

JULY-SEPT | 2020

MARGARITAVILLE RESORT ORLANDO



Message IN A BOTTLE

The Fins Up Beach Club Exclusive Newsletter





TEAM MEMBER SPOTLIGHT

JACKIE STEELE
Assistant General Manager



Jackie Steele changed tacks a few times along his journey to *Margaritaville*. He grew up in a small 700-resident Georgia town, a true one-stoplight city whose primary claim to fame is that it was the final overnight resting spot for the Olympic flame before its arrival in Atlanta in 1996. His education includes a Bachelor of Arts in Communications from the University of Georgia and he holds a Certificate in Hospitality and Tourism Management. Before moving to Orlando, he served for 15 years as News Director, Program Director, and Operations Manager at a cluster of three radio stations southwest of Atlanta — and although it wasn't exactly Radio Margaritaville, "Come Monday" was definitely in rotation. Jackie moved to Florida in late 2011 and began working with Disney Vacation Club. During his time there, he worked as a Vacation Advisor helping Members plan their upcoming trips, a training facilitator, and most recently as a Member Exchange Manager organizing contractual agreements and operations related to Member travel around the world. He is a recipient of the Walt Disney Legacy award and was selected to facilitate Disney Traditions, the first-day training provided to all new Cast Members. Jackie joined Fins Up Beach Club in February 2019 as an Assistant Club Services Manager and was named Assistant General Manager in January.

One of Jackie's primary focuses since arriving has been implementing new methods of Member Communications and improving the delivery of Club Services to Members. This includes the launch of the Member Portal along with regular management of the *Fins Up Friday / Fins Up FLASH!* emails, the *Fins Up Beach Club* Member Updates Facebook Group, and *Message in a Bottle* newsletter. He also coordinates the Cottage Nameplates and Cottage Keycards programs and has streamlined the request processes for Nameplates, Keycards, and Member Cards in coordination with the Membership Department. He and General Manager Bob Kramm plan to expand Member Event offerings over the coming months as we all learn new ways of providing the Margaritaville experience in a very different climate than the past.

Outside of paradise, Jackie is an avid weather watcher. A trained National Weather Service storm spotter, you'll regularly find him scanning the radar for severe storms or analyzing the latest forecast models during hurricane season. He's ridden out a few hurricanes, at least two tornadoes (including one he accidentally drove through ... whoops), and even Georgia's 1993 blizzard. And although he loves watching severe weather, he'd just as soon enjoy a sunny day here at *Margaritaville*.

MEMBER CARD UPDATE

- Member Cards can now be requested via the Member Portal. There's no longer a need to schedule an in-person photo appointment.
- To request your card, visit FinsUpBeachClub.com to log in and navigate to **Perks & Benefits > Member Card**
- Once your Member Cards are ready, you'll be able to pick them up seven days a week at the *Fins Left* entry gate kiosk.
- Requests must be submitted in advance; walk-ups are not accepted. Please submit your request well in advance of your desired pickup date.



Marty Member
123456789000
Member Since 2018
Expires 12-31-2019

This cardholder is a member of the Fins Up Beach Club and is associated in the issuer's records with the member number shown. This card is the property of Fins Up Beach Club and is revocable and non-transferable. This card interacts with radio frequency technology.

RECENT EVENTS

Jason Link Streaming Concert | 4/10/20

While we were all marooned on our own little islands, Salty Rim favorite Jason Link brought a little *Margaritaville* magic into our homes with a live performance on Facebook.



Resort Reopening & Rock Meets Country Streaming Concert | 5/15/20

To make sure that those who couldn't be here in person could still celebrate our reopening, the Resort offered a live-streamed concert from the Promenade at Sunset Walk. The concert, presented by *Margaritaville Cottages Orlando*, featured Jason Link and Rafael Rodriguez. Some of our Members made their way to the Promenade to view it in person.



Island H2O Live!

Pre-Reopening Event | 5/22/20

Members were invited to help welcome Island H2O Live! back to regular operations with a pre-reopening event a day before the water park reopened to the public.



Memorial Day Weekend | 5/23/20

The holiday weekend marked the return of live music to the Stage at Salty Rim.



Cabin Fever Tour | 5/27/20

Many of our Members attended Jimmy's 2019 concert in Jones Beach, N.Y., and were planning to return for 2020's show before everything was put on hold. Thanks to a Member suggestion and some help from *Margaritaville.TV*, we were able to present a replay of the 2019 show on the screens at Salty Rim Bar & Grill.



CABANAS

Our Cabanas are the perfect way to take your day at the pool from “ahhhh” to “ahhhh-mazing!” Hide away from the Florida sun with a shady retreat that offers your family a space that’s just for you. Each Cabana accommodates up to six people and includes seating (no searching for a beach chair on a busy day!), a refrigerator stocked with complimentary bottled water and sodas, a ceiling fan to help beat the heat, cable television so you can keep an eye on the game, and a safe to ensure secure storage for your belongings. Plus, your Cabana Service team will see to it that you never have to leave your chair to get another margarita or cheeseburger from *Salty Rim Bar & Grill* (and a food/beverage credit is included in the rental)! There are three different types of Cabanas to choose from.



Premium Cabana

STANDARD CABANAS

Standard Cabanas offer a relaxing retreat. Seating in these Cabanas includes two lounge chairs and two smaller deck-style chairs. These cabanas are located along the walkway behind the Club’s sand beaches, and most have a landscaping barrier between the Cabana and the beach for enhanced privacy. Includes a \$25 food and beverage credit.

PREMIUM CABANAS

Premium Cabanas offer the same furnishings as our Standard Cabanas, but in a premium waterfront location. When it’s time for a swim, the pool is just a couple of steps away from your Cabana... perfect for keeping an eye on the kids while you’re in the shade! These cabanas are located directly alongside the edge of the *Fins Left* or *Fins Right* pools. Includes a \$35 food and beverage credit.

ELITE CABANAS

Elite Cabanas offer upgraded couch-style furnishings that make them a great spot for a group celebration. Birthdays, anniversaries, family gatherings, bachelorette/bridal parties, or just the fact that you’re finally on vacation... these Cabanas are the perfect place for an unforgettable event. Includes a \$35 food and beverage credit.

- Pick your perfect spot using the Cabana Map on the Amenities page of the Member Portal.
- Eligible Members have access to special Member Rates and Member Discounts. Discounts are also offered for multiple adjacent Cabanas as well as weekly/monthly rentals for extended stays. Check the Member Discounts page on the Member Portal for more information.

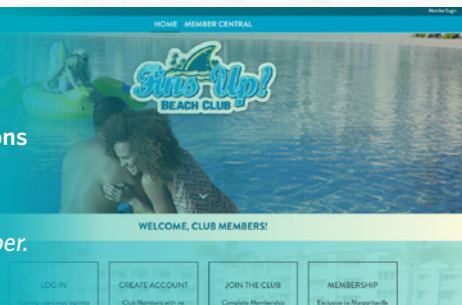
MEMBER PORTAL

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.



INTERACTIVE RESORT MAP

- Find your way around our Resort with a new interactive map.
- Explore the Club, Cottage Community, Hotel, *Island H2O Live!*, *Promenade at Sunset Walk*, and the surrounding area. Get an overview of the entire area or zoom down to street level.
- Use filters to find exactly what you're looking for... restaurants, shops, and even vehicle charging stations!
- On the go? The mobile-friendly design includes the ability to automatically locate yourself on the map using your smartphone's GPS technology. Add a shortcut to your home screen for easy access any time.
- Find the map by visiting the Links tab on the Member Portal. You'll also find it linked from the resort's websites, such as SunsetWalk.com and MargaritavilleResortOrlando.com.



CLEANLINESS

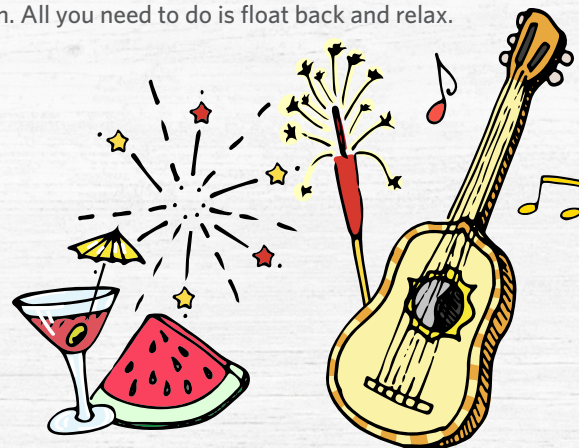
Our lounge chairs are regularly sanitized throughout the day. A forward-leaning headrest is your signal that the chair has been sanitized and is ready to be used!



KEEP
CALM
AND
WASH
YOUR
FINS

FOURTH OF JULY WEEKEND

Join us for a music and comedy-filled Fourth of July Weekend across the destination! The *Promenade* and *Margaritaville Resort* will host various live bands Friday night and all day Saturday. Plus, Bonkerz Comedy will be at On Vacation both Friday and Saturday night with Rauced Padgett headlining. Dive-in to *Island H2O Live!*'s movie night on Friday, July 3rd where they will be playing *The Lion King: Live Action*. All you need to do is float back and relax.




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.facebook.com/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

JACKIE STEELE, Assistant General Manager of Fins Up Beach Club - Jackie.Steele@MargaritavilleResortOrlando.com

NATALIA LEUTSCHAFT, Membership Director - Membership@FinsUpBeach.Club

All member registration and houseguest pre-registration assistance.

COMMUNITY MANAGER

AMANDA NAREHOOD - anarehood@artemislifestyles.com

COTTAGE SALES

SALES OFFICE - info@mroresorthomes.com | 407-702-9067

RENTAL AND PROPERTY MANAGEMENT COMPANIES

RENTYL/LRR - rentylresorts.com | 321-888-3398

VSTAYS/ACE HOSPITALITY - vstays.com | 407-519-1202

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