

VILLAGE WEST

HOME OF SUNRISE COVE

FALL/WINTER 1999

Owner's Newsletter



Meet The Sunrise Cove Sales Staff

It is a rare occasion when we can get the Sunrise Cove Sales Staff all together for a group photo. They're usually busy showing visitors all the benefits of Sunrise Cove ownership. Here they are, from left to right. Bill McGee, Kelly Zinnell, Val Zelinko, Mike Virelli, Marcia Willard, Shirley Barrett, Roger Meyer, Cheryl Wolf, Brian Reynolds, Bruce Tepfer, Lois Winger and Susan Ricketts.

If you know someone that would enjoy a lifetime of vacations at Sunrise Cove, give them a call at 712-337-3223, ext. 875.

Warm Welcome To Four New Additions To Administrative Staff



Village West is pleased to announce several additions to our administrative staff. From left to right, they are Carrie VanderBurg, Front Office Manager; Shelly O'Hara, Administrative Assistant; Anne Schwieger, Resort Night Manager and Angela Osdoba, Recreation Director.

Improvements Continue...Thanks To You

The last summer of the twentieth century was marked by near perfect weather and a record number of visitors to Sunrise Cove and Village West. My thanks for your positive comments on our continued expansion and improvement of existing facilities.

Several staffing changes have been made and we are looking forward to continued improvement in the services we offer you. We have planned many wonderful activities for the season ahead and we encourage

you to visit us and find out why fall and winter are so popular at the lakes. Of particular interest are the holiday activities we have planned and, of course, our big New Year's Eve celebration to welcome in the new millennium.

My thanks to our Advisory Board for their continued support and helpful input. The staff and I look forward to seeing you soon.

Imad M. Shami
General Manager

Advisory Board Member Recognized

The Sunrise Cove Advisory Board lost a long time member with the recent passing of John Forsyth. John played a major role in the improvement of our facilities and services during his tenure on the board.

In his honor, we have re-named the Sioux City Room to the Forsyth Room. Our sincere sympathy to John's wife, Pat, and the Forsyth family.

ARDA Resort Owner's Coalition Endorsed By Advisory Board

New Recreation Director Appointed To Staff

Spirit Lake native, Angela Osdoba, has been appointed Recreation Director for Village West and Sunrise Cove. A Nationally Certified Therapeutic Recreation Specialist, she is a graduate of the University of Iowa. She completed her internship at the Shriners Hospital in Minneapolis.

A number of changes are planned for the recreation program. Angela is requesting the input of our owners in order to develop activities to improve your stay. If you have a suggestion for a new activity or ideas on how we may improve current activities, please give Angela a call. You can reach her at 712-337-3223, extension 227 or leave a message at the front desk including your name, phone number and address.

Comment Card Award Winners Chosen

Thanks to all who took time to fill out comment cards. The following names were randomly selected in a drawing from the cards we received. Each will receive a gift.

June's winners were Vince and Darlakae Mahon of Dakota City, Nebraska. The July winner was Lanette Falk of Sioux City, Iowa.

Remember to fill out a card on your next visit and you could be a winner.

Restaurant Hours Change With The Season

Betsy's will close for the season and re-open in June. The new hours for Oscar's Restaurant are as follows:

BREAKFAST

Monday - Saturday 7 a.m. - 11 a.m.

LUNCH

Monday - Saturday 11 a.m. - 1:30 p.m.

DINNER

Sunday Through Thursday
5 p.m. - 9 p.m.

Friday and Saturday 5 p.m. - 10 p.m.

SUNDAY BUFFET

Breakfast Buffet 8 a.m. - 10 a.m.
Brunch 10 a.m. - 2 p.m.

Sunrise Cove Advisory Board Endorses ARDA-ROC Participation

At their July meeting, the Sunrise Cove Advisory Board endorsed the Sunrise Cove Association's participation in the American Resort Development Association's Resort Owners Coalition (ARDA-ROC). The Coalition is comprised of hundreds of thousands of timeshare owners across the country who voluntarily contribute \$3.00 a year to promote a legislative agenda at the local, state and federal levels beneficial to timeshare owners.

As federal and state governments search for creative ways to raise revenue, the vacation ownership industry becomes an attractive target for "revenue enhancement" programs. In its short life, ARDA-ROC has achieved many meaningful legislative victories. They recently were instrumental in the defeat of the South Carolina Department of Revenue's proposal to apply a 7% sales tax on timeshare exchanges in the state. This win represents perhaps ARDA-ROC's greatest legislative victory. On the federal level ARDA-ROC spearheaded the enactment of the Homeowners Association Clarification Act of 1997, protecting timeshare reserves, carry over and prepaid assessments from being unfairly taxed. This was the successful culmination of a lengthy hard-fought battle with the IRS.

Here is how your Advisory Board approved the program for implementation. Included, as a part of your Maintenance Fee billing statement for the year 2000, there will be an itemized line for your voluntary contribution to ARDA-ROC. If you do not wish to make the contribution, you can simply subtract the \$3.00 from the total amount due. One hundred percent of monies collected will be sent to ARDA-ROC.

ARDA-ROC MISSION STATEMENT

The ARDA Resort Owners Coalition is a non-profit program sponsored by the American Resort Development Association (ARDA), dedicated to preserving, protecting and enhancing the ownership of vacation resort property.

The ARDA Resort Owners Coalition is an organization of timeshare owners, developers and managers of resort property dedicated to protecting the economic interests that timeshare owners have committed to their vacation experience. This goal is achieved by monitoring and responding to legislative and regulatory activity in all 50 states and Washington D.C. that has an impact on timeshare owners.

(ARDA is a 30-year-old Washington D.C. based industry trade association representing the resort industry through education, lobbying and public/consumer advocacy.)

Do You Know Someone Who Would Make A Good Employee?

Village West and Sunrise Cove have frequent employment opportunities available. Ranging from part and full time seasonal positions to full time year round positions; we offer excellent opportunities in all aspects of our operation.

If you know of someone you believe would be an asset to the resort, encourage them to contact our Personnel and Human Resources Director at 712-337-3223. Village West and Sunrise Cove, an equal opportunity employer, offers excellent compensation and benefits.

UPCOMING EVENTS

HAY RACK RIDES

Saturdays - Dates and Times
To Be Announced

HALLOWEEN COSTUME PARTY

October 30th - Bring A Costume

HALLOWEEN

TRICK OR TREATING

Sunday, October 31st at Village East

THANKSGIVING AND CHRISTMAS FESTIVALS NEW YEAR'S CELEBRATIONS

For Adults and Kids

Holiday Plans Under Way

Christmas at Village West is an experience to remember and one you won't want to miss. Once again, we will be decorating with thousands of outdoor lights and indoors will be a Christmas wonderland of lights and traditional greens.

Santa will be here to visit with the children and pictures with Santa will be available. We'll have carolers, lots of mistletoe and plenty of holiday treats.

Join us for this exciting time and bring the kids along.

Sunrise Cove Advisory Committee Meets

The Sunrise Cove Advisory Committee met in the Forsyth Room on July 14 at Village West. Herman Richter, founder of the University of Okoboji and an ardent promoter of the Iowa Great Lakes was a guest of the committee. He praised Village West as "the finest student dorm on the U of O Campus" and thanked the board for their support of area activities. He also thanked Alliant for their \$200,000 donation to the U of O Foundation. Mr. Richter also recognized General Manager, Imad M. Shami, for his generous support of U of O projects and presented him with an honorary "Ph.D. In Making Things Happen."

Imad Shami reported that Oscar's Restaurant would begin serving breakfast, lunch and dinner seven days a week, year round, beginning September 7. Betsy's Diner will be open during the months of June, July and August only. He also reported that real theatre seats have been purchased for the cinema and they will be installed soon.

Dale Goodman of Lane Management reported that a 24 hour live operator would begin effective August 1, 1999. A new pet policy was also established and the ARDA-ROC affiliation was adopted. These issues are addressed at length in this newsletter.

SUNRISE COVE

welcomes all owners, guests and RCI vacationers

FREE COFFEE AND DONUT PARTY

9:00 a.m. every Monday in the Vacation Room (Level C)



Meet New Friends,
Share New Travels

Sometime Monday,
see your sales representative for
your free gift.

New Pet Policy Adopted

Despite the "no pets" policy, a few owners continue to bring them along. Because ownership of your unit is shared with others who may suffer allergies and because of the damage pets can cause, they cannot be allowed. As a result, the Advisory Committee has recommended, and the Resort has instituted, a \$150.00 penalty and immediate expulsion of anyone violating this rule. A number of kennels are located near the resort and we will be happy to provide you with information on availability and costs.

Maintenance Policies For 2000

- The 2000 maintenance fee statements will be sent December 1999 to all current owners with payment due January 30, 2000.
- A payment plan may be set up to pay your maintenance fee by contacting the Accounting office before January 30, 2000. A 5% service charge will be assessed in lieu of late fees and finance charge.
- Maintenance fees not paid in full or a payment plan not set up by January 30, 2000 will be subject to a late fee of \$25.00 and finance charges will begin accruing at 18% per annum.
- All unpaid fees will be forwarded for collection after 60 days (March 31, 2000). The owner will be liable for collection expenses.
- Owners will not be able to occupy their units for their owned weeks, use Bonus Time or exchange their weeks through RCI until the fees are paid in full.
- For your convenience, payments for loans and maintenance fees may be left at the Front Desk during your stay.

CURRENT 1999 MAINTENANCE FEES

STUDIO	\$223.91
ONE BEDROOM	\$340.50
SPA.....	\$328.81
"L" ROW STUDIO.....	\$257.49
"L" ROW ONE BEDROOM	\$347.03
"L" ROW SUITE	\$425.31
TOWNHOUSE.....	\$383.46
RUSTIC	\$573.87
MANSION	\$563.21

Please attend the annual owners meeting in November 1999 for the announcement of the maintenance fees for 2000.

New L Row Lock-Outs

The newest L row building is planned for opening next summer. The units are built across from K row. One bedroom and two bedroom units will be available in this new addition.

These units are exciting, spacious, comfortable and beautiful. They are designed as lock-out units to give you two weeks for the price of one with only one maintenance fee. Great for RCI exchange.

For information call 712-337-3223, ext. 875. We will be happy to arrange a showing. Completion is scheduled for June.



VISIT US ON THE WORLD-WIDE WEB

www.sunrisecove.com

www.villagewestresort.com

E-MAIL ADDRESS

fun@villagewestresort.com

The Information Page

Office Hours

The Sunrise Cove accounting office is open Monday through Friday from 8 a.m. to 4:30 p.m. If you have any questions regarding maintenance fees or your loan, or if you wish to request a loan payoff amount, please call 712-337-3223 extension 246 during these hours.

Sales Office Hours

The Sunrise Cove Sales Office is open daily, Monday through Sunday, from 8 a.m. to 4:30 p.m. Give us a call at 712-337-3223 ext. 875 if we can be of service.

Village West Resort

Switchboard.....	712-337-3223
Imad M. Shami, General Manager.....	Ext. 530
Front Desk.....	Ext. 241
Oscar's Restaurant.....	Ext. 223
Oscar's Lounge.....	Ext. 229
Betsy's Country Store.....	Ext. 444
Stone's Throw Shop.....	Ext. 297
Indoor Pool.....	Ext. 279
Paula Moir, Banquets & Conventions.....	Ext. 866
Recreation Office.....	Ext. 227

Village Lakeshares, L.P.

Sales & Marketing Offices.....	712-337-3223
Rod Black, Director of Sales.....	Ext. 880
Peg Kilen, Asst. Sales Director.....	Ext. 877
Denise Kelly, Office Manager.....	Ext. 875

Sunrise Cove Homeowners Association

Shelly O'Hara, Executive Asst.....	Ext. 257
Accounting.....	Ext. 246
Deed Processing.....	Ext. 876

Sunrise Cove Can Rent Your Unit For You

If you decide not to use your unit in 2000, call us at 712-337-3223, Ext. 451 to enter your week into the rental program. All 2000 maintenance fees must be paid. Rental rates are as follows:

RED MAY-SEPTEMBER				
	Weekly Rental	*Owner Gets	Nightly Rental	*Owner Gets
Mansion	\$2,500.00	\$1,400.00	\$400.00	\$280.00
Rustic	2,500.00	1,750.00	400.00	280.00
3 Bedroom	1,700.00	1,190.00	272.00	190.40
2 Bedroom	1,500.00	1,050.00	240.00	168.00
L Row AB	2,000.00	1,400.00	320.00	224.00
1 Bedroom	1,100.00	770.00	176.00	123.20
1 Bedroom Spa	1,200.00	840.00	192.00	134.40
L Row A	1,150.00	805.00	186.00	130.20
Studio Spa	1,000.00	700.00	160.00	112.00
Exec Studio	900.00	630.00	144.00	100.80
Studio	800.00	560.00	128.00	89.60
L Row B	850.00	595.00	134.00	93.80

WHITE/BLUE OFF-SEASON SEPT - MAY				
	Weekly Rental	*Owner Gets	Nightly Rental	*Owner Gets
Mansion	\$2,000.00	\$1,400.00	\$320.00	\$224.00
Rustic	2,000.00	1,400.00	320.00	224.00
3 Bedroom	1,200.00	840.00	172.00	134.40
2 Bedroom	1,000.00	700.00	160.00	89.60
L Row AB	1,500.00	1,050.00	240.00	168.00
1 Bedroom	800.00	560.00	128.00	89.60
1 Bedroom Spa	900.00	630.00	144.00	100.80
L Row A	850.00	595.00	135.00	94.50
Studio Spa	700.00	490.00	112.00	78.40
Exec Studio	600.00	420.00	96.00	67.20
Studio	500.00	350.00	80.00	56.00
L Row B	550.00	385.00	105.00	73.50

2000 WEEKLY CALENDAR

Week Number	Friday To Friday	Saturday To Saturday	Sunday To Sunday	Week Number	Friday To Friday	Saturday To Saturday	Sunday To Sunday
1	Jan. 7-Jan. 14	Jan. 1-Jan. 8	Jan. 2-Jan. 9	28	Jul. 14-Jul. 21	Jul. 8-Jul. 15	Jul. 9-Jul. 26
2	Jan. 14-Jan. 21	Jan. 8-Jan. 15	Jan. 9-Jan. 16	29	Jul. 21-Jul. 28	Jul. 15-Jul. 22	Jul. 26-Jul. 23
3	Jan. 21-Jan. 28	Jan. 15-Jan. 22	Jan. 16-Jan. 23	30	Jul. 28-Aug. 4	Jul. 22-Jul. 29	Jul. 23-Jul. 30
4	Jan. 28-Feb. 4	Jan. 22-Jan. 29	Jan. 23-Jan. 30	31	Aug. 4-Aug. 11	Jul. 29-Aug. 5	Jul. 30-Aug. 6
5	Feb. 4-Feb. 11	Jan. 29-Feb. 5	Jan. 30-Feb. 6	32	Aug. 11-Aug. 18	Aug. 5-Aug. 12	Aug. 6-Aug. 13
6	Feb. 11-Feb. 18	Feb. 5-Feb. 12	Feb. 6-Feb. 13	33	Aug. 18-Aug. 25	Aug. 12-Aug. 19	Aug. 13-Aug. 20
7	Feb. 18-Feb. 25	Feb. 12-Feb. 19	Feb. 13-Feb. 20	34	Aug. 25-Sep. 1	Aug. 19-Aug. 26	Aug. 20-Aug. 27
8	Feb. 25-Mar. 3	Feb. 19-Feb. 26	Feb. 20-Feb. 27	35	Sep. 1-Sep. 8	Aug. 26-Sep. 2	Aug. 27-Sep. 3
9	Mar. 3-Mar. 10	Feb. 26-Mar. 4	Feb. 27-Mar. 5	36	Sep. 8-Sep. 15	Sep. 2-Sep. 9	Sep. 3-Sep. 10
10	Mar. 10-Mar. 17	Mar. 4-Mar. 11	Mar. 5-Mar. 12	37	Sep. 15-Sep. 22	Sep. 9-Sep. 16	Sep. 10-Sep. 17
11	Mar. 17-Mar. 24	Mar. 11-Mar. 18	Mar. 12-Mar. 19	38	Sep. 22-Sep. 29	Sep. 16-Sep. 23	Sep. 17-Sep. 24
12	Mar. 24-Mar. 31	Mar. 18-Mar. 25	Mar. 19-Mar. 26	39	Sep. 29-Oct. 6	Sep. 23-Sep. 30	Sep. 24-Oct. 1
13	Mar. 31-Apr. 7	Mar. 25-Apr. 1	Mar. 26-Apr. 2	40	Oct. 6-Oct. 13	Sep. 30-Oct. 7	Oct. 1-Oct. 8
14	Apr. 7-Apr. 14	Apr. 1-Apr. 8	Apr. 2-Apr. 9	41	Oct. 13-Oct. 20	Oct. 7-Oct. 14	Oct. 8-Oct. 15
15	Apr. 14-Apr. 21	Apr. 8-Apr. 15	Apr. 9-Apr. 16	42	Oct. 20-Oct. 27	Oct. 14-Oct. 21	Oct. 15-Oct. 22
16	Apr. 21-Apr. 28	Apr. 15-Apr. 22	Apr. 16-Apr. 23	43	Oct. 27-Nov. 3	Oct. 21-Oct. 28	Oct. 22-Oct. 29
17	Apr. 28-May 5	Apr. 22-Apr. 29	Apr. 23-Apr. 30	44	Nov. 3-Nov. 10	Oct. 28-Nov. 4	Oct. 29-Nov. 5
18	May 5-May 12	Apr. 29-May 6	Apr. 30-May 7	45	Nov. 10-Nov. 17	Nov. 4-Nov. 11	Nov. 5-Nov. 12
19	May 12-May 19	May 6-May 13	May 7-May 14	46	Nov. 17-Nov. 24	Nov. 11-Nov. 18	Nov. 12-Nov. 19
20	May 19-May 26	May 13-May 20	May 14-May 21	47	Nov. 24-Dec. 1	Nov. 18-Nov. 25	Nov. 19-Nov. 26
21	May 26-Jun. 2	May 20-May 27	May 21-May 28	48	Dec. 1-Dec. 8	Nov. 25-Dec. 2	Nov. 26-Dec. 3
22	Jun. 2-Jun. 9	May 27-Jun. 3	May 28-Jun. 4	49	Dec. 8-Dec. 15	Dec. 2-Dec. 9	Dec. 3-Dec. 10
23	Jun. 9-Jun. 16	Jun. 3-Jun. 10	Jun. 4-Jun. 11	50	Dec. 15-Dec. 22	Dec. 9-Dec. 16	Dec. 10-Dec. 17
24	Jun. 16-Jun. 23	Jun. 10-Jun. 17	Jun. 11-Jun. 18	51	Dec. 22-Dec. 29	Dec. 16-Dec. 23	Dec. 17-Dec. 24
25	Jun. 23-Jun. 30	Jun. 17-Jun. 24	Jun. 18-Jun. 25	52	Dec. 29-Jan. 5	Dec. 23-Dec. 30	Dec. 24-Dec. 31
26	Jun. 30-Jul. 7	Jun. 24-Jul. 1	Jun. 25-Jul. 2	53		Dec. 30-Jan. 6	Dec. 31-Jan. 7
27	Jul. 7-Jul. 14	Jul. 1-Jul. 8	Jul. 2-Jul. 9				

	Friday To Friday	Saturday To Saturday	Sunday To Sunday
Mansion Rustic			M1 R1
Townhouses (51)	2E-7E 3G-6G 2H-6H	1E-8E-9E 1F-8F, 1G 2G, 7G, 11-51	1H, 1J-6J 1K-10K
One Bedrooms (30)	201/203/204/205/206 207/208/209/210/211 212/214/215/216/217 218/505/507/513/515 601/603/613/615/624/622	501/503/506/508/514 516/518/520/517/519 521/523/522/524/605 607/614/616/617/619 618/620/621/623	101X 103X 105X 109X 116X
Studios (26)	407,409,411 413,415,509 510,511,512	410,412,414,416 417,418, 419,420 606,608,610,612	403,405 609,611
L-Row (7)		L5,L7,L8,L9,L10,L11,L12	L1,L2,L3,L4

Resort Condominiums International

2000 Exchange Fees:	
Domestic Exchange	\$118.00
International Exchange	155.00
Internal Exchange	118.00
Guest Certificate	40.00
Endless Vacation Year	84.00
Reinstatement	200.00
Instant Exchange	317-872-7575
Member Services	800-338-7777
New Owner Welcome	800-336-3232
Travel Service	800-654-5000
Exchange Hotline	317-875-5000

Special Offer Available To Owners Only

You can buy one of the following, limit two per owner

A BLUE WEEK FOR JUST \$2,500.00

A WHITE WEEK FOR JUST \$3,500.00

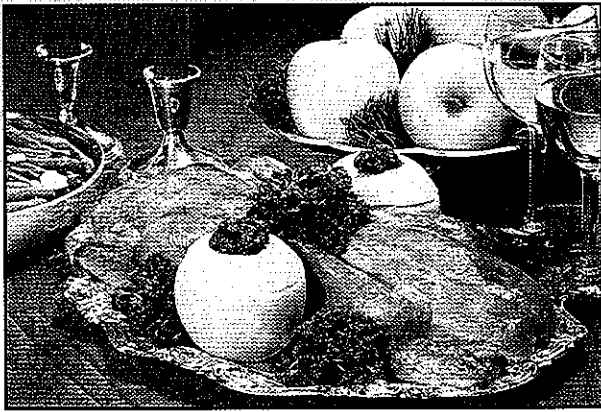
(Excluding Week 51 & 52)

Weeks available in the following while they last!

STUDIO, ONE BEDROOM

Now is the time to buy additional weeks for your own use or for exchange.

Join Us For Oscar's Special Buffets



Thanksgiving Buffet

November 25 - 10:00 A.M. 'til 2:00 P.M.

Christmas Buffet

December 26 - 10:00 A.M. 'til 2:00 P.M.

New Year's Day Buffet

January 1 - 10:00 A.M. 'til 2:00 P.M.

RESERVATIONS RECOMMENDED - CALL (712) 337-3223 EXTENSION 223



JUST
**\$10.00 PER
PERSON**

Phone Extension 866
For Reservations

Welcome In The New Millennium At Our Biggest Party Ever!

Dance To "Inside Out"

Playing Hits of the 50's, 60's, 70's, 80's & 90's

FRIDAY, DECEMBER 31ST

FROM 9:00 P.M. TILL 1:00 A.M.

- Live Music •Dancing •Party Favors •Balloon Drop
- Champagne Toast •Dinner Packages Available

**PIZZA
PARTY
AND LOTS
OF FUN!**

KIDS, HAVE YOUR OWN PARTY CELEBRATION!

8:00 P.M. TILL 12:30 A.M.

**Swimming - Games - Prizes
Arts - Crafts - Fun**

\$15 First Child - \$10 Each Additional Child

Phone Extension 227 For Information or Reservations

A New Season And An Exciting New Shopping Experience At Stone's Throw

Stone's Throw invites you to enjoy the change of seasons at the lakes. You'll find that Stone's Throw has added exciting new seasonal sportswear for everyone in the family. Lots of popular name brands and Stone's Throw discoveries that are hard to find elsewhere. Your favorite Okoboji sweatshirts, tees and caps are also available along with plenty of Sunrise Cove shirts.

The gift shop is ready for the holidays with an excellent selection of Christmas Santas and holiday decorating needs, plus gifts for everyone on your list. For the collector, the supply of Beanie Babies, Attic Bears, Pillow Pals and other favorites is bigger than ever and growing every day.

Make Stone's Throw Shops a part of your next visit.



STONE'S THROW SHOP

Sunrise Cove Annual Owner's Meeting Set

The annual meeting of the Sunrise Cove Owner's Association will be held Friday, November 5, 1999 in the Queen's Room at Village West. The meeting will begin at 9 a.m. Please RSVP before October 30th by calling 712-337-3223, extension 257 and extension 253 for rooms.



All Roads Lead To Sunrise Cove

Whether it's the change of seasons, a holiday break, a winter getaway or just a chance to refuel life's batteries, Village West is the right destination.



SUNRISE COVE AT VILLAGE WEST

The Private Ownership Community of Village West
Highway 86 West, P.O. Box OR
Spirit Lake, Iowa 51360

Bulk Rate
U.S. Postage
PAID
Permit No. 73
Sheldon, IA 51201

L-07829

