

President's letter

What with the isolated and sensationalized commotion in a few Mexican towns and cities, and our having several popular resorts south of the border (see Members Comment), it was a pleasure to read a bona fide report in none other than the award-winning Los Angeles Times.



Harriett E. Kay
president

And I quote in part: "Mexico's violence isn't keeping tourists away ... In a surprising turnabout, international tourism to Mexico showed a sharp increase last year ... with tourists putting aside worries about the economy and (other) fears. ... The growth in tourism has been focused primarily in Mexican beach resort towns."

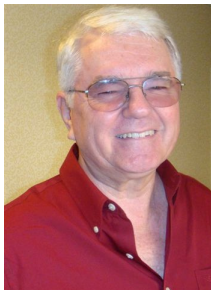
Naturally, we are pleased with this reliable news, and I want to point out that our resorts have their own capable security, are located in famous areas unlikely to experience any sort of trouble. So, store your qualms, the few of you that have any, and enjoy the beauty and locations of our excellent sites.

Lastly, and certainly not least, I want to thank our resort managers and staff and the office hardhats who keep WIVC running so smoothly and maintaining our high reputation in the business. The board and I often congratulate these folks, but in this issue please see the articles on our General Property

Manager in Mexico, George Gutierrez, and our resort managers. It's the people, you know, who keep your club up to our standards.

Chairman's Report

According to our audited financial statements for the fiscal year ended September 30, 2010, our total income was \$3,165,447 — almost \$200,000 less than the previous year. We were, however, able to reduce our operating expenses enough to have an operating profit of \$17,443 before depreciation and a gain on the sale of property. This meets our goal, which is to keep expenses as low as possible while collecting enough funds to cover all expenses.



Kenneth F. Lacy,
chairman

Also, we have made progress on increasing our reserves to a more comfortable level of almost \$700,000, while continuing to maintain the properties at a high level. By these measures, it has been a successful year again for the club financially.

Some unneeded property at the Torreblanca in Acapulco has been sold. Otherwise it has been an uneventful year, which is the way we like it. We are continuing to dedicate ourselves to maintaining the club properties and services in first-class condition while keeping annual dues at a level that is among the lowest in the industry.

Please plan to attend the annual meeting in April in Palm Springs. If you need hotel accommodations, please make them soon due to the busy event schedule in the desert in April. We look forward to seeing you.

General and preventive maintenance continues at WIVC resorts

Alta Vista

- Repaired and overhauled the spa heater
- Painted the pool area and the wrought iron main entrance door

Casa de la Playa

- Sealed window frames and balcony walls
- Painted the pool area
- Sanded and varnished the entry doors

Conchas Chinas

- Refurbished the bathrooms in units 8, 11 and 12
- Painted and waterproofed the east side of the building
- Painted the stairwells
- Replaced balcony-ceiling beams of unit 12
- Textured, painted and waterproofed the upper portion of the retaining wall

Coral Mar

- Refurbished the bathrooms of units 72 and 26
- Repaired roofs of buildings 2 and 7
- Painted the front portion of building 5
- Painted the stairwells of buildings 1, 4, 5 and 7
- Replaced sewage lines of units 4, 54, 71 and 83
- Repaired primary waterline to building 8

La Paloma

- Installed carbon monoxide detectors in all the units
- Constructed a water drain outside of units 57, 61 and 63
- Refurbished unit 63
- Treated the ceiling beams for termites

Mar Azul

- Installed a new commercial dryer
- Replaced window air conditioners with mini-splits in five units
- Reconstructed and resurfaced the exterior and interior walls of five units to cover the holes left by the window air conditioners

WIVC annual maintenance fees compared to other comparable timeshare clubs

Timeshare Clubs	One-bedroom	Two-bedroom
Palm Springs Tennis Club, Palm Springs, California	669.00	760.00
Royal Aloha Vacation Club, multi-destinations	611.00	746.00
Vacation Resorts International, multi-destinations	645.00	645.00
Lindo Mar, Puerto Vallarta, Jalisco	569.00	638.00
Lagonita Lodge, Big Bear Lake, California	498.00	498.00
Club Trinidad, Palm Springs, California	429.00	517.00
World International Vacation Club, multi-destinations	424.00	476.00

Our Man in Mexico — George Gutierrez

Gutierrez (not “Jorge” as you would expect — well, his Mexican father called him Jorge, but his American mother and the rest of us call him George) is our head honcho (Spanish for general property manager) in Mexico and has worked with WIVC for more than 25 years.

Although he operates mostly behind the scenes for all our Mexican resorts, his job is to oversee all aspects of WIVC’s Mexican holdings and all the bureaucratic, employment, governmental regulations and legal problems that any American can run into in a foreign country, including a weekly meeting (when he is not on the go-go-go) with President Kay at the Palm Springs headquarters.

“It’s always a challenge in Mexico — legal issues, sudden changes in the laws, and labor rules are always a problem. We work with the government and their complicated requirements most of the time. We never have a dull moment, that’s for sure,” George says with a sardonic chuckle, in perfect English.

In fact, the man is quite a “Renaissance” figure, it seems, not that he has much spare time. He’s attended schools in America, for instance Connecticut, a branch of the Culinary Institute of America at Yale, studied German at Houston University in Texas, before returning to Mexico in 1959.

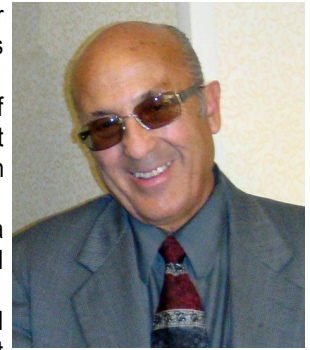
“I was headed for the Cordon Bleu, but instead became a manager of one very important restaurant in Mexico (his father’s influence helped here), then managed a posh hotel in Guadalajara, and then to a Los Angeles-based family’s resort in Jalisco.” Add other stints in Guadalajara and Oaxaca, and finally ended up in Tijuana with the family construction company, and then opened his own real estate firm, which is where we happily found him.

Obviously, George knows his country and the people. He speaks several languages with ease, and is married to Laura Thomas and has three accomplished children — a girl and two boys.

Renaissance man I said? Well, speaking many languages is a start, but traveling the world (few places are left to visit, including Jerusalem next year) — “We have about 150,000 places to go of course,” George cracks, but we know he means it. He is a compulsive reader both of history and fiction, has an almost encyclopaedic memory of history (ask anything about ruins and the ruinous — I bet he has some WIVC stories that are dandies) and his foremost academic love is archeology. Well, not exactly. “Cooking is my hobby, and I like to go to good restaurants and then try and prepare their specialties.”

But back to WIVC: “I think of WIVC as what we would call a ‘real’ timeshare — that’s the difference between us and the new ones. WIVC members own the right-to-use in perpetuity.”

Having started out nearly at the beginning of buying property for the company, and as general property manager in Mexico for years, George says he likes the places we have, and he likes the people (members and employees alike). Lastly, he mock-boasts, “I never get tired of my work, even though I am older.”



Our Resort Managers

Rosa Maria Torres

Mar Azul and Torreblanca, Acapulco

“Rosie” (as she dislikes being called, but the nickname has stuck) joined WIVC in 1989, first as resort manager and hostess in Cancun and at Rosarito, and now presides with alacrity at Mar Azul. “The funniest things happen at our weekly Tuesday member’s parties, but I won’t tell who has accidentally fallen into the pool!” she says.

Always smiling, she most likes greeting return “regulars” on Saturday check in — some after 20 years or more. “Most memorable was in January when our member, Lucien Dufresne, returned to the resort, after five days in an Acapulco hospital, fitted with a new pacemaker. I rejoiced at seeing him get better and better every day.” Rosie has a daughter, Ana Victoria. “I talk a lot about her. I can’t help it,” she laughs.

“My only problem is with members who don’t have a balcony, but the real action is in the lobby, overlooking the beach and our wonderful pool, the snack bar where guests gather for the best burger or a Margarita and out little boutique with Mexican treasures to wear or take home as gifts.”



Ing. José Antonio Casal

Coral Mar, Cancun

“Challenge” is Jose Antonio’s middle name — such as his deft handling of protecting the resort and guests during Hurricane Wilma. From Union Carbide Eveready, he became maintenance manager at Torreblanca in 1981 and, then took the position of resort manager at WIVC’s Coral Mar in 1985.

“I especially like to meet people and take care of their needs,” says Casal. “Challenge, you say? Well, some memorable ones, besides the hurricane, when our office floated away; there was the accidental fire at the restaurant bar Los Manglares, but I was prepared for that, and I have had to attend to some members’ serious medical problems.”

Casal, who helped supervise the formation of all the apartments, is married to Alicia, and is terribly proud of his daughter and son. He always is reachable, ready and willing for our guests: “As I say, I am here to help them.”



**Antonio Parra
Villacana, Spain**

Antonio Parra became the manager at Villacana in 1993, and remembers several funny events: Like the time, one of our members fell in love with one of the house cats and wanted to take it back to the United States. “And I had to laugh when a member asked me what we use the bidet for.”

Antonio is a native Spaniard from a gorgeous mountain village above the resort, and knows everything about the area, from the picturesque hillside towns to the glamour of nearby Marbella (site of famous Marbella Club) to Puerto Banus to golf at renowned Soto Grande to the whereabouts of all kinds of shopping finds, festivals and fiestas.

His biggest challenge is “to keep up the confidence,” during Spain’s temporary hard times, he says, and if anyone is a master at this, it is Antonio. The resort has it’s own high-end Spanish restaurant, or you can dine overlooking the pool and, of course, the Mediterranean. “Some of our guests never leave the resort, or even their flowery patios,” says the consummate manager. And surrounded by such loveliness, we can understand why.

**Adelina Marcial
La Paloma, Rosarito Beach**

Adelina became the resort manager at La Paloma in 2001, but started her career with WIVC at Mar Azul assisting Ing. Casal and served her time at Mar Azul and Torreblanca. Let’s just say, she knows the ropes, from head housekeeper to maintenance supervisor.

“My most memorable event was my first day as resort manager at La Paloma. I think it is a funny incident, because when I went to inspect the units for the first time on my own, I actually got lost for a moment!” she recalls. “Silly me, I only had the room numbers and no map.” Adelina quickly learned her way around the ocean-cliff-side site.

“Truthfully, it was hard for me to get used to the weather (right off the northern Mexico Pacific). It was very cold for me, coming from the warmer south. Sometimes, I wear a sweater or jacket when no one else does ... I bet they laugh at me!” No one laughs at Adelina’s expert management of her secure spot in the hopping town of Rosarito Beach with hundreds of gringos hither, thither and yon.

“MY biggest challenge is keeping members and guests coming back to La Paloma (with so many nearby attractions, including the areas burgeoning wine industry), but I do so by delivering exceptional customer service with the ‘attitude of servitude’ meeting and exceeding their expectations based on the club’s policies.”



**Sergio Cresta
Alta Vista, Casa de la Playa and Conchas Chinas,
Puerto Vallarta**

Sergio joined WIVC in 2003, as general manager of Alta Vista, Casa de la Playa and Conchas Chinas. That’s THREE resorts in Puerto Vallarta — quite a tall order. Of course, we have a senior hostess at each location when Sergio is at one or the other, but nevertheless, he has his hands full.

Besides his management abilities, whose most memorable day was when we re-opened on-the-beach Casa de la Playa after its being flattened by the hurricane. We rebuilt the whole place from the ground up, and literally, after you pass the beautiful pool, you can flop right down on the pristine beach.

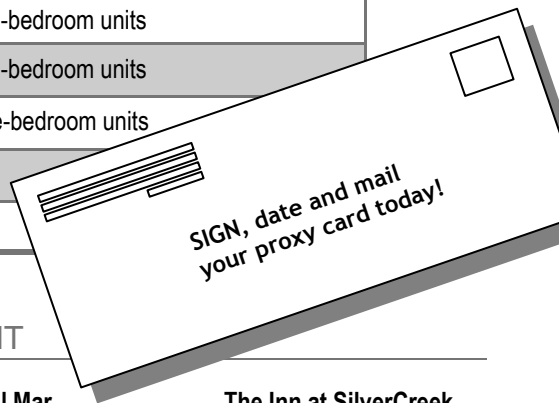
Sergio has the requisite WIVC sense of humor. “My funniest incidents were when the resident Conchas Chinas Iguana (editors note: this fascinating creature lurks around the parking circle: I’ve seen it many times and whilst beautiful and exotic, still keep my distance) chased me all around the office. Another time, a ferocious turkey buzzard came to ‘wave’ at me last Christmas.” Sounds like a wildlife zoo.

Sergio is Italian born, has a son and a daughter. He’s fluent in Italian, Spanish and English. His biggest challenge, he says, is motivating the staff to do their jobs exceptionally well and to get them involved in the high-standard WIVC philosophy. That is, when he isn’t commuting from resort to resort, or being attacked by the Mexican wildlife, which probably aren’t that prevalent in Italy. In spite of his reputation as The Great White Hunter, Sergio’s main concern still is the comfort of our guests and top maintenance of the resorts.

*By Robert Meniffee, our WIVC
Palm Springs-based travel writer*

WIVC's DIRECT EXCHANGE AVAILABILITY

Tahiti Village, Las Vegas	05/31/11 — 06/07/11	One-bedroom unit
Lake Arrowhead, California	07/08/11 and 11/11/11	Two-bedroom units
Bear Lake, Utah	11/25/11 — 12/02/11	Two-bedroom units
Tahoe Summit, Lake Tahoe	07/30/11— 08/13/11	Two-bedroom units
San Antonio, Texas	05/07/11 — 08/06/11	Two-bedroom units
Magic Tree, Florida	Various dates available throughout 2011 for one-bedroom units	
Direct Exchange Fee: Continental US/Canada \$115; Hawaii and other locations \$140		
A surcharge may apply.		



Because you asked . . .

The club has arranged for WIVC members to purchase bonus weeks at The Adriatic Villa – a renown desert oasis – in Palm Springs for a mere \$350 per week in a one-bedroom unit. This resort is set in a Mediterranean style offering beautiful mountain vistas from its 39 units within two buildings. The Adriatic Villa is conveniently situated (a close stroll down famed Palm Canyon Drive) to nearby shopping, fine and casual dining, entertainment, and, of course, our plethora of incredible golf courses and other desert activities are spotted throughout the famed Coachella Valley.



This comfortable resort offers two pools, a hot tub, sauna, Wi-Fi and laundry facilities onsite. For availability, call our reservations department at 800-351-1217.

Canadian checks (cheques) without routing numbers are subject to a processing fee

If your check does not have routing numbers — normally located in the upper part of the check and to the left of the check number or right under the check number — be prepared to pay a US\$10 processing fee. These are samples of routing numbers:

90-7162 or 94-72/1224 or 16-24-1220
3222

If your bank will give you free cashiers' cheques or money orders (many do nowadays for good customers), you will save the \$10 fee. Inquire at your bank.

MEMBERS COMMENT

Alta Vista

The facilities at Alta Vista are very clean and attractively decorated, without excesses and well supplied and equipped compared to other timeshares. All the employees are friendly.
Seattle, WA

Casa de la Playa

We loved our stay here. This is a very nice location — close to many restaurants, shopping, the Malecon, etc. We like the atmosphere of the small facility — very quiet, friendly and homey.
St. Paul, MN

Conchas Chinas

We enjoy Conchas Chinas with every stay and see the rewards of upkeep after many years of coming here. The staff is helpful and knowledgeable. Respectful and warm personalities that show through time after time.
Waukesha, WI

Coral Mar

This is our first experience to visit Cancún. Since all of our family had been here, we decided it was our turn. The location, the staff, the day trips and the restaurant right here — we couldn't be more pleased. We hated to say goodbye.
Santa Paula, CA

Mar Azul

Our stay at the Mar Azul exceeded all of our expectations. Having traveled half way around the world, this week has been excellent and with the Mar Azul being a small and very friendly resort — it was just perfect for us.
Auckland, New Zealand

La Paloma

We have stayed at La Paloma several times and would recommend it highly. It's one of our favorite places to visit.
Prescott, AZ

The Inn at SilverCreek

We were very pleased with our two-week stay at The SilverCreek Inn. Personnel is efficient, courteous and polite. The building is kept clean and all of our wishes catered to. As beautiful as this place is in the winter— it must be fantastic in the summer. Beautiful place for families with children. Very satisfied.
Fox Lake, IL

Villacana

I really appreciated the courtesy and professionalism of Mr. Antonio Parra. He is a great value for WIVC. It is the best place for a vacation. Mr. Parra walks the extra mile to make sure everybody is happy. The perfect host.
St. Leonard, QC

Seeking résumés for 2012 board election

It's too late for this year's election, but not too soon to submit your application for next year's board of directors elections. Two directors will be elected in 2012 for a two-year term. If you are interested, please ask for an application via phone (800) 351-1217 or e-mail your request to wivc@wivc.com.