



www.villageoffoon.com

June 2011

Call for Nominations

At this year's Annual Meeting, we will be holding an election to fill 2 (two) expiring seats for a 3 (three) year term. Enclosed in this newsletter you will find a Candidate Nomination Form for owners who may be interested in running for election to the Board.

Any owner may have their name placed on the ballot for consideration by submitting a completed Candidate Nomination Form prior to the deadline date indicated. The names and biographies of all candidates will be published in a future newsletter together with a proxy ballot so that owners who are unable to attend the Annual Meeting have the opportunity to vote.

We encourage anyone who is interested to submit their name for nomination, however, please keep in mind that service on the Board of Directors is a non-compensated position. Directors must be able and willing to attend regular Board meetings (usually 6 per year) and possess a genuine interest in the future of our Resort.

If you have the time and dedication and are interested in this highly rewarding position, please complete the enclosed Candidate Nomination Form and submit it to reach us no later than August 1, 2011.

Mark Your
Calendars!

Annual Meeting

Save the Date!
Saturday
November 19th,
2011

Details to be announced
in the next Newsletter.

MESSAGE FROM YOUR BOARD PRESIDENT

My Fellow VLX Timeshare Owners:

It is hard to believe that we are already in June and mid-year into 2011. Your Resort and staff are preparing for a great Summer 2011 season for all our Owners, Guests and Exchangers. It was a good and long winter with Loon getting its share of snow for a great ski season. We are on target with our unit bathroom renovations and our goal for completion of all units is Fall 2012. In addition to bathrooms, we are continuing with our interior upgrade which will include new furnishings and color patterns - this is an ongoing process that will be completed over the next few years. The Board's goal and direction, in partnership with our VRI management and staff, is to complete these projects in a timely manner while continuing to maintain a strong and positive financial ledger. This is, and will be, our main focus over the next few years. Our owners are not immune to the economic challenges that our country is in and the Board understands this and again wants to thank our owners for continuing to maintain their financial responsibilities to the Resort.

At our most recent board meeting we discussed a growing issue and concern involving Timeshare Resale companies. I, as an owner, have received numerous calls from Timeshare Resale companies offering to buy my timeshare. I don't know how many of you have received

these calls but many of these offers are scams which hurt not only the owner making the sale but the resort as well. Many of these Resale organizations require the existing owner to pay large fees up front and then once they have assumed ownership they fail to pay the required maintenance fees. This puts an additional financial burden on the remaining owners and Resort. The Board and Management are working on policies and procedures to address this issue. You will see further information in this newsletter explaining this situation and the process and procedures that will be developed. These procedures will enable the Resort management staff and our owners to have guidelines that will be followed to protect the interest of both the Resort and owners.

I will have another update in our Fall newsletter and I hope to see you at our Annual Meeting which will be Saturday, November 19th. Until then from your Board and myself, we hope you all have a great summer. Remember as an owner you get discounted rates when you come up and stay at the Village outside of your normally scheduled week, hopefully we will see you there.

Michael DeLeo
President, VLX Owners Association
madd51@optonline.net

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PERFECTING THE ART OF HOSPITALITY

Message from your General Manager

We are now into the month of June and our exceptionally long, cold and snowy winter finally come to an end. Loon and the other local ski areas had excellent seasons and stayed open right up to their scheduled closing dates of April 17th. All areas are currently selling discounted ski passes for the 2011/2012 season, so now might be the time to buy? This can be done online.

As comes every spring, the mud season is here and we have gone into our "Spring Project" mode. The Village is a four-season resort and our window of opportunity for major projects is short. We are limited by weather, availability of workmen and having enough time. We try to accomplish as much as we can in the spring with the balance scheduled for late fall. We also need to accomplish these projects while not disrupting our current owners and guests. Yes, we do have owners vacation during the spring season as there are no lines or traffic, yet still many things to do. It's a great "Get Away From It All" time!

Your reserve dollars are limited and need to be spent wisely. Each year your Board meets to determine how much money is available and to prioritize which projects will be undertaken? We are striving diligently to upgrade all townhouses as quickly as possible. Your Board has been working with several companies to design and purchase both hard and soft goods that will offer the quality look and feel requested by today's guests. They have worked very hard to accomplish this goal while working with limited budgets. In 2011, your reserve dollars are being spent on the following key projects: The first project was to upgrade all kitchens and this has been completed. Secondly, we have embarked on the renovation of all bathrooms, to include tubs, showers, vanities, lighting and floor tile. Bathroom toilets and heaters are being replaced as needed. To date, six bathrooms have been completed and another three will be completed this year. Vanity replacements are installed by Carl Carr and his maintenance department. This project is in addition to their other many responsibilities and has resulted in significant saving for your association. Kudos to Carl and his team! New carpeting has been installed in ten units with another four scheduled for next year.

Parking lots took an unusual beating this winter and repairs were in order. We have ordered and will begin installing 37" wall mounted flat screen televisions in living rooms. The remainder will be done in the fall or in 2012, depending on revenues. Exterior staining of townhouse buildings is done every five years. This year we will be staining the 4's. Lastly, we will continue with our refurbishment program.

On an exciting note, Board members and I attended the roof raising for Jean's (Papermill Theater) Playhouse. Again this summer, the theater will operate (with a full program) out of the Governor's Lodge at Loon Mountain. Although the new theater won't be ready for this summer's season, it does plan to be open in time for the September Highland Games. It should be a great addition for the area! Please review the list of "Upcoming Events" for dates of future events.

Lastly, we are all concerned about the increasing cost of gasoline and how it will affect future vacations. The Village is fortunate that there are so many attractions within short driving distances. This will allow owners and guests to maximize their vacations weeks while keeping driving at a minimum. We are currently updating our local and regional attraction lists to show driving time and distance.

We look forward to seeing you soon.

Paul T. Carolan, CHA

FOOD PANTRY DONATIONS

One of our commitments at the Village is the continuing support of our local Lincoln-Woodstock Food Pantry. We accomplish this by food donations from our generous owners, guests and employees. If at the end of your stay you find that you have some non-perishable food items that you do not wish to take back home, please drop them in our "Food Pantry Donation Box", which is located next to the Front Desk. The pantry is not tax funded and therefore depends on the generosity of our fellow townspeople for all donations. All donations are deeply appreciated.



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REMINDER WE ARE A RESTRICTED SMOKING RESORT

As of January 1, 2009, smoking is strictly prohibited in the units. Violation of this policy will result in a \$250 Room Recovery fine. We have also begun enforcing a No Smoking Policy around the outdoor



pools and tennis courts. We have received many positive comments regarding this new policy, from both owners and non owner

guests. Many guests do ask why there are ashtrays in non smoking units. We felt that there should be ashtrays available for smokers to use outside on the decks and patios. We hope that this will eliminate people throwing their butts on the ground.

VRI Rental Program Available

This is an important option available to owners who may not be able to travel in any given year and do not wish to put their week up for exchange.

The Village of Loon offers a rental program that allows owners to rent their use week out to the general public or to other owners. Rental requests are placed in the VRI Rental Program as they are received.

First in gets priority, so it pays to plan as far in the future as possible. If you cannot vacation during your next vacation period, the VRI Rental Program is an option that may be of interest to you. For full details, please call your resort at **(603) 745-3401** and ask for **MaryEllen**.

Visit Our Website

for updated resort
information, newsletters,
rates and packages, a
local guide and other
helpful links.

Please be sure to
visit our website

www.villageofloon.com



CAUTION CAUTION CAUTION

Don't be a Victim!



You may have noticed over the last year a tremendous increase in receiving post card mailings and/or telephone solicitations from so-called timeshare relief companies, typically operating under a variety of ever-changing names who will offer to sell or dispose of your interval. In some cases the caller will make false representations that they work for the resort, they do not. You may initially be given the impression that the call, seminar or webinar is an opportunity to "Sell" your interval. Instead, you are presented with a compelling opportunity to PAY for relief of your ownership and its maintenance fee obligation. This "opportunity" can be made to sound very attractive and compelling however; these companies take your money and leave a trail of false hope, unresolved promises, and possible liability in their wake.

We are receiving increasing reports from owners telling us how they have paid large sums of money, anywhere from \$1,500 to over \$5,000 to the relief company. To shed light on the scope of this problem, at last check, the Village of Loon currently has 28 intervals held by these companies; with over \$30,000 in maintenance fees owed the resort. Those unpaid fees are absorbed by all of the other owners, so this scheme impacts us all. While that may not seem like a lot the problem is growing at an alarming rate and this has been identified as a significant problem in the industry.



Victims of unscrupulous timeshare relief companies should be aware that the company has no intention of reselling the interval or paying maintenance fees, thereby defrauding your homeowners association from ongoing maintenance fee income. This is typically done by employing the fraudulent practice known as a "Viking Ship". Named for the ancient Norse practice of setting the deceased adrift in a flaming ship; timeshare interests are transferred into the name of some defunct or fictitious entity or company, with no assets and figuratively "cast out to sea" by being intentionally rendered defunct.

The Association is very concerned that these transactions may be in violation of several laws because they are not defined like a typical real estate transaction where a buyer pays a seller. Instead, these transactions involve a SELLER paying a BUYER with the clear intent of the timeshare relief company defrauding the homeowners association of maintenance fee income and leaving the Association with the inability to recover title to the delinquent interval without expensive recovery efforts. Worse yet, this transaction could subject the owner to potential financial liability.

The Board in consultation with legal counsel is looking into this matter to stop these fraudulent transfers and financial harm to the Association and owners.

So what can you do? PLEASE DO NOT GET CAUGHT UP IN THIS SCAM! Remember, if it sounds too good to be true, it usually is! If you are talking to one of these companies, or thinking of dealing with one of these companies call your General Manager first! (Paul Carolan, 603-745-3401)

DO NOT BE THE NEXT VICTIM!

Introducing RCI Trading Power

In the fall of 2010 RCI began to publish trading power information on how the values are determined. With many owners active with RCI it is important that you are aware of how it works and how to receive the greatest value for your week. Every week deposited with RCI is assigned a Trading Power at the time of deposit. Trading Power will be utilized in determining each exchanger's ability to trade into a particular week at another resort. While this system of placing a value on the deposit has always existed it has never been made as transparent as today. So, what is Trading Power and how does it work?

Trading power is comprised of five components which are:

- Classification, Demand, Supply and Utilization
- Unit type and size
- Timing of the deposit
- Comment card scores
- Seasonality

Classification, Demand, Supply and Utilization: Supply and demand and utilization can vary by resort, time of year, and the utilization (% of units used by exchange guests traveling to your resort.) Simply put, the higher the demand the higher the trading power score.

Unit Type and Size: The size of your unit, # of bedrooms and sleeping/bathroom arrangements also factor into the trading power score.

Timing of the deposit: This is your job and can have a tremendous affect on trading power. To maximize your trading power you must deposit your interval as early as possible. Intervals deposited two years to nine months in advance of the start date of your reserved week will receive 100% of the trading power. Intervals deposited nine months down to six months in advance receive 95%, six to three months 90% all the way down to 14 days or less that receive only 45%.

Comment Card Scores: Every exchange guest that travels on an RCI exchange is asked to fill out a comment card for the resort they visited. Currently a Silver Crown Resort, Village of Loon is rated as one of the higher tier resorts in the RCI system and that assists in gaining higher trading power scores.

Seasonality: With respect to seasonality obviously the summer season, ski season (for mountain resorts) and some other high demand weeks are the highest rated. However many spring weeks, fall foliage, special event weeks, and other weeks are very popular as well.

Two other great features of the new Trading Power system are, being able to retain (for future use) any left over (residual) trading power that you do not use to book an exchange and the ability to combine trading power from other years or weeks deposited in your RCI account.

We hope that this will assist you in understanding more about RCI Trading Power and using it to maximize your vacation possibilities. More information on exchange and Trading Power can be obtained at www.rci.com.

UPCOMING AREA EVENTS

June 11-19	Laconia Motorcycle Week	Sept. 16-18	36th Annual New Hampshire Highland Games
June 24	Summer Splash at Whale's Tale Waterpark	October 2-9	Fryeburg Fair
June 25	New England Brewfest	October 8-10	Lincoln "Fall" Craft Festival
July 4	Independence Day Parade and Fireworks		
Sept. 5	Labor Day Rubber Ducky Regatta		



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Fax	1 (603) 745-8224	General	1 (800) 228-2968
Business Hours (Mon - Sat)	8 a.m. - 5 p.m.	Rentals	1 (800) 228-2968
Website	www.villageofloon.com	Vacation Tyme	1 (866) 469-8222
Email Address:	info@villageofloon.com	VIP Reservations	1 (866) 469-8222
Exchange Information		Bonus Time	1 (866) 469-8222
RCI	1 (877) 874-3334	Still Need Assistance?	
Interval International	1 (800) 828-8200	VRI Corporate Services	1 (508) 771-3399
VRI*ety	1 (888) 203-1044	VRI Fax	1 (508) 775-6396
Vacation Owner Services		VRI Website	www.vriresorts.com
Assessment Billing & Collection	1 (603) 745-3401		

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Loon Village Interval Owners' Association Board of Directors Candidate Nomination Form

The following information is needed by the Board of Directors to place your name into nomination for election to the Board. This information will then be included in the next notice mailed to all owners. Please be brief and write legibly.

Name: _____

Interval Week(s): _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone Number(s): _____

Education: _____

Qualifying Experience: _____

Objectives as Director: _____

Becoming a member of the Board of Directors is a major responsibility and requires a firm commitment. Please do not volunteer unless you are willing and able to make this type of commitment to your Resort.

Nomination Acceptance Signature

Date

In order to ensure your name is placed for nomination and appears on the ballot for consideration by your fellow owners, this form must be received NO LATER THAN AUGUST 1, 2011.

PLEASE FOLD, SECURE STAMP AND MAIL TO ADDRESS ON REVERSE SIDE



-Please Fold Here-

PLACE
STAMP
HERE

Please check if new address

Secretary
Loon Village Interval Owners' Association

c/o Vacation Resorts International
Post Office Box 399
Hyannis, MA 02601-0399

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