



# Message IN A BOTTLE

The Fins Up Beach Club Exclusive Newsletter



KEEP  
CALM  
AND  
WASH  
YOUR  
FINS



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# Letter FROM THE EDITOR

They say that smooth seas do not create skillful sailors. Presuming that's true, we're all on track to be Admirals any day now. At least temporarily, our primary concern about alcohol content is related to our hand sanitizer rather than our margaritas. And we've become increasingly grateful that a contact-free "FINS UP!" gesture is a socially acceptable alternative to handshaking around these parts.

If there's one thing we've learned over the past couple of weeks, it's how to "navigate the now" and adjust quickly as new guidance comes our way. Thanks to the new social distancing guidelines that have suddenly become part of our day-to-day life, you might have noticed that beach chairs and dining tables at the Club were being placed a bit farther apart than normal. Since then, of course, we've had to make the difficult decision to temporarily close our facility to ensure safety and comply with local government orders.

The Hotel, Island H2O Live!, and the venues of Sunset Walk have also found it necessary to adjust their operations in order to support our number one goal, which is the safety and health of our Members, Guests, and Associates.

Of course, the changes haven't all been limited to operating hours. To support everyone's health we've been working to limit in-person visits to the Club Management Office, supported adjustments to Rental Program operations to better protect Guests and service providers, and even tweaked the content of this issue of *Message in a Bottle*. You'll no doubt notice it looks a bit leaner than you might expect. Back when we began planning this issue a couple of months ago, we had planned to devote most of this issue to all the upcoming Resort and Member events for the remainder of the year. But postponements, adjustments, and a whole lot of "I don't know..." have made that an impossible task. So, for now, we hope you'll understand that this issue is a bit light on content. We look forward to a more-complete Summer issue, due in July.

In the meantime, we thank you for your continued flexibility as we work to provide the best possible Member experience in a constantly changing situation. All things considered, there are worse places to be marooned for a few weeks than your own Cottage watching Jimmy's Cabin Fever Tour concert replays on Margaritaville TV. Still, we look forward to the time when we're all able to break the six-foot radius and gather fin-to-fin once again over drinks at *Salty Rim*. In the meantime, stay safe, stay healthy, & wash those fins!



## TEAM MEMBER SPOTLIGHT

JIMMY ROGERS  
*Recreation Manager*

One of the great perks of working at *Margaritaville Resort Orlando* is that work often feels like play. And for Jimmy Rogers and his team that's especially true ... because play is their work! Jimmy serves as the Resort's Recreation Manager, leading a team of Activities and Recreation Staff who are dedicated to making sure that everyone, from the youngest parakeets to the youngest-at-heart, has a vacation that's as active as they want it to be. His team is behind many of the Resort's great daily activities, whether it's kickball on the lawn, arts and crafts in the Kids Club, poolside games, bingo, s'mores, scavenger hunts, game tournaments, the popular Parakeets Kid's Club Party, or any of the other activities offered throughout the week. Jimmy's hometown is Blackburn, England, but he's travelled the world having fun professionally. He spent five years sailing with *Royal Caribbean International* as a Youth Counselor in their award-winning Adventure Ocean youth program. Prior to that, Jimmy was a high school teacher in England for seven years. He holds a Bachelor of Arts degree in Outdoor Leadership and Management, a Post-Graduate Certificate in Education, and a Level 3 National Certificate in Photography and Fine Art. Now that he's landed here in paradise, Jimmy is ready to share his years of adventurous expertise with *Margaritaville Resort Orlando* Guests and *Fins Up Beach Club* Members. "It's my vision to take Fins Up Beach Club to the next level for activities and entertainment," Jimmy says. "I want to provide an island vibe destination by introducing a wide range of new and exciting activities and events by the pool and make *Margaritaville* the #1 destination in Orlando!"





## RECENT EVENTS

### *New Year's Eve | 12/31/19*

The Resort welcomed 2020 in a big way, with a comedy show, a street party, a free concert by The Wailers, fireworks, and a confetti storm. Cottage Owners were treated to a VIP area during the concert.



### *Members Cruise | 1/11/20*

A group of Club Members channeled their inner pirates earlier this year, organizing their own Cottage Owners cruise.



### *The Big Game | 2/20/20*

Members had a chance to watch the biggest game of the year on one of the biggest screens in the state, as *Island H2O Live!* hosted a watch party. Before the game, *Sunset Walk* held a pregame party featuring music, games, and eating contests. Other Members opted to spend the day at *Salty Rim Bar & Grill* before heading inside to enjoy the game at *On Vacation*.



### *Member Night at Estefan Kitchen | 2/13/20*

Estefan Kitchen wowed our Members with an evening of stunning Cuban-inspired cuisine and its signature margaritas and mojitos.



### *The Newlywed Game | 2/14/20*

In the Hotel lobby on Valentine's Day, we got to see how well Members and Guests really know their partners



### *Daytona 500 Raceday at Salty Rim | 2/16/20*

Even a rainout in Daytona couldn't stop our celebration of The Great American Race. Our Members tested their skills in the Pit Stop Challenge at *Salty Rim Bar & Grill*.



### *National Margarita Day | 2/22/20*

We celebrated our own national holiday with two-for-one margaritas, live music, and a karaoke night.





## COTTAGE KEYCARDS

- Full-time residents and Cottage Owners who are not in the Rental Program may now request additional Cottage keycards through the Member Portal.
- A nominal fee of \$10 applies; this covers the creation of a set of two additional keycards and in-person delivery to your Cottage.
- Requests are processed during normal business hours only and typically require 2-3 business days to complete. There is no emergency lockout service; we strongly recommend Owners keep a backup keycard in a secure location to ensure 24/7 access to their home.
- Cottage Owners within the approved Rental Program should continue contacting their Rental Manager for keycard assistance, as the Club does not have the ability to manage those locks.
- Owners who would prefer to independently manage their own door lock may replace the RFID lock with an approved standard lock which is serviceable by any locksmith; details on the requirements are available from Artemis Lifestyles.



## MEMBER DISCOUNTS

- Many Sunset Walk merchants now offer Member discounts
- Discounts range from 10% - 20% and vary by location
- Some restrictions apply - see location for details
- Be sure to show your Member Card before placing your order or making your purchase
- Visit the Perks and Benefits section of the Member Portal to see these and other Member discounts



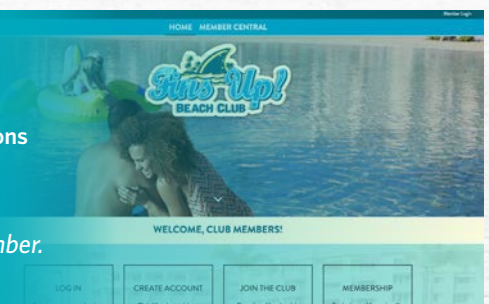
## MEMBER PORTAL

YOUR OFFICIAL SOURCE  
FOR CLUB INFORMATION

Member Events • Perks and Benefits  
Cottage Nameplates • Club Documents  
Account Management • Houseguest Reservations

**FinsUpBeachClub.com**

First time user? Register with your Member Number.






## CONNECT WITH US ON SOCIAL MEDIA

TO GET OFFICIAL CLUB NEWS  
DIRECTLY IN YOUR NEWS FEED.

Chat with your fellow Members, ask questions, and get updates from us wherever you are.

To join, visit our Group page and answer the Membership questions.

Find us on 

or click the Facebook logo at [FinsUpBeachClub.com](https://www.FinsUpBeachClub.com)



## Cottage Services Guide

- Find answers to frequently-asked questions
- Find contact information for Resort departments
- Available on the Member Portal

Info changes often, so download a fresh copy to make sure you have the latest information

# CONTACTS

## CLUB INFORMATION

**BOB KRAMM**, General Manager of Fins Up Beach Club - [bob.kramm@margaritavilleresortorlando.com](mailto:bob.kramm@margaritavilleresortorlando.com)

**JACKIE STEELE**, Assistant General Manager of Fins Up Beach Club - [jackie.steele@margaritavilleresortorlando.com](mailto:jackie.steele@margaritavilleresortorlando.com)

**NATALIA LEUTSCHAFT**, Membership Director - [finsupmembership@margaritavilleresortorlando.com](mailto:finsupmembership@margaritavilleresortorlando.com)

All member registration and houseguest pre-registration assistance.

## COMMUNITY MANAGER

**AMANDA NAREHOOD** - [anarehood@artemislifestyles.com](mailto:anarehood@artemislifestyles.com)

## COTTAGE SALES

**SALES OFFICE** - [info@mroresorthomes.com](mailto:info@mroresorthomes.com) | 407-702-9067

## RENTAL AND PROPERTY MANAGEMENT COMPANIES

**RENTYL/LRR** - [rentylresorts.com](http://rentylresorts.com) | 321-888-3398

**VSTAYS/ACE HOSPITALITY** - [vstays.com](http://vstays.com) | 407-519-1202

For the approved rental program and cottage rent-ready assistance.