President’s Message

To all of our Timeshare Partners:

Your chosen board continues to upgrade our facilities and during the last year has concluded installation of tile on all of the downstairs living room floors while utilizing area rugs for decorative warmth and better sound control. We continue our effort to improve our water usage by seeking additional desert scape areas with every effort made toward maintaining a beautiful landscape throughout the resort.

Sadly, we report that longtime board member Bob Finn passed away in late October. Bob was the longest serving board member having been initially elected in the mid 1980’s; his extensive knowledge of the history and growing pains of the resort will be sorely missed.

In accordance with the association’s bylaws, the board will be appointing a replacement for Bob’s position to serve for the remainder of his term.

General Manager of the resort, Daniel Loera, has resigned effective December 30. We are currently interviewing for a replacement and anticipate having the position filled by February 1st.

We are looking forward to a new exciting and successful year and hope to see you at the resort in the coming months.

Clarke Schlabach
Board President

Owner to Owner Sales Program

In the 2016 spring newsletter we introduced the Owner to Owner Sales Program. Many owners have expressed confusion with the overall process. Therefore below is a description of what needs to be provided to the Guest Services / Front Desk team when inquiring about posting your week in the Owner to Owner Sales Program:

1. Call the Desert Breezes Resort front desk by dialing (760) 345-2637 and pressing “0”.
2. Inform the Guest Services Associate that you are an owner and would like to post your week on the Owner to Owner Sales list.
3. You will be required to provide the Guest Service Associate the following information:
   a. Last Name
   b. First Name
   c. Phone #
   d. Email address
   e. Unit type
   f. Sale/Trade specifications (i.e. asking sale price $, what deed transfer expenses are you willing to cover (if any), no asking price, exchange only for a different Unit Type, etc.)

Your information will be posted on the DesertBreezesResort.com website. Once you reach our website, simply click on the “Owners Corner” link on the top right hand corner of the home page, enter the login credentials (contact us for specific login codes), and on the following page under the “Owner Tools” drop down menu select “Weeks for Sale by Owner.” Those interested in acquiring a week, you may directly contact any of the owners whom have posted their week on this page, and upon agreement, subsequently contact our Ownership Transfer representative.
The 2016 Annual Owners’ Meeting was held at the Desert Breezes Resort on November 4, 2016. Below is a recap of the meeting to fill you in on some activities and discussions that took place. For a more detailed summary of the Desert Breezes Annual Meeting, you may find a copy of the Annual Meeting Minutes posted under the Owner’s Section of the website.

2016 Overview & Updates
Both Clarke Schlabach, President, and Daniel Loera, General Manager, gave owners an overview of the 2016 projects and a look at the 2017 projected projects.

Mr. Schlabach discussed the reduced grass areas around the resort and announced that Desert Breezes is below the penalty line for the water department. Mr. Loera gave a presentation on each of the departments at the resorts including housekeeping, maintenance, and activities. He also described current and upcoming projects including common area improvements and guest satisfaction.

Election of the Board of Directors
Brian Bowcock and Jacques Peeters were re-elected to serve another two year term on the Board of Directors.

Mr. Schlabach announced the passing of Robert Finn, a long standing member of the Board for over twenty-five years. A moment of silence was held in his memory.

The Board will be looking to fill the vacancy of Director-at-Large in the coming months.
We want to thank everyone who took the time and interest in showing their support of their resort and their association.

RESORT UPDATE - RESERVE DOLLARS AT WORK
A new year is upon us and the entire management team is eager to get it started and delighted to reflect on a successful 2016. We look forward to your feedback on all of the improvements that were completed this past summer.

- The permanent shade structures with ceiling fans and additional lighting were installed in both pools.
- All of the dining room chairs were reupholstered with a vinyl-like material that is easy to clean and will better resist water and sunscreen stains.
- All of the acrylic showers and tubs were restored and refinished.
- Began to install shower head extensions in all showers.
- Tile was installed throughout the living room area of all ground floor units.
- Decorative area rugs were placed in the living room area of the tiled ground floor units.
- The wireless internet infrastructure and software were upgraded offering three access points per building, and the access fee for owners has been removed.
- New tile was installed and furniture was added in the Activities Room.
- All pool lounge chairs were re-strapped and pattern coordinated.
- Our landscape was restored with lavishly green turf and water conserving plants.

Management and the board of directors are heavily focused on enhancing the reserve, both short-term and long-term. There are several projected property improvements to be accomplished in the new year; they are focused on the interior of the units and the overall onsite activities/experience. Updates on scheduled projects will be provided in future newsletters. In the meantime, throughout this newsletter you will be given insight on the ongoing service culture evolution within our team and a brief update on all of the buzz surrounding the Coachella Valley. We look forward to seeing you soon and are anxious to attain your feedback on your vacation experience.

GUEST COMMENTS

“Have been coming here for 30 years. Love the fact that the rooms have a full kitchen. Front desk friendly and helpful. Facilities staff very responsive and friendly when needed, even with little things like battery replacement for tv remote. Nice resort for the price!”
- Valerie L

“We had a great time, in large part because of your fantastic staff.”

“Nothing-Was an excellent stay. Wish we could be back before 4 more years.”

“Loved adult pool, wine and waffles incredible, and lovely areas for reading book exchange great...”

“Loved watching the ducks and geese. Resort is neat and clean.”
- Valerie L
In the 2016 spring newsletter we updated you on the ongoing development of our work and service culture. In this newsletter we would like to introduce you to our Core Purpose and Core Values. We seek your support and feedback to ensure the culture we strive to achieve will become a reality each and every day.

Core Purpose:
“Creating everlasting friendships through memorable experiences.”

Core Values:
• RESPECT – We trust each other to treat others as one wishes to be treated.
• FAMILY – Our love and loyalty are the foundation of our family inside and out.
• MEMORIES – We are passionate about creating precious moments that give everlasting smiles.
• GROWTH – We encourage each other to seek personal and team knowledge daily.
• HAPPINESS – We are always the happy us!

Examples of associates with exceptional service and who have fully incorporated our culture are our recent Associates of the Month: Paul Duran (May 2016), Lester Cordero (June 2016), Alicia Rodriguez (July 2016), Fernando Garcia (August 2016), and Isaac Casarubias (September 2016). The following superstars achieved the Supervisor of the Quarter award: Nancy Galvan (2nd Quarter) and Alfredo Maldonado (3rd Quarter). Help me in congratulating this group of luminaries!

SOLICITATION OF NOMINATIONS

We are always looking to add diversity to our Board of Directors. Can you bring something new and fresh to the table? Does your background provide perspective that might benefit the Board? Will your strengths make the Board stronger as a whole?

Serving on the Board of Directors is your opportunity to make an impact on the future of Desert Breezes Resort by becoming involved in the decision-making process. (You must be a member of the association in good standing to submit your nomination.)

If you have an interest in serving on the board of directors, please contact droadmin@tradingplaces.com or send your request and contact information to the address below. We will be happy to send you the form and consider your nomination for our next election.

Thank you!

US Mail: Trading Places International
Attn: DRO Admin
25510 Commercentre Drive, Suite 100
Lake Forest, CA 92630

Photo by Kevin M. Glenny
COACHELLA VALLEY BUZZ

The Coachella Valley is evolving into a modern age vacation hotspot. Palm Springs is driving the demand with the remodeling of the famed Palm Canyon Drive, not to mention the recent addition of non-stop flights from New York to Palm Springs via JetBlue and Virgin Airlines, and Goldenvoice which has placed the valley on the map with the addition of yet another renowned music festival, Desert Trip. Earlier this fall, the Empire Polo Club in Indio, CA hosted the inaugural music festival that drove significant demand to the entire region during the time of year considered to be “shoulder” season.

The recent lucrative demand experienced by all hospitality operations in the valley has also encouraged cities to increase room taxes, also known as Transient Occupancy Taxes, charged to room rates, resort fees, and other miscellaneous guest fees. For instance, the city of Palm Desert is one who proposed an increase to their room tax rate at the ballot box on November 8th. Historically, room tax increases are easy to pass because they are not paid by the residents voting for it. Nonetheless, the buzz around the Coachella Valley is generating additional attractions for everyone to enjoy, and thus the value for your non transient occupancy taxed vacation ownership has never been of greater value!

BONUS TIME

What is “Bonus Time”? Bonus Time is additional resort time, subject to availability, which you can use to enjoy even more days at Desert Breezes!

Here is a summary of how it works:

- Requests for Bonus Time must be received no more than 60 days in advance of your desired arrival date
- Reservations are made on a first-come, first-served basis
- The cost for the unit is $70 (mini), $85 (1 bedroom), or $100 (2 bedroom) per night plus tax (prices are subject to change at any time)
- You must be current on your maintenance fees
- Subject to availability of space
- Stay must be a minimum of 2 nights – but there is no maximum stay

BREEZES TIME

What is “Breezes Time”? Just like Bonus Time, Breezes Time allows you to stay longer at the resort – but for an additional 7 nights instead of just a night or two.

Here is a summary of how it works:

- Requests for Breezes Time must be received no more than six months in advance of your desired arrival date
- Reservations are made on a first-come, first-served basis
- The cost for the unit is its maintenance fee, plus $10 non-refundable reservation fee
- You must be current on your maintenance fees
- Subject to availability of space
- Stay must be for 7 consecutive nights

All revenues generated from Bonus Time and Breezes Time go directly to your association, so this is a great way to support your resort. For more information, please contact the Trading Places Owner Services department at 800-817-4653 extension 1.
Important Maintenance Fee Information

Regular association dues are billed annually and are due/payable per your ABC policy on November 1st. A statement is mailed to you as a courtesy; non-receipt of a statement does not relieve you of your financial obligation.

Pay Online at www.desertbreezesresort.com/pay

Questions about your Maintenance Fees or Assessment Billings? Call the Accounting Department at 800-817-4653 ext. 7 or e-mail billings@tradingplaces.com

EXCHANGE
800-817-4653 ext. 3 | exchange@tradingplaces.com

- Low exchange fees & great destinations
- ONLINE exchange option 24/7

www.tradingplaces.com/EXCHANGE

TRAVEL & CRUISE
800-817-4653 ext. 6 | travel@tradingplaces.com

- Air, car, hotel, cruise, and vacation packages
- www.tradingplaces.com/TRAVEL CST # 1008862-10

PROPERTY MANAGEMENT
As your management company, Trading Places is dedicated to making your property the best it can be. Please feel free to contact us at any time.

PET POLICY
No animals or pets of any kind are allowed in any unit or upon any portion of the Desert Breezes Resort Timeshare property.

BE SURE TO CHECK THE BULLETIN BOARD IN THE LOBBY AREA FOR NEWS AND INFORMATION, INCLUDING UNITS AVAILABLE FOR PURCHASE/SALE.