump house Ambassador building**



**Renovated Executive Office**



**New furniture, Lamps and Artwork**



**Reinsulating chilled water pipes**



**New smoking area**

**In addition to the projects completed, the following projects are in progress:**

- Renovate the exterior staircase at the #20 suites of the Presidential building.
- Enclose kitchen windows of all Presidential suites, phase 1.
- Renovate in-room gas lines Presidential building, phase 1.
- Install new safe pedestals in all suites of the Ambassador building.
- Install new interior doors and baseboard in the bedrooms of the Ambassador suites.
- Relocate valances and install new drapes in the Ambassador suites.
- Install new closet doors, dining table light and living room ceiling fan in the Presidential suites.
- Laying new asphalt on a portion of the roof at the Presidential building, phase 1.
- Build new Business Center including coffee station

**Upcoming projects:**

- Install new indirect lighting for the exterior of the Presidential building.
- Install ADA compliant pool chair lift.
- Relocate guest room valances and install new drapes in the Presidential suites.
- Install new interior doors in the Presidential suites.
- Construct new pool at the Ambassador Building.
- Renovate and extend the gym area.
- Construct new pathway in front of rooms 1114 to 1120 and ocean front units.
- Renovate the domestic water tank.

## CDM offices

### **Beyond the exterior renovations there have also been some big moves within the offices!**

The Members Relations Department has been moved out front right next door to the new Executive Office. The Rentals and Resales office has been relocated down the corridor into the space formerly used for the Magnet Perfume shop. The Reservations office has not moved and is still next to the front desk. The hours for the offices are as follows:

#### **Members Relations Public hours:**

Monday to Friday:  
9AM to 12PM

#### **Reservations Public hours:**

Monday to Friday:  
9AM to 12PM

#### **Rentals & Re-sales office hours:**

Monday to Friday:  
9AM to 12PM & 1PM to 4PM  
Thursday & Saturday:  
9AM to 12PM

#### **Executive office hours:**

Monday to Friday:  
9AM to 12PM & 1PM to 3.30PM



## Accounting reminder

As per the By-Laws article VIII.6;

6. For every month the Maintenance fee remains outstanding after the twenty-five percent (25%) penalty has been applied (see Article 22.3 of the Articles of Association), an additional ten (10%) penalty shall be added to the outstanding balance until the full amount has been paid or the process for repossession has commenced.

Please do not wait for an invoice – yearly price charges are posted on the Member portal and Members can pay at any point and time before the due date or reach out to us to discuss alternatives.

1. On March 1<sup>st</sup> of each year the first late fee of 25% will be applied to any outstanding balance.
2. After this you have 60 days to pay your balance.
3. On May 1<sup>st</sup> and each month after that there will be an additional 10% late fee applied to the balance.
4. Subsequently the late fees will be incurred if the outstanding balance is not resolved promptly.

Owners with an outstanding balance may not make use of their suite or deposit their week with Interval or RCI until settlement has been made. If you are unable to make payment, please consider adding your room to the rental program as soon as possible and all generated income will be applied to your outstanding balance.

## **Reservations and Member Relations**

### **Upcoming week 53 reminder!**

The CDM Reservations and Members Relations department would like to remind all owners that in connection with the 2020 leap year, there will be a week 53 in 2022. Here is what a leap year and week 53 mean for our owners:

- Starting in 2020 there will be a slight shift to calendar dates. It is recommended that Members get a copy of the timeshare calendar to verify their dates before booking travel.
- Past week 53, in 2023 the dates will have shifted by one full week. Our timeshare calendars are updated to reflect this and help you to keep your dates in order.
- Owners of week 52 have first right of refusal for usage of week 53. Should the owner of week 52 want to use the week 53 then they would be responsible for the applicable maintenance fees for using the additional week. Maintenance bills will reflect this.
- All week 52 owners should expect to receive emails as week 53 draws near to confirm if they will be making use of their additional week, so the maintenance bills can be adjusted accordingly.
- If the owner of week 52 refuses then the resort will reach out to the owner of week 1. Should the owner of week 1 accept usage of week 53 then they will be responsible for the associated maintenance fees for the additional week and their maintenance fee bills will be updated to reflect this.
- If neither the owners of week 52 or week 1 will be using then the additional week will be listed by the resort for rental for anyone interested in renting that week. The generated income will then go back to the resort.
- The updated timeshare calendars can be found on the CDM website under the timeshare tab for quick access.

More reminders will be sent out through our newsletter and on the CDM Facebook page as we approach week 53.

### **Beneficiaries and emergency contact information update**

The Board of Directors and Members Relations department would like to advise all members to please update or add beneficiaries to their memberships. If you are unsure if you have a listed beneficiary you can contact Members Relations at [Jessica.Alders@casadelmar-aruba.net](mailto:Jessica.Alders@casadelmar-aruba.net) or [monique.silvania@casadelmar-aruba.net](mailto:monique.silvania@casadelmar-aruba.net).

The beneficiary form can be found on the Members section of the website in case you wish to add beneficiaries to your ownership.

The Members Relations department is also in the process of collecting and updating emergency contact information. It is pertinent that all Members have an emergency contact for the resort records in case we need to reach out to them on your behalf.

## **Rentals 2020**

Did you know that if your unit goes unused, then you are responsible for the no show fees? Why waste an opportunity to generate income to cover your maintenance fees or make a little extra cash, when you can deposit your unit for rental through the CDM rentals program.

We do all the work of listing it for rent on our website and through our booking partners. We handle the payments and get you your money quickly once the week has closed. Using wire transfers or applying it to your maintenance fee account means you get your money sooner.

The CDM Rentals Department has been making strides in advertising rooms for rent through our website and our booking partners. There is already high demand for 2020 weeks!

Don't let your room go unoccupied in 2020! Choose the no muss, no fuss option of listing with the CDM Rentals Department.

**CDM ACTIVITIES schedule:**

# ADULTS ACTIVITIES PROGRAM

## WORKOUT SCHEDULE WITH IMBERT & GLADYS

### MONDAY

8:00A.M - 9:00A.M SEATED YOGA WITH GLADYS

### TUESDAY

8:30A.M - 9:00A.M ABS & STRETCHING WITH IMBERT

9:15A.M - 10:15A.M WATER AEROBICS WITH IMBERT

### WEDNESDAY

8:00A.M - 9:00A.M SEATED YOGA WITH GLADYS

10:15A.M - 11:00A.M WATER AEROBICS WITH IMBERT

### THURSDAY

9:30A.M - 10:00A.M ABS & STRETCHING WITH IMBERT

10:15A.M - 11:00A.M WATER AEROBICS WITH IMBERT

### FRIDAY

8:00A.M-9:00A.M SEATED YOGA WITH GLADYS

**LOCATION:**  
ABS & STRETCHING — FRANK CONWAY ROOM  
SEATED YOGA — SHUFFLE BOARD COURT  
WATER AEROBICS — CDM POOL

## ADDITIONAL:

CORN HOLES / CHESS & SHUFFLEBOARD

### SPORTS EQUIPMENT FOR RENT:

2 TENNIS RACKETS & 3 BALLS.....: \$25 DEPOSIT  
(ADDITIONAL BALLS \$5 EXTRA)

1 BASKETBALL.....: \$20 DEPOSIT

5 FOOSBALLS.....: \$20 DEPOSIT

### BOARDGAMES FOR RENT

BOARDGAMES.....: \$15 DEPOSIT  
FOR EACH BOARD GAME

MONDAY — FRIDAY

9:00A.M TO 4:00P.M

**EQUIPMENT MUST BE RETURNED TO THE  
ACTIVITIES CENTER NO LATER THAN  
3.00P.M ON FRIDAY PRIOR TO YOUR CHECK-OUT  
DATE.**

PLEASE PASS BY THE ACTIVITIES CENTER  
FOR ANY INFORMATION.

## DAILY ACTIVITIES

### MONDAY

3:00P.M - 4:00P.M SALSA LESSON WITH IMBERT  
HELD UNDER THE BLUE TENT AT MATTHEW'S

### TUESDAY

10:30A.M - 11:30A.M STEEL PAN WORKSHOP  
HELD UNDER THE BLUE TENT AT MATTHEW'S

2:00P.M - 3:00P.M POOLSIDE BINGO  
COST:\$1

### WEDNESDAY

10:00A.M - 11:00A.M MEMBERS MEETING  
FRANK CONWAY

11:00A.M - 12:00P.M PAPIAMENTO LESSONS  
ACTIVITIES CENTER

5:00PM- 7:00P.M LOCAL MARKET FESTIVAL  
POOLDECK

### THURSDAY

2:00P.M - 3:00P.M POOLSIDE BINGO  
COST:\$1

### FRIDAY

1:30P.M - 2:30P.M SALSA LESSON WITH IMBERT  
HELD UNDER THE BLUE TENT AT MATTHEW'S

# CASA DEL MAR

# ADULTS ACTIVITIES



Fun for the young and the young at Heart!

# KIDS ACTIVITIES PROGRAM

## MONDAY

9:30A.M-10:30A.M SIGN UP FOR  
DAILY ACTIVITIES  
10:30A.M-11:30A.M CANVAS PAINTING  
COST:\$5  
1:00P.M-2:00P.M ARTS & CRAFTS  
3:30P.M-4:30P.M WATER GAMES



## TUESDAY

9:30A.M-10:30A.M ARTS & CRAFTS  
11:00A.M-12:00P.M BAG PAINTING  
COST:\$10  
2:00P.M-3:00P.M POOLSIDE BINGO  
COST:\$1

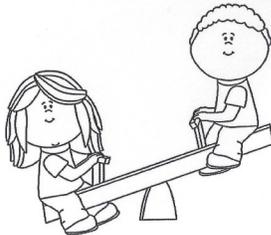
## WEDNESDAY

9:30A.M-10:30A.M CANVAS CRAFT ART  
COST:\$5  
11:00A.M-12:00P.M PAPIAMENTO LESSONS  
FOR ALL AGES  
2:00P.M-4:00P.M POPCORN & MOVIE  
COST:\$5  
OR  
PIZZA & MOVIE  
COST:& \$10  
SIGN-UP BEFORE 12.P.M



## THURSDAY

9:30A.M-10:30A.M ARTS & CRAFTS  
11:00A.M-12:00P.M T-SHIRT PAINTING  
COST:\$10  
2:00P.M-3:00P.M POOLSIDE BINGO  
COST:\$1



## FRIDAY

9:30A.M-10:30A.M PICTURE FRAME MAKING  
COST: \$ 5  
11:00A.M-11:45A.M SLIME MAKING  
COST:\$5  
AGE: 6 & UP  
2:00P.M-3:00P.M BOARD GAMES



### IMPORTANT NOTICE

PARTICIPATING KIDS MUST BE 4 YEARS AND UP.

**\*\*FOR BABYSITTING ARRANGEMENTS  
PASS BY THE ACTIVITIES CENTER OR BY THE CONCIERGE DESK \*\***

## Did you know....

- WEB, the local water desalination plant organizes free tours at the plant. You can plan it on your own or visit ABC and join in with them. For more information click here <https://www.webaruba.com/company/plant-tours>
- Balashi Brewery also organizes tours. You can experience the production world of Balashi Beer with a guide that will lead your tour on a specially made walkway located above the production area where the history and production process of Aruba's only local beer takes place. As part of the tour there is also a sneak peek at the Laboratory where the quality of Balashi Beer is constantly being tested to guarantee high quality beer to the Balashi Beer consumer. Tour the facility from Monday to Thursday at 10.30am. To book a tour you can call at 5976610 or email [rowald.werleman@cocacola.aw](mailto:rowald.werleman@cocacola.aw) The tour costs \$10,- and it includes a beer at the end of the Tour. Remember... Legal drinking age on Aruba is 18 years old.
- That Casa del Mar now has a Steelpan workshop every Tuesday from 10:30AM to 11:30AM. Check out the next page for more info.



Learn to play Calypso & Soca  
Ages 12 & Up  
Tuesdays 10:30a.m - 11:30a.m  
Sign up at the activities to reserve your spot.



## **CDM Rules & Regulations**

The Board of Directors and Management would like to refresh all Members on the Club Rules & Regulations with special attention for the updated Smoking Policy. It is very important for the enjoyment and safety of our Members, Guests and Staff that these rules are adhered to.

### **CLUB RULES, REGULATIONS FOR OWNERS AND GUESTS**

Rules and regulations are necessary to ensure that each member or their guests has a truly care-free, enjoyable vacation at Casa del Mar Beach Resort. Your luxury suite is among the finest in Aruba and we are certain that you will want to assist us in keeping your "Resort home" in the best possible condition so that every member or their guests will receive maximum enjoyment from their suite at the lowest possible annual costs.

#### **Abuse**

- Members and / or Guests shall not verbally abuse or harass any Member, Staff, or Management Staff. In the event of a physical assault upon a Member, Staff or Management Staff, the Board of Directors shall move to either suspend or expel the Member(s) from the Association. The Resort will not tolerate any form of abusive conduct.
- Members and / or Guests shall respect the rights of other Members and / or Guests, staff and Management Staff.
- Members and / or Guests shall not use profane language at any time.
- Members and / or Guests shall not intentionally damage or remove property that belongs to the Resort.

#### **Beach Rules**

- Littering is not permitted on the beach. There are numerous receptacles available for trash such as plastic or glass bottles, can, paper, etc.
- Do not bring anything of value to the beach. The Resort provides safes in the suites and is not responsible for the loss of valuables that were unsupervised by Members and / or Guests.
- Access to chickees is on a "FIRST COME FIRST SERVE BASIS". No Members and / or Guests has the right to ask another person to vacate a chickee because they use that chickee every year.
- It is not permitted to "SAVE" a chickee for anyone.
- If you leave a chickee unattended for more than the two (2) hour limit, the Security Staff is authorized to remove any article left under the chickee. Security Staff members are not to be abused for what they are assigned to do.
- Beach chairs and lounges are not permitted at the ocean's edge or in the ocean. Security will remove them.
- It is not allowed to play loud music on the beach. This can disturb Members and / or Guests who are reading, napping or serenity of the beach.

#### **Behavior and Acts Contrary to the Association's Interest**

- Behavior and serious acts contrary to the Association's interest may result in expulsion by virtue of a resolution of the Casa del Mar Board of Directors. Further and specifically, any proven material theft from either Casa del Mar or a Member and/or Guest will result in immediate termination of the offending employee. Expulsion of the offending member from the Association, eviction from the resort, and up to and including prosecution.

#### **Check-In**

- Early access to a guest room may be granted only if the room is ready upon guest check in. Otherwise, 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.

- Check-in time shall be any time after 4:00 PM on the Saturday that the interval week begins. Members and / or Guests are not allowed on the guestroom floors until they have been checked in.

### **Check-Out**

- All Members and / or Guests are requested to complete the check-out procedure and vacate their suites by 11:00 AM on the Saturday their interval period ends. A timely check-out is necessary to facilitate the cleaning and service of the suites before the arrival of the next interval check in.
- Guests who remain in their room beyond 11:00 a.m. 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).
- Guests who refuse to leave their room when told will be immediately escorted off the property by Security. During the week, should a suite be left in a condition that requires more than normal cleaning, this will be brought to the attention of the Members and / or Guests in person, if possible or by letter. If the condition of the suite does not improve, any charges for the additional labor required to make it presentable for the next occupants shall be billed to the Members and / or Guests, and if not paid the additional amount will be added to their annual maintenance fee (s).

### **Cleaning and Pest Control**

- On Sundays, Wednesdays and Official Holidays limited services of towels and trash removal will be provided.
- A substantial amount of money is spent each year by the Cooperative Association in an attempt to control pests. The Pest Control Company advises us that most pests are brought into the Resort by means of cardboard boxes brought from the local supermarkets. Sodas and beer are available at the minimart at the Resort but if you purchase these commodities outside, we ask that you leave the cartons in the hallways to be disposed of by Housekeeping.

### **Damage and Littering**

- Members and / or Guests shall be responsible for any damage to the suite and its contents or common areas within the Resort and shall pay for such damages.
- Prior to cleaning "checked out" rooms, the room attendant will report any damage; e.g., broken or damaged furniture, pots, pans, utensils, extensive glassware, to their supervisor who will be responsible for notifying Security for documentation and evidence gathering. Once the estimated amount of damage is established, that amount will be immediately given to the Front Office Manager who will be responsible for notifying the member/occupant and advising that the amount of the damages if not paid in full prior to leaving the Resort, will be billed to the credit card on file and/or added to owner's annual maintenance fee(s).
- In the case of a credit card dispute, Casa del Mar will provide the required documentation to the credit card company to substantiate the charge.
- Damage to a guest room determined to be out of the ordinary will incur a minimum charge of \$250.
- Damage to furniture, fixtures, TVs and the like will be billed to the member/occupant at the Resort's cost.
- In addition, it is expected that Members and / or Guests will refrain from littering the common areas including the beach.

### **Drugs**

- The use of and/or trafficking in any type of dangerous drugs is considered illegal in Aruba. Sentences can vary between one (1) day up to a maximum of ten (10) years. Bail is not known in our laws, and can therefore not be granted. The Cooperative Association and Management expect our Members and / or Guests to abide by the laws of our country. Please notify Management or the Security for any concern on this matter.

### **Interval Period**

- An interval week runs only from Saturday to Saturday. Members desiring different arrival or departure schedules may do so only with confirmation from the Reservations Department and, based on availability, will be subject to regular members' discounted room rates for the period in question. There will be no credit for unused days in the interval period.

### **Maintenance and Housekeeping**

- Please call the Operator with all housekeeping or maintenance issues. Except for emergencies, maintenance and housekeeping services will be performed during normal business hours.

### **Resort Smoking Policy**

- Smoking is strictly prohibited in the guest rooms and a fine of \$250.00, which can be adjusted by the Board of Directors, will be levied on violators to be paid at the Resort or added as a separate line item to the owner's annual maintenance fee.
- Smoking is permitted on the patios of the guest rooms, assuming all patio doors are kept closed. Smoking is prohibited in all interior public areas and on the pool deck.
- As the beach is public, smoking is not currently regulated on the beach.
- A smoking area has been designated and is located next to the walkway between the pool deck and the ADA palapa area to the right of Matthew's Restaurant.

### **Nuisance**

- Suites are to be used for vacation purposes only. No noise or other annoying activities which may interfere with the rights, comfort or convenience of others shall be created or permitted within the suites and / or the common areas of the Resort. The noise level is to be kept to a minimum after 11:PM in order not to disturb other Members and / or Guests.
- If Security visits a guest room for cause or in response to a reported disturbance; The occupant must immediately restore calm to the room.
- If a second report and Security visit is made the occupant will be assessed a charge of \$50; and, if not paid prior to leaving the Resort, it will be added to their annual maintenance fee(s).
- If a third visit to the room is required of Security the occupants may be required to vacate the room immediately and will be advised they may be expelled from membership in the Resort. All reports of disturbances will be documented by Security with a copy placed in the member's file and retained by the Resort. In particular, Members and / or Guests are expected to exercise control over their children.
- Anyone under 16 years of age must be accompanied by a parent or adult/guardian after 10 pm; any unaccompanied minor will be escorted to their room by the resort's Security staff.
- Any activity that causes undue disturbance is not permitted.
- Free Wi Fi and TV are available in the lobby. Management reserves the right to turn off the Wi Fi signal after 11 PM. Security presence will be in the lobby to monitor and remind guests of our in-house rules.
- Pets are not allowed at the Resort with the exception of service dogs. If pets are discovered, they must be removed at once and members may face disciplinary action. Appropriate paperwork for service dogs must be submitted prior to check-in and CDM's Service Dog Policy and Procedures must be followed. A deep cleaning fee of \$200 per unit, occupied by a member and / or Guest with a service dog or a Member and / or Guest found to have unauthorized pets in their unit, will be charged to the member's/guest's folio.
- Under Aruban law, only pedestrians and police vehicles are allowed on the beach.

### **Occupancy and Registration**

- The maximum number of persons allowed in a Presidential suite is six (6) persons and in an Ambassador suite are four (4) persons. Management reserves the right to request that excess persons vacate the room.

- It is required that ALL occupants of suites are registered at the Front Desk. Each occupied suite must have at least one (1) adult of twenty-one (21) years or older as the responsible Member and / or Guest for the usage of the suite.
- Room attendants will be advised that one of their responsibilities is to alert their supervisor of “signs” that there are an unusually large number of guests in the room; e.g., excessive luggage, toothbrushes, towels, used bedding on floor or different people sleeping odd hours of the day.
- “Do Not Disturb” signs will be honored for a maximum of 24 hours; after that the Resort reserves the right to enter the room in order to inspect for condition and to ensure guest safety.

### **Removal or Changing of Contents and Additions**

- Contents of the suites should not be removed or repositioned from their original location. Likewise, no additions or alterations may be made to any suite. Damage resulting from any such actions will be billed to the interval owner’s account.

### **Safety and Security**

- The Resort is not responsible for any personal belongings and valuables left unattended in the suites as safes are provided free of charge in all the suites.
- We ask that you exercise reasonable caution during your vacation and do not leave patio doors open. Additionally, please remember to lock your vehicle and report any suspicious activity to any staff member.

### **Storage**

- No Member and / or Guest may leave or store personal belongings in the suite at times other than during their respective interval periods. The Resort is not responsible for any belongings left behind by a Member and / or Guest nor will the Resort store any luggage or other belongings. Please refer to a local storage company for this purpose.

### **Use of Pools, Jacuzzis, Beach and Common Areas**

- It is understood that the Members and / or Guests may use the swimming pools and Jacuzzis on the premises and any other recreational facilities provided individually or together with other Members and / or Guests . However, each Member and / or Guest shall assume full responsibility for any personal injury or property damage that may result from the use of said pools, Jacuzzis or recreational areas. The pools or Jacuzzis may not be used after the posted hours and no bottles or glass is permitted in them or in the other recreational areas. All beverages must be in plastic or paper cups. Rowdiness in the pool will not be tolerated.
- Members and / or Guests under the influence of alcohol or drugs are not allowed to use the pools or Jacuzzis. Drinking of alcoholic beverages is not permitted in the pools or Jacuzzis.
- Members and / or Guests, after first making a reservation do do so, may BBQ in the designated areas only, and it is a requirement that they clean up the area after each use.

**Management of the Resort shall have the responsibility to report serious and or repeated violations of these established rules and regulations to the Board of Directors whose powers of reprimand include temporary suspension or expulsion.**

**THESE RULES AND REGULATIONS ARE SUBJECT TO CHANGE FROM TIME TO TIME BY MANAGEMENT WITH THE BOARD OF DIRECTORS’ APPROVAL. ANY SUGGESTED CHANGES FROM MEMBERS SHOULD BE DELIVERED IN WRITING TO THE MANAGEMENT OR TO ANY MEMBER OF THE BOARD OF DIRECTORS OF THE COOPERATIVE ASSOCIATION.**

**JULY 2019**

## Newspaper articles Aruba Today



**“My philosophy is to give the people the best tools to do the job”**

**EAGLE BEACH — Casa del Mar Beach Resort & Timeshare offers you paradise: an oceanfront location on the white sands of Eagle Beach, the amazing aquamarine Caribbean ocean, wonderfully luxurious oceanfront, or poolside timesharing suites with a world of amenities like a spa, restaurants, and a fitness center. Responsible for the overall operation of the resort is General Manager Bob Curtis, the captain of the ship. If troubled water occurs, he will steady the ship. His philosophy: to give the people the best tools to do the job.**

With more than 100 employees under his supervision, Curtis is assured to keep busy although it does not appear. Friendly, warm, kind and patient would best describe this GM and those characteristics fit in the atmosphere of the resort as well. Whomever you ask about their job, all of them talk about the connection among colleagues and members like family. What is the secret of Casa del Mar Beach Resort & Timeshare? Curtis: “I do not know if there is a secret recipe, but I do know the right people are on the right spot.” He states that up to the board of directors in the U.S., it goes unspoken that people bond here. “The comments cards we get may have complaints, but never about the employees, are they not to be touched. Members even get mad when we switch housekeepers around. It is amazing how strong the connection is.”

### Strict but Fair

Curtis believes in being strict but fair, relaxed and yet driven but most of all, listening carefully. “From my start here five years ago we gradually built a team. In my opinion if you want quality you need to provide employees with quality tools and rules. It makes the job easier and shows the best result. “That was the reason he implemented the 5-days working week. “Imagine that housekeeping staff used to clean rooms six days a week and what do they do on their day off at home? Clean their house of course. So we made it work within five days without increasing costs. It required some changes, but in the long run happy employees make happy clients.” He shows appreciation for his employees, also by reflecting in the activities amongst colleagues like anniversary celebrations, the Casa del Mar Week and holiday gatherings. Curtis came to Aruba in 1991 when the Sonesta Hotel was opening. “I came down on a task force as I was a financial controller in Orlando and stayed for a couple of weeks. I happened to meet my future wife here. Back in Florida they called me a couple of months later to replace the financial controller who was taken out in handcuffs by immigration and put on a plane.” He explains that in those times you started working before you got your permit, companies did not have the luxury to request a permit and have the people wait overseas. “I was in the same situation and every once in a while the front desk would call me to warn immigration is here. I literally had a backdoor in my office and I needed to hide,” he laughs.

### Goals to Get

1993 he went back to the States, got married and returned to Aruba in 1997. “22 years later I am still here.” Bringing Casa del Mar forward in every sense of the word is his goal. At the moment the resort is undergoing an extensive renovation. “The building exterior is part one. It wasn’t maintained properly over the last 30 years so

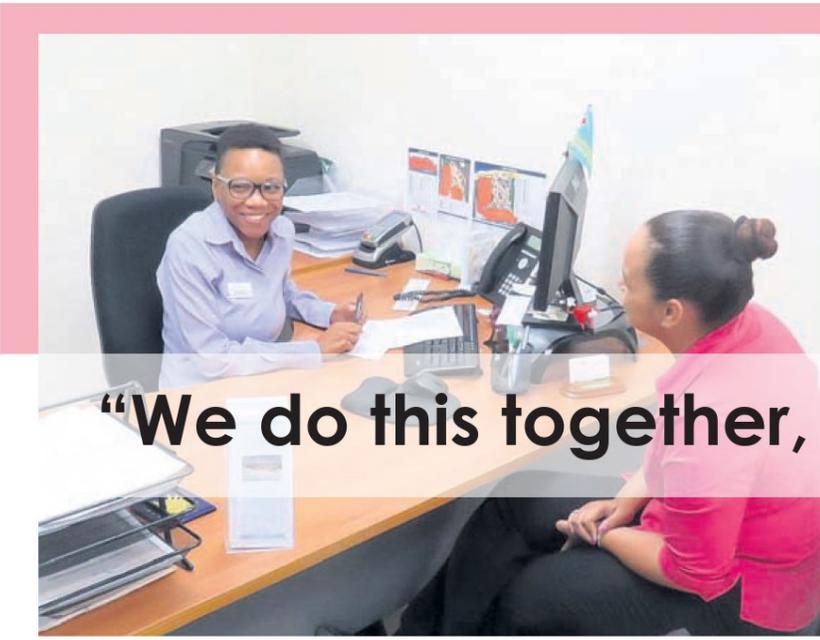
the panels started to rust and crack. We are fixing that completely. Inside we changed all the furniture and appliances which is part two. We do it well now, not step by step. Part three will be the bathrooms interiors.” Besides the operational part, one of his listed goals is to stay connected with local community and engage the employees in that part. “We are part of the new Happy Community Initiative and we organize activities where we support employees’ children with school supplies for example. We introduced him as captain of the ship but may as well call him the father of the family, because at Casa del Mar Beach Resort they are one big family.□



Juan E. Irausquin Boulevard 51  
Oranjestad, Aruba  
T + 297 582 7000



*Casa del Mar would like to welcome you to their family of owners with suits available for sale or rental year round.*



**“We do this together, that is my style”**

resort. The real personal interest that makes the difference. In a world turning more distant and cold the warmth is appreciated. Here is where generations come and meet. It goes further than just a job.”

The Casa del Mar Beach Resort & Timeshare is in the middle of a renovation right now, so they have special pre-renovation sales. “We still have weeks open which is very attractive for visitors and locals. Check it out!” ☐



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**EAGLE BEACH — Casa del Mar Beach Resort & Timeshare offers you paradise: an oceanfront location on the white sands of Eagle Beach, the amazing aquamarine Caribbean ocean, wonderfully luxurious oceanfront, or poolside timesharing suites with a world of amenities like a spa, restaurant, and a fitness center. An octopus has eight arms and is able to multitask likewise Shanella Pantophlet. The always calm and peaceful Reservations Supervisor has her plate full with responsibilities, but always wears a smile on her face.**

She is the Reservations Supervisor and oversees the departments of rentals and re-sales, member’s relations as well as the activity department. “The puzzle aspect is what I love about the job, every day is different and it is challenging for me to figure out to make it work logistically.” She explains the division of the units is a balancing act and you must try to keep your head cool. “I do not get stressed in ad hoc situations, I know we will always find a solution.”

**100 Years of Experience**

To manage people has been a bit of a challenge for Shanella. She is the kind of person to stand back, observe and not being in the center of attention. However, in this position one needs to step forward and so she did. “I chose to first getting to know my employees on a personal level. To understand their skills and experience. For example Jessica has been here the longest so I turn to her whenever I need specific information on a guest because I know she will have it. Monique is analytical so to discuss options I go to her or Aislinn who has been here for a long time already and she knows people. When I freak out I sit with her or my assistant Bea. Combined these four have over 100 years of experience.” We do this together, that is her style and she wants to make sure all are involved in any decisions made. “Everyone can make their own independent decisions, as long as I am informed and it is for the best. I am a people’s manager. I am the boss yes, I deal with the payroll and evaluations, yes but we are all equal and I will not ask my people to do something I would not do myself.” Working forward means communicate and she tries to be there for her team. “Mind you many of them have the age to be my mother. You need to find that balance and appreciate each other. Main thing is not too take things personal. You may blow up on each other but you need to be able to let go.”

**All Connected**

“Our guests just walk in and out of our office, there is a strong interpersonal relationship. You won’t find that in for example a bigger hotel.” Extra service is in the details as in remembering specific preferences of the guests. “We love the chaos. It takes a special kind of crazy to work within a time share. Everyone’s job is interconnected and they respond to that in the long-term goals to grow. That is what keeps people around, we celebrate an employee’s work anniversary and encourage that as guests feel comfortable with the familiar faces.” The guests ask for the employees, when they are on vacation they want to check whether they are still there. They even sent personal cards and gifts. “You do not get that in this way at a normal



*Casa del Mar would like to welcome you to their family of owners with suits available for sale or rental year round.*

# LOCAL



## Happy Community Initiative is your chance to support Aruban community: Two GMs, One Goal



**EAGLE BEACH** — You vacation on the island on a regular basis, or you visit us for the first time. You purchased your time share for many years, or you are in the process of buying. It does not matter, we know you have fallen or will fall in love with Aruba. Parallel with that love goes the love for the people, the connection with the resort staff, the excursion guide, and the housekeeper down to the taxi driver. Arubans love tourists and tourists love Arubans. Two gentlemen who can confirm this are the General Managers Luigi Heredia of Costa Linda Beach Resort, and Bob Curtis of Casa del Mar Beach Resort & Timeshare. They will tell you how you can connect even more with our locals by giving a helping hand!

In the lobby of the Costa Linda Beach Resort (and soon at The Casa del Mar) you will find a kiosk that is part of the recently launched Happy Community Initiative (HCI) which invites you to donate an amount from \$5 on to help Aruba set up after school programs for the youth. The island has its tropical delight and bright side but faces some challenges in the social sector at the same time. On Aruba about 6 of 10 youngsters between the ages of 12 and 18 are home alone or without adult supervision after school time. In most cases, it is because their parents are working. In addition to this, many of Aruba's youngsters do not travel (often) and experience boredom from a lack of activities during school vacations. Furthermore, 4 of 10 Aruban youngsters do not complete secondary school. This is a very big issue for Aruba's future economy and the tourism industry. A recent study found; At least 60% of Aruba's youth is asking for afterschool programs, aimed at sports, cooking, art programs and a safe place to hang out with friends.

### Deeper meaning

Heredia is not only GM but also the President of Aruba's Time Share Association (ATSA). "I always felt it is important to carry social responsibility, it gives life a deeper meaning. We from ATSA partner with the new Happy Community Initiative because we believe in it and wish to help wherever we can." He continues explaining that the idea is to connect our visitors with local community in a constructive and long-term way. "Important is that visitors have an option whenever they feel they want to reach out. We do not impose anything, the kiosk is there for you only when you wish to use it."

Casa del Mar has been looking for a way to give back to community for a while, says Curtis. "Being member of ATSA this initiative gives us the opportunity to do something on a bigger scale. We only have about 100 employees making it harder to create a big impact, but in addition this gives our members a chance to contribute. Some of our members are the oldest on the island, and they feel a strong connection with the local community." Members approach him many times with the desire to socially support the island, some already volunteer with street dog foundations or beach clean-ups.

Youth being the focus group of this initiative is a great thing, according to Curtis. "I did not grow up in a household where I was home alone in the afternoon, but 60 % here is and those kids are at risk. They are not getting the sup-



port, leadership and guidance they need. Once you go on the wrong path it is all the harder to get back. I think it will help their grades to be part of after school programs and have some adult guidance and support." HCI is planning to implement interaction be-

tween visitors and youth by offering volunteer encounters, a plan that Curtis applauds. "I would love to contribute in a physical way with my employees and members, which is a great way to connect and see the results for yourself." □



## Our Newest Column is All about YOUTH and Happiness

**ORANJESTAD** — Our newest column **Happy Community Initiative** is published **bi-weekly on Thursdays in Aruba Today**. We inform you about this dynamic, new projects from a different angle to give you a complete feel, so follow us and stay engaged!

The Happy Community Initiative is a visitor charity program that you can help strengthen Aruba's community by donating to good causes. CEDE Aruba, a dynamic community foundation, the Aruba Timeshare Association (ATSA), the Aruba Tourism Authority and several companies collaborate in this platform for visitors who would like to make a donation, but also volunteer in the future.

The priority is set to support projects for Aruban youths. CEDE Aruba will make sure that the donations reach meaningful projects of local non-profits, based upon quality and transparency of finances of the offered programs. In this manner, you can be assured that your donation will reach its goal!

With your donation, you support Aruban children with after school programs, mentorship activities and social support. You can donate at the kiosks in the lobby of several hotels (Costa Linda, Playa Linda, Paradise Beach Villas and La Cabana) or you can donate on the website: <https://happycommunityaruba.org/donate>.

## CDM School donations

In August we asked our CDM staff members to contribute to buying Back to School Supplies for some children in need, and Casa del Mar matched the amount raised. Our staff contributed with more than expected and we were able to buy all necessary school supplies for these children. This is our first year doing this initiative and we will strive to do it yearly and help more children in our community. We want to thank our amazing staff for their beautiful and generous contribution!



## Island updates

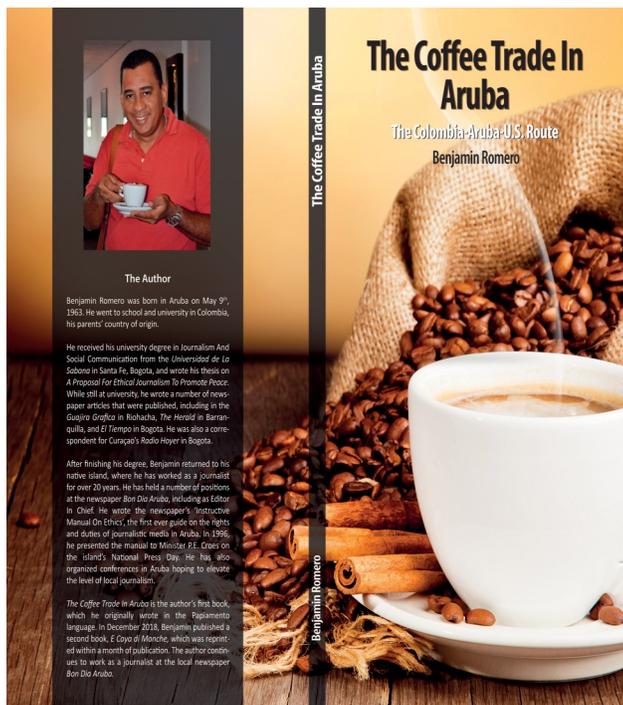
### No More Rock Stacking *Published by: Vacations by Aruba - Angelo Limon*

Recently the Aruba Hotel & Tourism Association announced that they discourage the act of rock stacking near the north coasts of the island. Rock stacking has become a popular activity among tourists, the area on the north coast of the island piled with rocks is called “Wishing Garden”. Many people think stacking rocks will make your wishes come true. However, this is not true, it’s just a myth started by a tour operator. The rocks are used by crabs, insects, lizards and other small animals that are looking for shelter between the openings of the rocks. However, if the rocks are being removed and stacked on top of each other, the small animals won’t have a place to seek refuge when they need it. Every time you stack a pile of rocks, you’re taking away their natural habitat.



*Published by: Aruba Today*

**On international coffee day, the journalist and author Benjamin Romero took the opportunity to make a preliminary introduction of his book “The Coffee Trade In Aruba” that was originally translated from Papiamentu to English.**



The author will visit different establishments such as Coffee Break, Coffee House, Santos Coffee with Soul, Amice Lunch Room and other locations selling coffee, to make a gift of his book. After the first version of this book was published in December 2016 in less than six months it was completely sold out. A second version was published in mid-2017, which is also now fully sold. With the publication of this book in English, the author hopes that more readers can know this fascinating story that tells how Aruba in the decade of the 60-s and 70-s became one of the main coffee exporters in the world without having plantations of coffee, and without producing a grain of this product. Although the book is an original translation of his version in Papiamentu, in this edition in English, the author includes some new information about the current situation of this business in Aruba, also accompanied by new photographs and tables. As of today, this book will be available in the Aruba market and an official introduction is being programmed along with an exhibition of objects and illustrative photos that were part of the coffee export business in Aruba. For more information about the book please have a look at the Facebook page E Negoshi di Koffie na Aruba y E Caya di Monche.

## Upcoming Events *Published by: Visit Aruba*

For a list of all the upcoming Aruba Events [Click here](#) . For all lovers of Aruban Culture make sure to check out the Monthly Cultural Fair in San Nicolas.

## CDM Concessioners

### Hopeful Souvenirs

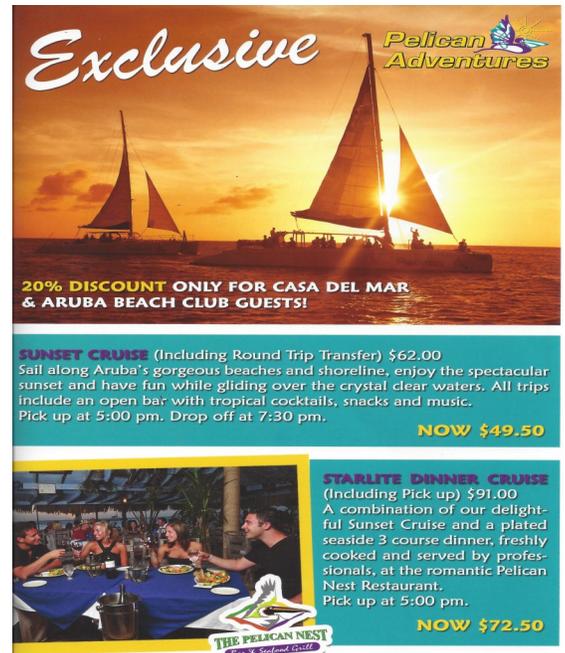
Hopeful Souvenirs is located in the CDM Lobby right across the Business Center. They sell a variety of beachwear and souvenirs.



### Pelican Adventures

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

For more information. [click here](#) to visit their website.



**Exclusive Pelican Adventures**

**20% DISCOUNT ONLY FOR CASA DEL MAR & ARUBA BEACH CLUB GUESTS!**

**SUNSET CRUISE** (Including Round Trip Transfer) \$62.00  
Sail along Aruba's gorgeous beaches and shoreline, enjoy the spectacular sunset and have fun while gliding over the crystal clear waters. All trips include an open bar with tropical cocktails, snacks and music.  
Pick up at 5:00 pm. Drop off at 7:30 pm. **NOW \$49.50**

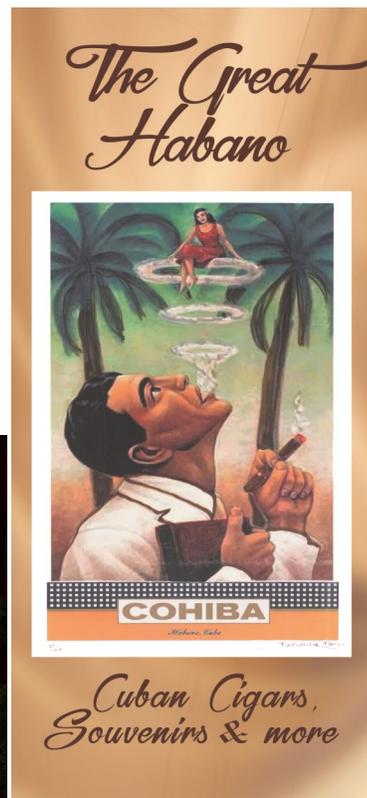
**STARLITE DINNER CRUISE** (Including Pick up) \$91.00  
A combination of our delightful Sunset Cruise and a plated seaside 3 course dinner, freshly cooked and served by professionals, at the romantic Pelican Nest Restaurant.  
Pick up at 5:00 pm. **NOW \$72.50**

**THE PELICAN NEST**  
Bar & Seafood Grill

## Great Habano Cuban Cigars & Souvenirs

Located right across from the Front Desk you will find The Great Habano cigar and souvenir store, a treat for any true cigar connoisseur. They have a premium selection of Cuban cigars, namely: Cohiba, Montecristo and Romeo & Juliet just to name a few. They also have a fine assortment of cigars from other great cigar producing countries such as the Dominican Republic and Nicaragua.

Stop by on your next trip to check out their new collection of Cohiba cigarettes and Cubita Cuban coffee and experience a little taste of Cuba for yourself.



## Thrifty Car Rentals

For all sorts of rental cars from Economy to All Terrain, visit the Thrifty Car Rentals desk in the Casa del Mar lobby. They also offer special rates for our Members and Guests. For more information [click here](#) to visit their website.

**SERVICE IS OUR HIGHEST PRIORITY**

Aruba's most friendly car rental.  
All major credit cards accepted.

Our rental booth is located in the Main Lobby of Casa Del Mar Beach Resort.

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## Matthew's Beachside Restaurant

At Matthew's they want to go out of our way to make your experience a truly memorable one.

Celebrated as one of the best casual beachfront restaurants on Aruba and surrounded by the sound of the Caribbean waves crashing on the shore, you will be able to enjoy a unique sunset view incomparable to anywhere else on the island.

Our dishes are prepared using the freshest ingredients to offer an upscale Caribbean, International and Seafood cuisine.

Matthew's beachside restaurant offers a variety of activities that make it worth visiting.

In addition to full breakfast, lunch and dinner menus, we offer all you can eat spare ribs on Tuesdays, Karaoke on Wednesdays 4pm to 6pm, Italian night on Thursdays and our daily Happy Hours 3 times in a day, from noon – 1pm, 4-6pm and 9-10pm. Live music with Amado or Richard Verge from 4pm to 6pm Mondays and Tuesdays.

Visit their [website](#) to check out the full menu, upcoming events and specials.

You can also find them on [Facebook](#).

## Santos, Coffee with Soul

Santos is so much more than just a regular coffee shop. With opening hours of 6:00 AM to 9:30 PM, they serve a great variety of meal options throughout the day in a relaxed airconditioned atmosphere that will serve to get you into Aruba mode.

Take a peek at their [Facebook page](#) to see what the buzz is all about.



## M's Crepe Shack

You can find M's Crepe Shack on the pool deck.

They have a delicious menu of tasty Sweet and Savory Crepes, Waffles, Ice Cream, Muffins and Hot-, Iced- and Frozen Coffees.

## Clinical Massage & Spa Aruba

Clinical Massage & Spa Aruba, was established in 2012, with its prime location in Casa Del Mar Beach Resort. The business has been a huge success. Clinical Massage offers a unique approach and understanding to customer service with their highly skilled and experienced massage therapists. The services available aim to help clients achieve better flexibility, increased range of motion and strength with massage therapies that include; Pain Release Therapy, Relaxing massage and Hot Stones Therapy.



As a Spa and Salon, Clinical Massage also offers high quality treatments which include; Body Treatments (Scrub and Wraps), Waxing and Facials with Organics Products, Haircuts & -dressing, Manicures and Pedicures.

[Click here](#) to visit the website and book your appointment today!

## CDM Minimarket/Gelatilicious

### Buy before you fly!!

Your vacation in Aruba just got easier with the convenience of our CDM Minimarket which now offers personal grocery shopping; just contact Patricia at [cdminimarket@hotmail.com](mailto:cdminimarket@hotmail.com) for more information.

Beyond the grocery service they also have a wide variety of food, snacks and beverages. Personal hygiene and over-the-counter health aids are also available.

And if you have a sweet tooth and need a treat that won't have you feeling guilty visit Gelatilicious for your healthy and tasty Gelato, Frozen Yogurt and Sorbets. Located in the Minimarket.

