

WorldMark

Destinations

Published Exclusively for WorldMark Owners

March 2003

Picture yourself at

SEASIDE



GOING COASTAL

An in-depth look at Seaside

STAKING A CLAIM

How a new resort location is chosen

INTERVIEW WITH THE ARCHITECT

Ankrom Moisan Associated Architects give you the Seaside scoop

STILL Hot

7-night Alaska Hubbard Glacier Cruise

September 6 – 13, 2003

Royal Caribbean's *Radiance of The Seas* departs from Vancouver, BC for Alaska's Inside Passage

Inside cabin: starting at 29,000 credits for two

Outside cabin: starting at 36,500 credits for two

Outside quad cabin: starting at 52,500 credits for four

3-night Baja Cruises

August 8 – 11, 2003

August 29 – September 1, 2003

Carnival's *Ecstasy* departs from Los Angeles and stops at Ensenada

Inside cabin: 13,500 – 14,000 credits for two

Outside cabin: 15,500 – 16,500 credits for two

Outside quad cabin: 27,500 – 29,000 credits for four

7-night Mexican Riviera Cruise

August 17 – 24, 2003

Carnival's *Elation* departs from Los Angeles for Cabo San Lucas, Mazatlan and Puerto Vallarta

Inside cabin: 30,500 credits for two

Outside cabin: 35,000 credits for two

Outside quad cabin: starting at 57,000 credits for four

7-night Western Caribbean Cruise

September 27 – October 4, 2003

Carnival's *Glory* departs from Port Canaveral for Key West, Belize City, Cozumel and Merida

Inside cabin: 21,000 credits for two

Outside quad cabin: 37,000 credits for four

3-night Baja Cruises

October 3 – 6, 2003

October 31 – November 3, 2003

Carnival's *Ecstasy* departs from Los Angeles and stops at Ensenada

Inside cabin: 13,000 credits for two

Outside cabin: 14,500 credits for two

Outside quad cabin: 23,000 credits for four

Golden Escapes in Paris

November 10 – 17, 2003

Package includes round-trip airfare from Los Angeles, San Francisco or Seattle (air options available from other U. S. gateways); airport transfers; six nights' hotel accommodation; half-day tour of Paris including entrance to the second level of the Eiffel Tower; half-day tour of Versailles; full-day trip to Normandy including entrance to the Caen Memorial Museum and lunch; daily continental breakfast
21,500 credits per person, based on double occupancy

Unless noted, all credit rates are based on double occupancy except for quad cabins.

Call **1-800-457-0103**
for reservations.

HUBBARD GLACIER, ALASKA / PHOTO COURTESY OF ROYAL CARIBBEAN CRUISE LINES - CREATIVE SERVICES

Destinations

VICE PRESIDENT OF RESORT OPERATIONS

Dave Herrick

ACTING EDITOR

Beáta Jachulski Baker

DESIGNERS

Jill House and Destiny Boegelsack

CONTRIBUTORS

Dave Akins, Amie Anderson, Steve Behrens, Sylvia Betancourt, Mary Blakeslee, Sam Buckingham, Emma Croston, Patty Daly, Peggy Fry, Heather Hart, George Lenes, Bill Peare, Vaden Savage, Tom Smith, Julie Stevens, CarolAnn Stucky, Keith Walsh, Matt Wilson

COMMENTS ARE APPRECIATED

Destinations Editor

9805 Willows Road, Redmond, WA 98052
(425) 498-2500

RESERVATIONS DEPARTMENT

1-800-457-0103

Mon. – Fri., 6:00 a.m. – 9:00 p.m. PT
Sat. & Sun., 6:00 a.m. – 5:00 p.m. PT

(Closed Tues., 2:00 – 3:30 p.m. PT)

OWNER SERVICES

1-888-648-7363

ownersupport@worldmarktheclub.com
Mon. – Fri., 9:00 a.m. – 6:00 p.m. PT
(Closed Tues., 2:00 – 3:30 p.m. PT)

TRENDWEST TRAVEL

1-800-953-5511

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Service line: 1-877-678-4400

Flexchange recording: 1-800-722-1747

RESORT CONDOMINIUMS INTERNATIONAL

1-800-585-4833

WORLD MARK WEB SITE

www.worldmarktheclub.com

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It's A Stretch

"One's mind, once stretched by a new idea, never regains its original dimensions."

Oliver Wendell Holmes spoke these words, and anyone who has ever been inspired by a new idea and seen how far it can take them can vouch for their truth. Trendwest stretched the idea of vacation ownership with the introduction of a credit-based vacation system. Your perception of vacationing was forever broadened when you bought your WorldMark ownership. Once you see something in a new way, your vision and imagination are never quite the same.

This issue of *Destinations* celebrates the concept of the stretched imagination. I am privileged to bring you a sneak preview of your resort at Seaside, a bold new project that is invigorating a sleepy town and bringing to WorldMark a new chapter in Residence Club ownership.

Keith Walsh takes you to the earliest stages of vision and imagination with his report on Trendwest's Product Development team and how they choose that very special piece of land that becomes your next WorldMark resort. And in a delightful personal account, owner Mary Blakeslee shares how she used her creative thinking and her WorldMark ownership to meet a lifelong friend.

New ideas abound; the trick is to grab them and use them in a way that improves your life, develops your potential and fires your imagination. You did it when you chose a new way to vacation, and you do it every time you travel to a new location and give yourself the gift of a new experience. Keep stretching!

Beáta Jachulski Baker



MURAL IN SEASIDE, OREGON / PHOTO BY STEVEN BAKER



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Seaside Serenade

With the sweet music of the ocean in the background, Beáta Jachulski Baker experiences **going coastal** in the best way at Seaside.

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Your Vacationing Future

For the Trendwest Product Development team, the first step to uncovering vacation paradise is **staking a claim**. Keith Walsh shares how this process unfolded for some of this year's new resorts.

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Grand Vision

Rick Heiserman of Ankrom Moisan grants Beáta Jachulski Baker an **interview with the architect** of our glorious new Seaside resort.

coverphoto

Seaside rendering.



SKETCH FROM ANKROM MOISAN

Make a **SPLASH!** pool openings

April showers bring May flowers and the reopening of many of our colder-climate outdoor pools. These pools are scheduled to welcome swimmers by April:

Bass Lake	Lake of the Ozarks
Big Bear	Mariner Village
Birch Bay	Park Village
Bison Ranch	Reno
Branson	South Shore

WorldMark Pinetop plans to reopen in mid-March just in time for spring break; Steamboat Springs, Tahoe and Wolf Creek will open in time for Memorial Day weekend. The pool at Gleneden is scheduled to reopen in mid-June, upon completion of that resort's extensive refurbishment. Outdoor pools are at the mercy of the weather, so it's always a good idea to call the resort before your arrival to check the pool's status.

Oops!

Housekeeping fee correction

In the February issue of *Destinations*, the new housekeeping rate for a three-bedroom unit was inaccurately listed as \$53 USD. The correct new rate is \$55 USD. Our sincere apologies for any inconvenience this error may have caused.



WORLDMARK ORLANDO / PHOTO BY DAN STEARNS

WorldMark Orlando Opening in April

We have arrived in the land of the mouse! Trendwest is pleased to announce the acquisition of 50 units within the 76-unit Kingstown Reef Resort in Orlando, Florida. This resort will continue to be managed by the adjacent Crowne Plaza Management Group.

Equidistant from Universal Studios and the Walt Disney World Resort, WorldMark Orlando is ideally situated on International

Drive to allow you to visit all your favorite theme parks and attractions, as well as sample the wide range of restaurants and shopping opportunities that O-town has to offer.

Whether you use the resort as your base of operations or as a place to rest and relax, WorldMark Orlando is exactly what you would expect from a Florida resort. The swimming pools, spas, restaurant and bar

are all centrally placed on the property amidst swaying palm trees and lush tropical vegetation. The staff has been trained in the highly respected Crowne Plaza tradition and will do everything possible to ensure that you have a most memorable vacation.

Call the Vacation Planning Center at 1-800-457-0103 or go online at www.worldmarktheclub.com to book your time in the glorious Florida sun today!

Your Resort Comment Cards

Make Your Mark



Every stay at a WorldMark resort provides you with the opportunity to make your club better. Each time you fill out a WorldMark comment card, you give us valuable input on how a resort has—or hasn't—met your expectations. And here's a bonus: Turning in a card automatically enters you in our monthly drawing for a three-night stay at any WorldMark resort.

WorldMark
OWNER COMMENTS

Your Opinion Matters!

Please respond to the following statements. Use "5" to strongly agree, "1" to strongly disagree.

The front desk staff provided the check-in process in a timely, efficient manner.	5
Staff was helpful in providing information to assist me in enjoying the resort and surrounding area.	5
The resort, including the grounds and amenities, was well-maintained throughout my stay.	5
The overall appearance of my stay reflected quality accommodations and service to others.	5
Overall, you and I selected a convenient location to enjoy my vacation time.	5
The quality of the amenities and services met my expectations for a WorldMark resort.	5
The staff was helpful in a manner consistent with other WorldMark resorts.	5

Name: Edwin J. Ogle
 Address: _____
 City: _____ State: _____ Zip: _____
 Telephone: _____
 E-mail: _____
 Date of stay: _____
 Please do not appropriate the:
 Club Name Club #
 Logo Challenge

Comment cards are used to evaluate our performance from the perspective of those who matter most—our owners. And as much as we like to see the highest rating of “5” on each card, we appreciate the value of lower scores, if you feel we deserve them; they help us to pinpoint areas that require more attention.

Once you fill out your postage-paid card, you have a choice of dropping it off at your resort’s front desk or mailing it via U.S. Mail. If you are visiting resorts outside of the United States, please wait until you are back in the U.S. to mail the card or ask a resort employee to mail it for you.

When your cards arrive at our corporate office, they are scanned, separated by resort and sent to the appropriate regional directors for review. The data collected goes into weekly and monthly reports that are sent to everyone involved in resort operations.

The scores are also used for resort recognition programs, incentive bonus programs, and to evaluate the accuracy of our refurbishment plans. Year-to-date scores in each category are measured against our annual benchmarks; resorts that meet or exceed those levels are awarded the prestigious Premier Club award. As you can see, your participation in the comment card program is far-reaching.

Approximately 25% of the cards that pass through the scanner are rejected due to indistinct marking and must be hand-entered. Currently, we are processing around 3,000 comment cards each week; hand-entering a quarter of them increases the cost of the program. Please do your best to mark the cards clearly, using the example provided on each card.

If a comment card is not presented to you during your WorldMark stay, please ask for one. We truly value your input, and want to know about your vacation experience and what we can do to improve it.

We Have a Winner!

comment card drawing

Congratulations to owners Edwin and Stacey Ogle of Fircrest, Washington, the latest winners of a three-night WorldMark stay. They took the time to complete a comment card and were selected in our monthly drawing.

New Retail Manager



We welcome Kimberly Wolf, who joins the WorldMark family as our new Retail Manager. In more than nine years of marketing and advertising experience, Kimberly’s core focus has been developing brand integrity within corporate and retail environments. She has worked with such respected companies as Microsoft, Polaris, Molbak's, Raleigh Bicycle U.S.A.,

MSDN, Nintendo, Paccar and Airborne Express. She also gained an extensive understanding of retail management and merchandising while working with Abercrombie & Fitch, Country Furniture, Mr. Rags and Fox Paw.

Kimberly will be working with the resorts to enhance the retail store/gift shop offerings. This will include selecting new products that benefit our owners in addition to improving our selection of WorldMark and resort-specific items.

what's **new**

WorldMark Blows You Away!

Throughout 2003, WorldMark will be in the process of stocking every resort

bathroom with hair dryers. This added convenience is another great example of how your club is constantly changing and improving for your comfort and satisfaction.





BY BILL PEARE
CHAIRMAN, TRENDWEST RESORTS, INC.

in the know

The Residence Club 101

Our dual-purpose locations are increasing: WorldMark South Shore and The Resort at South Shore near beautiful Lake Tahoe opened their doors to owners in September 2002; WorldMark Seaside and The Resort at Seaside on the stunning Oregon coast are scheduled to open in summer 2003. Many newer WorldMark owners may not be familiar with The Residence Club program, which is also known as fractional ownership. I'd like to take this opportunity to introduce—or re-introduce—you to this concept.

Why was The Residence Club established?

The Residence Club was primarily designed to be WorldMark's first exclusive alternative to second-home ownership where owners would have guaranteed seasonal access to popular destination areas. An added benefit was that it enabled Trendwest to build

WorldMark resorts in areas where it might otherwise have been financially prohibitive. Trendwest's first development using this concept was in 2000 with The Resort at Whale Pointe at Depoe Bay. It was a resounding success, with all ownership shares selling out much faster than we'd ever anticipated.

What does ownership in The Residence Club offer?

Owners in The Residence Club have a 1/13 share of ownership of their particular unit: They are guaranteed four weeks of vacation (one in each season) in the same unit every year. Ownership weeks click backward: For instance, if you have the week of Christmas this year, you will have the week before Christmas next year. Prices begin at an attractive \$35,000, and WorldMark owners can benefit from a nice discount.

What are the other incentives for WorldMark owners?

Besides receiving a discount, WorldMark owners have the ability to bank any unused

weeks back into the WorldMark credit system either to use at their other resorts or to exchange through Interval International. Owners in The Residence Club also enjoy some enhanced amenities in their designated unit. Every owner knows how beautiful and comfortable every WorldMark condo is to begin with; units earmarked for The Residence Club have features such as Jacuzzis in the master bedrooms.

Ownership in The Residence Club offers all of the benefits of deeded ownership without any of the headaches. Fifty percent of our owners at The Resort at Whale Pointe maintain regular WorldMark ownerships as well—the best of both worlds! For more information, go to www.trendwestresortsresidenceclub.com.

Note: This article is not an offer or solicitation to purchase a fractional ownership. Upon completion of registration with regulatory agencies, the Lake Tahoe fractional ownership product will be offered to residents of Nevada and California, and the Seaside, Oregon fractional ownership product will be offered to residents of Oregon and Washington.

construction

Angels Camp II, CA

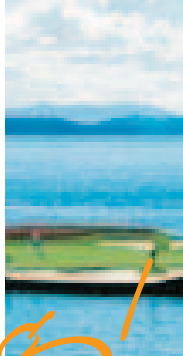
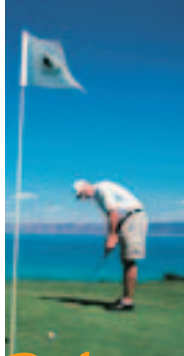


The addition of 88 units to this charming California getaway is proceeding on schedule. Punch list corrections and inspections are underway for buildings 5, 6 and 7; framing and roofing are complete and interior finishes are in process for buildings 2, 3 and 4; for building 19, the foundation has been poured and second-level framing is underway; rough framing is complete and roofing is underway for the relocated check-in/reception building.

Ongoing Projects

Destination	No. Units	Estimated Completion	Status
Gleneden, OR	No increase	Summer 2003	Restoration
Las Vegas Phase II, NV	96	Summer 2004	Design
Orlando, FL	50	April 2003	Preparing for opening
Seaside, OR	*283 total	Summer 2003	Finishing
Solvang, CA	90	TBD	On hold
Sonoma, CA	228	Summer 2003	Framing and roofing
South Shore Phase II, NV	*110 total	Summer 2003	Framing to finishing
Victoria, BC	92	March 2003	Loading all FF&E

**Seaside = 171 WorldMark + 112 fractional units; South Shore II = 51 WorldMark + 59 fractional units. Information as of February 3, 2003.*



Start Swinging!

2003 Club Classic

It's once again time to sign up for the Club Classic Golf Tournament, the only golf tournament created exclusively for WorldMark owners. This festive annual event is open to golfers of all skill levels who register to play six rounds (or more) while vacationing at their favorite WorldMark resort. Participants enjoy some healthy competition as they vie for the title of Club Classic Master in their individual skill category, all the while enjoying the sheer pleasure of staying at fabulous WorldMark resorts.

The entry fee this year is \$10 USD per person. To enhance the program, prizes have been increased for those who finish among the top of their respective flights with champions of each flight and second-place finishers receiving WorldMark vacation gift certificates.

Also, to allow for more participants, an additional flight for women with a 31+ handicap has now been added.

The last change is that the "Golf Trails" portion of the tournament has been eliminated.

The experience of the Club Classic and all the fun and friendship it entails is priceless. For official rules and a 2003 entry form, contact any member of the board of governors listed below, sign up at your WorldMark resort, call Owner Services at 1-800-7363 or go to: www.worldmarktheclub.com.

Vaden Savage

WorldMark
Bass Lake
1-559-642-6780

Pedro Lana

WorldMark
Rancho Vistoso
1-520-498-6406

Tom Kumma

WorldMark
Owner Services
1-425-498-8192

Inventory Specials

Give Yourself a Spring Break

During the month of April, you can vacation at the following resorts for just four cents per credit. Call the Vacation Planning Center at 1-800-457-0103 to make your reservations.

MIDWEEK AND LIMITED WEEKENDS

Bison Ranch, AZ
Branson, MO
Denarau Island, Fiji
Lake of the Ozarks, MO
Rancho Vistoso, AZ

MIDWEEK ONLY

Bass Lake, CA
McCall, ID
Pinetop, AZ

Midweek stays must take place Sunday through Thursday. Reservations at the above resorts are not subject to the 14-day booking window, and you may book multiple units. Holidays are excluded.

in brief

Down Time at Discovery Bay

The indoor pool and pool building at Discovery Bay are scheduled to undergo extensive refurbishment and will be closed from March 3 through May 23, 2003. The new pool building will be open in time to greet you on Memorial Day weekend, boasting a sparkling clean pool and improved ventilation.



We Hear You – Online

Thank you for your terrific response to our first-ever online Owner Survey!

Here's what we learned:

- Most of you use your PCs for a wide range of activities, including paying bills, sending electronic greetings, reviewing stock quotes and researching driving directions
- Most of you are open to having WorldMark communicate with you via e-mail
- Most of you would welcome e-mail newsletters with information such as new resort announcements, special WorldMark event discounts, Trendwest travel specials and resort inventory and FAX specials

Additional online surveys are planned – we value your opinion! To participate in this innovative way, give the Owners Only section a try. Log on to www.worldmarktheclub.com and fill in the short registration form. You'll receive a personal identification number (PIN) that gives you access to exclusive owner features such as resort availability, online reservations and participation in our surveys. Remember, you can always opt out of a survey if you are not interested.

Jump online and have some fun—your world of WorldMark is only a mouse-click away.



Seaside Serenade

BY BEÁTA JACHULSKI BAKER

Here's a childhood memory everyone should have: A family car trip to a delightful waterfront resort, days filled with long stretches on sandy beaches splashing in the surf, air so fresh and clear it's like looking through a magnifying glass, and the soothing sound of waves lulling you to sleep each night. Don't worry if you don't have one of those in your memory bank right now. You'll achieve it—no matter what your age—as soon as you set forth to Seaside.

Bliss on Contact

As a Michigan native and a scuba diver, I smugly thought my Great Lakes knowledge and Caribbean expertise would inure me to the thrall of any other aquatic encounter. But my husband Steven and I entered Seaside (our first experience on the Oregon coast) one cold clear day in February just as the sun began to set. We immediately knew we were someplace special: The calm air, the quality of the light, the encouraging sight of local residents making their way to the waterfront to

witness day's end.

We heard the comforting rumble of the ocean long before we reached WorldMark Seaside, just off the turnaround where the statue of Lewis and Clark marks the end of the Oregon Trail. The magnificent Pacific lay out at the other end of 100 yards of beach. The beauty before us was stunning, and we stood motionless, watching the sun's concluding brushstrokes paint Tillamook Head and darken the waves of the ocean.

Resorting to Tradition

Along with the Lewis and Clark connection, Seaside's rich history includes the reputation of being the oldest resort community on the northern Oregon coast. Local developers lost no time in promoting the extraordinary natural assets of this coastal gem; by the 1870s, Seaside was a haven for those wishing to vacation in elegant comfort. Along with deluxe resorts and hotels, waterfront attractions have been enticing visitors for decades: The site of the Salt Cairn where the Lewis and Clark expedition extracted salt from seawater in preparation for their return home; the Natatorium, a salt-water indoor pool and spa which, in 1937, was transformed into the Seaside Aquarium; and the Seaside Promenade—The Prom—completed in 1920 and spanning the beachfront for 1.8 miles, providing the best view in town for walkers, joggers and bicycle riders. Resorts, relaxation and waterfront

recreation—no wonder WorldMark has found its way to Seaside.

Eight Levels of Heaven

Our resort is well ahead of schedule for its projected opening date, and I am fortunate to be able to tour the site in ideal weather. After donning a hard hat, safety vest and glasses, I make my way through the eight-story structure, Seaside's tallest to date.

The vibe on the site is one of undeniable excitement and pride, and it's thrilling to view the various stages of completion. I'm struck by the architectural details and design strategies that make this project so special. The U-shape of the resort softens the beach view of the grand building and provides for an elegant central courtyard that contains the pool and spa area, check-in building, exercise facility and parking entrance. The pool boasts new technology with LED lighting that changes color with the motion of the water, a "beachfront" entrance kiddie pool gives little ones a gradual introduction to the water and three reactive fountains change water pressure according to your proximity. I look up to see a series of ship-portal windows above the main driveway—even on the way to park the car there are lovely details to please the eye.

Inside, the units glow with characteristic WorldMark comfort and beauty. Vice President of Resort Design Development Alice Heuple had a mandate: An owner had to be able to sit on their living room sofa and have a view of their television *and* the ocean outside their window. Practically every unit meets that criteria and the mission is accomplished beyond expectation in the spectacular corner units that offer magnificent wraparound views. Muted ocean colors throughout reflect the beauty outside, and the windows sport a unique cam system to open like a door for maximum ventilation or tilt open at the top for a gentle breeze that brings the music of the waves with it. I'm ready to move in now.

Something for Everyone

As Steven and I walk the tidy grid of the city streets, I feel like a kid again as I explore various stores and services. Ooh, Zinger's serves hand-dipped ice cream...mmm, that Chinese food at the Golden Horse smells yummy... great, they rent bikes here...cool, there a five-screen movie theatre...hey, that's a fun-looking arcade...man, Norma's Ocean Diner's fish and chips look so good...look, there's actually a carousel inside the Seaside Carousel Mall! And then I'm jolted happily back to adulthood as I spy a store that sells, as promised, "Mostly Hats." We make our way back to The Prom and sit on a stone bench. I close my eyes, listen to the soft melody of the ocean and feel a pure joy that mirrors the happiness I felt on those carefree family vacations of my youth. I envision the completed resort and try to pick my favorite scenario: Tucked up in a blanket and reading in front of the fire with winter rains dappling the windowpanes, bicycling through town with spring crocuses and daffodils peaking out in every corner, cooling off with a run through the surf on a blazing summer day, sipping warm cider on the balcony and watching beach kite-flyers urging their paper giants up into the crisp autumn air. Every season sounds like heaven to me. I guess I'll just have to try them all. 🌊

Curious about The Resort at Seaside? See Destinations Extra at our Web site.

OPPOSITE PAGE: WorldMark Seaside (Photo by Henryk Lepis) BELOW: Beautiful Seaside sunset.



PHOTO BY STEVEN BAKER

Your Vacationing Future



TRENDWEST'S REAL ESTATE DIVISION DISCOVERS
WORLDMARK VACATION HOT SPOTS

Like prospectors panning for gold, Trendwest's Real Estate team looks for sparkle. They keep their eyes peeled for exclusive locations that can be developed to their exacting standards while giving our owners proximity to world-class beaches, ski slopes, shopping, attractions and golf courses. The real estate business is all about relationships and connections—richly cultivated friendships and business ties are crucial. Bob Boudreau, Vice President of Real Estate for Trendwest, is privy to some of the best real estate information in the industry. "We hear about prospects from many sources," he says. "They come to us at the rate of about 10 per week." Whether or not a hot tip becomes a hot property is always a fascinating journey.

Who Owns that Piece of Land?

Sometimes a simple question can change everything. A vacant tract of prime real estate on the beach in Seaside, Oregon, seemed at first glance out of WorldMark's financial reach, but the undaunted Real Estate team asked around and located the owner of the land. It turned out the property belonged to a hotel developer, and the combination of a weak market for new hotels and Seaside's tucked-away location had kept the lot bare. What WorldMark brought to the table—a vacation resort that would attract year-

round tourism—made a lot of sense.

The city of Seaside approached the WorldMark project with a tremendous spirit of cooperation. Trendwest has always taken pride in its relationships with city officials, businesses and local developers, and it worked side by side with the community to plan and permit the property in such a way that the large resort would fit gracefully into the neighborhood.

It's Not Always What You Know

WorldMark's first urban high-rise property, The Canadian in Vancouver, British Columbia, is a development project that resulted in both a fantastic building and a long-lasting relationship with a Canadian developer. That local connection became crucial when Trendwest decided to look for its fourth property in Canada—this time in Victoria.

It was the developer who presented the Victoria prospect to Real Estate; after some research and investigation of the land's prior uses, the prime location at the entrance to the Inner Harbour was given the green light for development. To ensure that the resort would have local flavor and flair, a



Canadian architectural firm was brought in to work with the developer. With a strong desire to partner with its host city and with local professionals at their side, Trendwest had little difficulty satisfying Victoria's strict and exacting land use and building requirements.

The result is pure class. Underground parking ensures that WorldMark Victoria (like all of downtown) is pedestrian-friendly, and the city has had the foresight to require all developments along the



waterfront to include sidewalk improvements, so the path from the resort takes you pass the Empress Hotel directly into downtown.

And the Occasional Surprise

Orlando, Florida, is another area in which WorldMark has been interested. It is the second most-visited city in the United States (Las Vegas is first), and owners have made it the single most popular traded-for destination through RCI and II.

Our Real Estate team has long been traveling to Orlando, investigating opportunities and eyeing the lush, upscale end of International Drive. On a visit to view raw land in Orlando a few years ago, Bob Boudreau pointed to a magnificent building next door on the Drive and said, "If we build here, we need to build something like that." At the time, such an ambitious development would have been impractical: Market research was showing that the optimum number of units for WorldMark would only be about 50.

The building he'd pointed out was the Crowne Plaza Resort, and this year when the opportunity



came up to purchase part of it, Trendwest was ready. WorldMark now owns 50 units—mostly a coincidence, but a fortuitous one—and a good-sized parcel of land for expansion when we're ready.

WorldMark Victoria is scheduled to welcome owners on March 17, Orlando on May 1 and Seaside on October 1. You can check updates and make your plans to visit any of them today by calling the Vacation Planning Center at 1-800-457-0103 or visiting the Owners Only area of the WorldMark Web site. ✦

See *Destinations Extra* at www.worldmarktheclub.com for a preview of WorldMark Sonoma County.

THE FAX LANE

Orlando Spring Fever

WorldMark is pleased to offer owners the opportunity to take advantage of the Friends And eXtends, a.k.a. FAX, credits program in a new way. During the months of May and June, The FAX Lane will feature the brand new resort in **Orlando**.

Here is how the new program works:

- FAX credits are available to owners for \$.08 each to extend the length of their trip or to book multiple units. Currently, during Red Season, FAX credits may only be used once every five years. The FAX Lane lifts this restriction, meaning that even if you have used FAX credits within the past five years to visit a resort during Red Season, you can visit the featured resort using FAX credits again.
- Owners may reserve multiple units—up to 10% of a resort—for family or friends.

Imagine a full week in Orlando in one of WorldMark's 2-bedroom units for only \$880! A family reunion or a getaway with friends is just a phone call away. And don't forget, the Trendwest Travel Center can arrange airfare and car rental for your stay. Come to the new Orlando resort and help us kick off The FAX Lane!

**Call 1-800-457-0103 to reserve
your room (or floor!)
in Orlando today.**

OPPOSITE PAGE: The Empress Hotel is our neighbor in Victoria. Seaside's beach has always drawn a crowd. (Image courtesy of Mark Moore)

THIS PAGE: WorldMark makes its mark in Orlando. (Photo by Dan Stearns)

BY KEITH WALSH

BY BEÁTA
JACHULSKI BAKER

GRAND VISION

An Interview with Rick Heiserman of Ankrom Moisan Associated Architects



I recently had the pleasure of touring the WorldMark Seaside site with an expert team: Steve Behrens, Trendwest Project Manager; Len Anderson and Paul Krakenberg, Lead Superintendent and Project Manager for general contractors Swinerton Builders; and Rick Heiserman, Architect and Project Manager for

Ankrom Moisan Associated Architects. WorldMark Seaside is the first Trendwest project for the Portland-based architectural firm, who is also designing Sonoma County and Las Vegas Phase II.

BJB: This is an enormous resort, located right on the water. Did you see this project as a spectacular challenge?

RH: Absolutely. Not just because of the site, location and views that we wanted each unit to have, but because of the difficulties of designing a building in this environment.

BJB: Let's start with basic building materials. How did you make your choices?

RH: There were two major considerations. One was the size of the project, which mandated non-combustible construction: No wood, just metals, concrete and masonry. The second key factor was the

environment, which would expose the building to sea and salt, high winds and powerful rain. We did an extensive corrosion analysis of buildings on the Oregon coast and came to the conclusion that the materials that would best survive this setting would be stainless steel and extruded aluminum, which is much stronger and less prone to pitting than cast aluminum. We also vetoed conventional wall construction that would contain metal studs and used something called the ICF insulated concrete form, made by Reward Wall Systems out of Nebraska.

BJB: Tell me about that.

RH: It's basically a system of foam blocks that are interlocked with polypropylene webs. You place the reinforcing steel in the center of the form and fill it with concrete. The steel is protected by the concrete, which in turn is protected by the foam, resulting in virtually maintenance-free construction with no danger of metal corrosion. It was also a more economical choice over traditional wall systems. This is the largest building in the world that has utilized this construction.

BJB: So our owners are getting great value and a building that will truly endure. They're also getting beautiful design – how did you manage to make such a large structure look so graceful?

RH: The U-shape certainly helped, and it was the only design that would allow us to get the desired number of units into the resort and make the ocean view possible in virtually all of them.

Architecturally, we also broke up the surfaces so that the illusion is one of four separate buildings rather than one large one. We used dark and light brick—the colors of wet and dry sand—judiciously to reinforce the design where the building surfaces step back and break up the façade.

BJB: Let's talk about all those rooms with a view! Was that difficult to incorporate into the design plan?

RH: We struggled over that for a long time, until we put together a complex floor plan where each unit was a strategically placed puzzle piece. This layout is repeated on every floor. The concept was a group effort: The basic idea came from the Trendwest side, my boss Stewart Ankrom drew it all out on a paper napkin as we were all sitting in a coffee shop in Olympia, and the designers and contractors made it happen.

BJB: Teamwork is so vital to a project. Who are some of your key players?

RH: From our firm, I've mentioned Stewart Ankrom who was critical to the unit placement design, Tuan Luu was our main designer, and Tracey Szkody played a huge role in making sure high livability standards were maintained in every unit and in the common areas. Dana Burback of Trendwest's Resort Design Development team has done a fantastic job of making the units as beautiful inside as the natural

setting is outside. And our contractors and sub-contractors are the best.

BJB: You can honestly feel a great sense of unity on the site.

RH: I've never experienced anything quite like it. The *esprit de corps* is phenomenal. To have contractors and sub-contractors who are so proactive about maintaining the budget as well as the intent of the design is just unheard of. As an architect, this has been one of the most complicated—yet smoothest—projects I've ever been a part of. The difficulties were certainly there: Trying to pour concrete during last year's vicious winter while 98-mph winds tried to topple our two tower cranes was an unforgettable experience! But once the concrete was set, everything started falling into place. For instance, now that we're working on the exterior "skin" of the building and we need great weather, we're having it.

BJB: How do you think our owners will feel about WorldMark Seaside?

RH: I think your owners will have a wonderful moment of surprise and satisfaction when they first lay eyes on this



PHOTO BY STEVEN BAKER

resort. I've been on every floor a hundred times, and it still wows me when I look out a window at that view. This project has been so special. We feel like we've been working under the right star. ■

WorldMark Seaside has had tremendous positive impact on the local community. Read all about it in Destinations Extra at www.worldmarktheclub.com.

OPPOSITE PAGE: Computer image of WorldMark Seaside by Ankrom Moisan. Photo of Rick Heiserman by Steven Baker.

THIS PAGE: Cozy comfort in Seaside unit. Initial floorplan designs by Ankrom Moisan.



TRENDWEST SEASIDE
SITE PLAN



TRENDWEST SEASIDE
TYPICAL 2 BEDROOM

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Fulfilling a Dream

**By Worldmark Owner
Mary Blakeslee**

Lose credits or take a trip to London? An easy choice, and one that led to a reunion of two friends who had corresponded for 41 years yet had never met. This is the true story of a message in a bottle, a Footloose adventure and WorldMark making dreams come true.

In the summer of 1959, I joined a group of college graduates on an ocean voyage to Europe aboard a Holland America cruise ship. One night, we stateroom travelers decided to put our names and addresses into an empty champagne bottle, cork it shut and fling it into the sea. In the summer of 1960 the bottle washed ashore on the coast of Scotland, where a young girl and her sister were playing among the rocks. She took the bottle to her father; he broke it open to retrieve the paper



inside, and so I was introduced to my pen pal. Over the years we wrote faithfully, and once my children were grown I swore I would get to Britain to meet my message-in-a-bottle buddy.

WorldMark offered an excursion for solo travelers to Europe in November 2002. I had credits to use, and at long last fate smiled on us. My friend and I arranged to meet, and after 41 years of exchanging yearly updates and Christmas greetings we finally lay eyes upon each other. She had not only kept the original note from the bottle, but had a photocopy of it for me to have as well. We spent a wonderful day getting to know each other better, and now we're looking forward to the day when she will visit America.

My WorldMark ownership has taken me many places, but my favorite journey so far has been this wonderful trip that finally introduced me to a life-long friend.



Pen-pals Mary Blakeslee and Patricia Wakefield sit center; Patricia's son Phillip sits left and husband Michael sits right.

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