



VILLA MYKONOS NEWS

THE NEWSLETTER FOR CONCEPT IN TIME OWNERS ASSOCIATION

KEITH BROWN, EDITOR

FALL 2009

DESH DESCHLER, PRESIDENT

LARRY SILVERMAN, CFO

MARLA HORN, SECRETARY

KEITH BROWN, VP - MARKETING

BRANDY JONES, VP - OWNER RELATIONS



PRESIDENTIAL NEWS...Desh

Deschler, President

Hi, Everyone!

Wishing you the merriest of holidays and a happy, healthy, love-filled 2010.

What??? It may seem Michael and I are extremely early and the first to extend a holiday season greeting, but the Villa Mykonos winter newsletter is not published until the end of the year. So, this is the only opportunity to extend our wishes to you in time for the holiday season. This year has been very difficult for many people. Hopefully, 2010 will be more kind to everyone.

Michael and I had the good fortune of spending a lot of time at Villa Mykonos this year. We thoroughly enjoyed each visit. Part of our enjoyment was showing off Villa Mykonos. We renewed several friendships with people we knew for many years while living in Portland, Oregon. Everyone thought our "jewel in the desert" was a beautiful and enviable second home. They all wished they had known about Villa Mykonos when they visited the desert before moving here.

Ken, our general manager, and his partner, Matt, who keeps the landscaping and grounds around Villa Mykonos looking so fabulous

went on vacation at the end of July. So, Michael and I got to play Manager again. There is a lot more to their responsibilities than one would think. Thankfully, Ken was available via cell phone and talked me through the solution to a couple of problems. For example: What do I do when my master key wears out and I cannot get into anything--including the office?

This on-site time gives me the opportunity to talk with owners and guests to get their opinion of the improvements and operation of Villa Mykonos--along with any ideas they may have for further improvements. Many of the suggestions are excellent. Unfortunately, the cost to implement these suggestions can be a significant barrier that prevents bringing them to fruition at this time. These suggestions are not forgotten, though. We will keep them in mind as time and financial resources permit.

The Board of Directors is keenly aware of the effects the economy has had on many of our owners. Through prudent management and taking advantage of opportunities (Dr. Silverman and Ken do seem to have a knack for finding great bargains), the Board and Management are doing everything possible to minimize any interval assessment increases--without compromising our progress. For

example, the 2009-2010 increase was only \$6.00. That is only fifty cents per month, or less than 0.01 percent (0.01%). At the same time, we have retired all but one long-term financial obligation and the resort is well on its way to being debt-free.

We, the Board of Directors and Management, know you will be pleased to see the progress made during our continual improvement of Villa Mykonos.

The upstairs bathrooms have been remodeled with new double showers in two of the units. New air conditioners have been installed for some units. Both the swimming pool and spa required draining and servicing this past year, as well as maintenance and replacement of parts for the pool equipment. New stoves, microwaves and refrigerators were bought for some of the units to replace obsolete or non-functioning appliances. Several new flat-screen TVs were also purchased as old TVs needed to be replaced. All but one unit had tile installed in place of carpet in the high traffic areas, such as the entry foyers and stairs. The owners' lounge and office also had tile installed, in place of carpet.

These are just some of the more obvious and not so obvious projects performed as part of our planned improvements and necessary maintenance and replacement activities. Unfortunately, replacement necessities do not always adhere to our schedule, but we manage to meet the challenges.

Also, remember that we have interval sales available at very attractive prices. There are still two summer intervals available as a bonus with the purchase of a Primary or Holiday interval. There is no initial investment charge

for this summer interval. The only costs involved are Administrative Transfer Fees and, of course, the owner is responsible for the annual assessments on the summer interval, as well as the purchased interval. With a Gold Crown rating from RCI, these extra intervals are a great opportunity for trading time at other resorts around the world. Convince someone to become an owner at Villa Mykonos and you will receive a one-week stay as an incentive and thank-you for the referral when he/she becomes a Villa Mykonos owner.

I hope Michael and I will have the chance to meet you during one of our visits to Villa Mykonos and especially at the February 2010 Owners' meeting. Mark your calendars and make your reservations for this annual meeting, scheduled for Sunday, February 14, 2010. That's right—Valentine's Day! Celebrating Valentine's Day with your significant other at Villa Mykonos and the opportunity to meet other owners is an excellent combination for a very special weekend.

Bye for now,

-- Desh



**FINANCIAL
UPDATE...**Lawrence
Silverman, MD, Chief
Financial Officer

As your Chief Financial Officer, I know all too well how difficult this recession has been on many of our owners. I call and leave e-mails for all owners who are experiencing difficulty in staying current on payment of their interval assessments. I request that they please contact me so that we

can arrange an acceptable payment plan. The Board has authorized me to work with owners who may need this accommodation, especially in these challenging times. Making such a payment arrangement will also allow me to stop invoicing for late fees, which will actually help avoid further financial burden.

Unfortunately, in many cases, my request does not result in any return contact. Unless a suitable payment arrangement is made, we have no choice but to refer the delinquent account to our collection agency. They may then report it to the credit reporting agencies, which will hurt the individual's credit score.

It is my observation that discussing financial matters is among the most difficult conversations to have with another person—and a conversation we would rather avoid. However, it is to the delinquent owner's benefit to contact me or Brandy Jones, VP-Owner Relations, as soon as possible—even before the assessment payment is due—if you are experiencing difficulty meeting the payment deadlines.

Remember, I and the rest of the Board are fellow owners at Villa Mykonos. The last thing we desire is to place an owner's account into collection. Therefore, please contact me or Brandy as soon as possible if you received any notice of a delinquent assessment payment via e-mail, invoice or phone message.

Upcoming Board Elections

As everyone knows, a homeowners association such as ours can only be effective if we have dedicated and committed people serving on the Board of Directors. A committed Board of Directors is essential to keep the resort

financially strong and running smoothly. Therefore, PLEASE consider running for a Board of Directors position at the Annual Owners Meeting on Sunday, February 14, 2010. The Nominating Committee needs to hear from you by December 15th so that your name can be placed on the ballot. Contact Ken Jacobi or any Board member for details. We need your help to keep Villa Mykonos great!

Hope you all have a fantastic Fall!

--Larry

“Opportunities are usually disguised as hard work, so most people don't recognize them.”— Ann Landers



MANAGING THE VILLAS...Ken Jacobi, General Manager

, we survived another summer. Now that the wonderful Fall weather has arrived, so do our seasonal guests. If you have not already booked your time...what are you waiting for???

We have **VERY** limited availability for October and November. December is already filling up fast. Remember, December only has the first two weeks of the month available for Prime interval owner reservations. The last two weeks in December usually are only available to Holiday interval owners—depending on how those weeks fall within the calendar.

I cannot emphasize enough how important it is to reserve your time EARLY! Remember, you can book up to nine (9) months in advance. If you wait until the last quarter of the year, there probably will not be any availability. RCI members can bank such unused time before it

expires. Otherwise, the unused time does not carry forward. It may not seem like it now, but the White Party and Dinah Shore/LPGA Golf Week will be here before you know it!

What's New?

It has been busy around the resort, getting things in order for the Fall. The upstairs bathroom remodeling and conversion to a double shower for Unit 10 is now completed. The Unit was also painted and some new accessories put in, so Unit 10 is looking fabulous! The stairs in Unit 2 and upstairs landing and entry to the bathroom were tiled. The tiling for Unit 8's stairs will be underway very soon. Once completed, we will only have Unit 1 remaining to be tiled. We were able to save some money (which makes our CFO, Dr. Silverman, very happy) by purchasing the tile for Unit 1 already. So, we are well on our way to finishing all the Units. Replacing the carpeting in these high traffic areas with tile really helps simplify cleaning, as well as providing a fresh look to the Units.

I know I have mentioned this before....but it does not seem to have taken...lol. When you are at the pool and open an umbrella, **PLEASE** put it back down when you leave the pool area. The winds pick up at night and cause damage to the umbrellas, as well as the tables. We cannot afford any "Mary Poppins" impressions. Even if you did not open the umbrella, if you see one open and no one using it, please take a moment to close it down for the night. Your cooperation and assistance is appreciated and needed...Thank You.

Hope everyone has a great Holiday Season!

-- Ken

"I am still determined to be cheerful and happy, in whatever situation I may be; for I have also learned from experience that the greater part of our happiness or misery depends upon our dispositions, and not upon our circumstances." - Martha Washington

OWNER RELATIONS... Brandy Jones, Owner Relations

We are having a great experience with RCI. As fast as Villa Mykonos RCI participants are banking their week, the weeks are being reserved by others in the Exchange.



If you are not coming to Villa Mykonos this year, but are planning to bank with RCI, be sure to do so soon. RCI has or is planning several great promotions, so be on the look out for more information soon.

Since I have not heard from any of the owners, I assume all is well at our little paradise. We continue to work at keeping everything in working order and pleasant for the time you spend at Villa Mykonos.

Also, if there are any owners who have had a good experience with any of the local Palm Springs area merchants, restaurants, or entertainment, or other recommendations, we would like to know to be able to share this information with others. So, let us hear from you!

There was an article in the last newsletter about a proposed "Family Week" at Villa Mykonos. During this week, the resort would be exclusively dedicated to reservations for owners with children. This would provide the children an opportunity to enjoy the company of other children that would be at the resort

and their parents an opportunity to interact. If you have not commented on the proposal, please do so! Your input will be most helpful. You can send an email with your thoughts to Ken at: manager@villamykonos.com

-- Brandy

MARKETING... Keith Brown, VP Marketing

I have been quite remiss in failing to mention the advertising for Villa Mykonos that appears in the *LN Magazine*. *LN Magazine* circulates primarily in the Southern California area, with an emphasis on the women of the GLBT community. Villa Mykonos owners Ella Matthes and Gladi Adams publish the magazine and are most supportive of outreach for the resort. They have even sponsored some promotional contests in the past with the winner receiving a stay at Villa Mykonos. So, a big, if much too belated, thank you to Ella and Gladi.

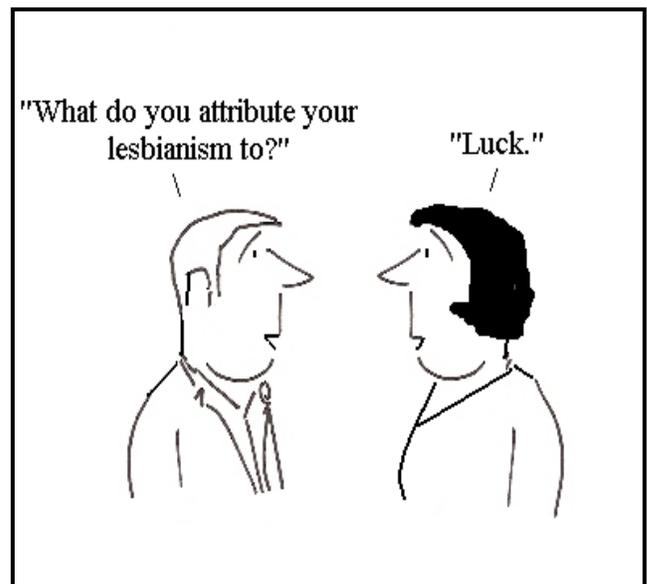
Monthly advertising also continues in the *Gay & Lesbian (G&L) Times* magazine and the *IN Magazine*. As always, your suggestions for additional outreach sources are much appreciated.

Thanks to Ken Jacobi and Larry Silverman, the new Villa Mykonos website and hosting service is up and running. Next time you are "surfing the web," check it out at www.villamykonos.com. Let us hear from you on how you like the new web site.

Your suggestions for the newsletter or for ideas to help promote Villa Mykonos are always welcome and appreciated. You can submit your comments, questions, articles, jokes, quotes, et cetera, to me at VP.Marketing@villamykonos.com. And, do not forget, we still would like submittals for our *Spotlight On Owners*. No need to be bashful. Let us celebrate and share in your unique hobbies or accomplishments and contributions at work or in your community. Send your stories to:

VP.OwnerRelations@villamykonos.com

"A strong positive mental attitude will create more miracles than any wonder drug." -- Patricia Neal



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PALM SPRINGS 2009 EVENTS CALENDAR

October 31 -----Annual Desert AIDS Walk
October 31 -----10th Annual Arenas Road Halloween Show
October -----Samsung Golf Tournament
November 7-8 -----Palm Springs Pride
November 14-15 -----Palm Springs Leather Pride
December 5 (5PM to 8PM)-----Festival of Lights Parade- Palm Canyon Dr.
December 20 -----Andy Williams Christmas Show (7pm @ McCallum Theater)

DIRECTORS & MANAGEMENT

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