



January 2012

Dear Aruba Ocean Club Owners,

2011 has been another excellent year for the Aruba Ocean Club. As you will read below, we have made numerous positive improvements to our property and the property continues to look better and better!

Despite the rising costs and wide fluctuations in utility expenses in Aruba, our financial balance sheet remains solid. After two successive years of maintenance fee decreases totaling more than 17%, the Owner Finance Committee and Board of Directors worked closely with the Management Team reviewing the 2012 Budget and subsequently agreed upon a minimal 1.8% overall increase. The hard work of our Owner Finance Committee continues to pay dividends for our Association.

Recently you received a letter from the Association's former President, Frank Knox. Frank detailed in that letter that with his upcoming completion of a second term serving on the Association's Board, it was agreed by all Directors to vote on re-structuring the Board Officers. Mike Reilly and Frank Knox will serve as Directors, Melissa Pericolosi will continue serving as our Secretary/Treasurer, Stevan Richards will remain as Vice President, and I have been elected as the current Board President.

Over the past 2_ years it has been my pleasure to serve as one of your Directors here at the Ocean Club. As an owner from pre-construction, I have seen many positive changes over the last 14 years. Serving on the Board with Frank Knox, Steve Richards, Melissa Pericolosi and Mike Reilly has truly been an honor. Over my tenure of the last couple of years I can attest to long hours and hard work by your entire Board as well as Marriott staff for making our resort one of the best in term of aesthetics and efficiency.

It is my hope to continue serving as your President when elections are held next May so there is continuity with the Board as those goals we have set for 2012 and beyond are accomplished. I believe that my extensive background in New York Real Estate Construction and Management as well as the resources available to me greatly benefits the Association and the property. I look forward to the opportunity to continue to serve all my fellow co-owners.

As you read contributing comments by Corey Guest, our Resort General Manager, think about your upcoming vacation plans and do make sure to include a trip to our resort – it will be a wonderful experience.

Resort Accolades

For the fourth year in a row, earlier this year Marriott's Aruba Ocean Club received the Interval International® 2011 "Premier Resort" status – this is the highest level of recognition and identifies our property "as significantly exceeding Interval's already high affiliation standards by delivering outstanding vacation experiences".

Services and Resort Facility Enhancements

In mid-2009 through early-2010 we successfully completed the ten-year full interior renovation which included the Lobby, corridors and villas. This was then followed by the ten-year complete exterior façade refurbishment which took place during the second-half of 2010.

2011 has been a year where the resort staff has placed a laser-sharp focus on increasing service levels ensuring all our Owners have a truly memorable vacation experience. Late last year the Operations Team partnered with the Franklin Covey™ Institute on how to better provide processes and setting, measuring, tracking and achieving 'wildly important goals' all aimed at improving Owner vacation experience.

The results have been phenomenal as 95.1% of all our homeowners have given top overall vacation experience scores when completing their post-stay surveys. Last year the property already set a record with 90.2% satisfaction score – this 4.9% increase is outstanding! The excitement and commitment to providing fantastic vacation experiences by the entire staff is evident throughout the resort. We encourage all our Owners to recognize and mention any staff member's name on the post-stay survey if they provided a positive vacation experience.

The look and feel of “Classy Caribbean” is alive and predominant at our property. From the rustic touches outside to the warm and inviting coral colors inside there is something for everyone - elegance, chic but most of all the comfortable feeling of being at “home”.

Some physical front-of-the-house enhancements that occurred during this past year included finalizing the installation of new energy efficient air-conditioning units in all villas, added benches around the property, significant improvements to the Lobby doors which provide increased Lobby air-conditioning efficiency as well as easier access in and out, all new beach towels, additional chaise lounges and umbrellas around the pool, and greatly improved landscaping with particular focus on the side of the resort overlooking the Aruba Marriott Hotel.

During this next year we will see front-of-the-house improvements made to the Lobby Terrace Fountain which needs an upgrade to the tile work, all new curbing and asphalt slurry around the driveways and parking areas, improved exterior signage, renovation to the roofing of the front entrance porte-cochere and awning leading to the Marriott Hotel.

Our Vacation Experience Program continues to evolve as we improve our on-line pre-planning tools to provide greater ability for Owners to make requests prior to arrival for things such as resort activities, tours and excursions in the local area, dining reservations, grocery delivery, and other special requests such as anticipated arrival time at the resort (to allow us to facilitate a more efficient check-in) and much more! We hope to launch the new pre-arrival website in the first half of 2012, which will be available to all Marriott Owners as well as exchangers.

“Variety and Availability of Activities” scores have steadily increased during 2011 now that we have installed a new shaded area for Activities to complement the pool table, ping pong table, bocce ball court and oversized chess and checkers. We continue to change many of the offerings focusing on quality activities versus the quantity being offered such as this year's new activities: Zumba and Beach Tennis. Feedback continues to be overwhelmingly positive.

Financial Overview

The Audit of the Association's 2010 Financial Statements is complete and copies of the full audit report are available. If you wish to view a copy, please go to the Aruba Ocean Club page on My-VacationClub.com or contact the resort's Executive Assistant, Gail Sahit at gail.mahabeer@marriott-hotels.com and she will forward a copy of the audit to you.

Opportunity to Serve on the Board of Directors

At the 2012 Annual Meeting, Owners will elect two (2) members to serve on the Board of Directors for a three-year term. Any Owner desiring to become a candidate for election to the Board of Directors must complete and submit a [Volunteer Form](#) to the Association. Volunteer Forms may also be obtained by contacting Gail Sahit-Mahabeer via e-mail at gail.mahabeer@marriott-hotels.com or by calling 011-297-520-6089. To be considered, Volunteer Forms must be received by **February 13, 2012**.

Looking Forward to 2012

We are excited that a record number of over 95% of our Owners continue to give the property top marks on the post-vacation surveys for Overall Satisfaction. Marriott's Aruba Ocean Club continues to look better and operates more efficiently each year. We anxiously await next year and look forward to welcoming you back home to experience the best of “Classy Caribbean”.

Please make sure to keep up-to-date on all the latest happenings at the resort by visiting the Aruba Ocean Club page on My-VacationClub.com as well as the Association's website, arubaoceanclub.com.

Wishing you all the best,

Anthony Liferi
President

Corey Guest
General Manager