

Outdoor Resort Indio Owners Association

The Ultimate Motor Coach Resort™



The Changing People of Our Resort

As the seasons come and go, we see a constant influx of new people. Many of the newcomers will be our guests for a short time or extend their stay through the season. Other people will come with the desire to purchase a lot and become one of our residents. Either way, the best thing about our resort is our people. Our current residents and guests are settled in and have an opportunity to extend a very warm welcome to our new people. This is the single most powerful marketing tool we possess. If we make everyone feel welcome and extend ourselves to them, many will want to become a part of our resort. Whenever I can, I ask people how they discovered our resort and why they chose to purchase and become a resident. The single most popular response was “we met a few of our neighbors and they made us feel welcome”. If you get a chance, ask your neighbors why they chose our resort. I hope you hear the same thing we have been hearing for 3 years.

Our new slogan is “The Ultimate Motor Coach Resort”....sounds great and it is sure to impress. Following the arrival of our new guests and residents, I hope to hear this slogan...”The Friendliest RV Resort we have found...” This is what should be repeated so frequently that everyone hears it.

By Marvin Gray

Lori Lorraine Schmitt

We at ORIOA have lost a dear friend, a neighbor, and a very courageous woman, Lori Schmitt. Lori had had cancer, lost a lung, and had limited use of her remaining one. Did she complain, **No**, not Lori, she lived life to it's

fullest and always had a smile and a good word for everyone. She loved Dave, her family, her friends, and her God. Lori was a deeply religious woman and thanked God every day for her blessings. She also loved to play the slot machines. I would fetch Lori and her oxygen tank, and off to a casino we would go! No one would believe how fast that woman could move as she went from one “Lucky” slot to another, hauling her oxygen tank behind her. She referred to the tube as her tail. She was also quite lucky. One time I walked up as she had just won a fair amount, however I was sworn to secrecy. No one was to know!

Lori loved to cook and how that woman could cook. One time she prepared a complete “Iowa” style turkey dinner with all the fixin’s and invited a huge number of people. She did this while tethered to her oxygen generating machine in her bus. Lori wanted to share her recipes with her family and friends, so she wrote a cook book “Feeding the Flock”. I was honored to receive a copy. Her introduction begins with “This recipe book was written for you to remember me”. None of her friends need a book to remember Lori, however wonderful it is. We have our many memories of one of the kindest, most generous, inspiring, courageous and loving women we have had the privilege to know. Lori, our very dear friend, we will miss you.

By Sandy Compton



Feeding the Flock was published by Morris Press Cookbooks, P.O.Box 2110, Kearney, NE 68848. Telephone: 800-445-6621 or email www.morriscookbooks.com.

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Message from Vera



As the new Real Estate Broker at Outdoor Resort, I want you all to know that I am impressed with this fine facility and its "Top of the Line" amenities.

We are all aware that our "life styles" change from time to time, therefore a sizeable number of lots will always be on the market and we want to be the office that will give you the best possible service.

Please be assured that we are planning an aggressive sales promotion for your lot in the coming season with a knowledgeable and enthusiastic sales force. Your best plan of action is with your on-site office and we are looking forward to helping and working with you.



Resident says.....One of the residents suggests that we are all busy here during the winter season "*Putting the FUN back into Dysfunction!*" Hmmmm.....



Know the Enemy

In war, they say it's beneficial to know the enemy and the same is true for landscaping. Understanding aphids can help a gardener effectively eradicate these damaging pests. Fortunately every article I have found agrees that they can be relatively easy to control and with environmentally friendly methods too!

Aphids may be green, black, brown, red, pink, or some other color. These pear shaped insects are slow moving and range in size from 1/16 to 1/8 inch long. Aphids use their piercing sucking mouthpart to feed on plant sap. Heavily infested leaves can wilt or turn

yellow because of excessive sap removal. While the plant may look bad, aphid feeding generally will not seriously harm healthy, established trees and shrubs. Some plant sap is excreted as "honeydew", which produce a sweet sticky substance that ants love to eat. A fungus called sooty mold often grows on the honeydew deposits that accumulate on leaves and branches, turning them black.

The easiest way to control aphids is with a strong blast of water from the garden hose, a process you'll have to repeat every other day or so until their numbers decline. Insecticidal soap works well, but it can also kill beneficial insects such as the larvae of ladybugs. Ladybugs are a common natural predator of aphids. Ladybugs are commonly sold as control for aphids. They do eat aphids but their success is probably due more to the fact that people who release them usually stop using pesticides as well, which allow more effective natural predators to thrive. To create an easy homemade insecticidal soap, simply mix one tablespoon of mild dishwashing liquid and one quart of water.

Most products used for aphid control work as contact insecticides. This means that the aphids must be hit directly with spray droplets so that they can be absorbed into the insect's body. Since aphids tend to remain on the lower leaf surface, they are protected by the plant foliage. Thorough coverage, directed at growing points and protected areas is important and follow-up applications may be necessary. Experience has taught us that spraying with insecticides may eradicate the day after the application, but one to three weeks later they return. There is a resistance they can develop rather quickly thanks to the number of generations they go through in a month. Resistance means that a couple of

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those aphids are resistant to your pesticide and aren't going to be killed. The aphid's natural enemies are also just as susceptible to our pesticides and when we spray the pesticides the chances are we will kill all the natural enemies so those resistant little survivor aphids come back unimpeded.

Courtesy of Fran Mallahy of Steven Burt and Associates.

Activities Director



The resort's new activities director, Hanne (pronounced Hannah) Stahl began familiarizing herself with the resort July 1. She indicates that her first official act will be to plan and book the New Year's Eve party!

Although Hanne has a lot of great ideas for a wonderful season your input is needed to make sure the program is fun and successful. A questionnaire is included with this newsletter. Please complete and return it at your earliest convenience. This will help us get your fun season planned and underway.

If you would like to speak with Hanne, during the summer months, you may contact her in the management office (760) 347-0073. She looks forward to meeting and speaking with you.

Marketing

Many owners believe that activity in the resort is at a reduced pace in the summer time, this is not true at ORIOA. The new marketing plan has been approved and is underway. It starts out with the new logo and resort positioning of the "Ultimate Motor Coach Resort" and is followed by:

- ❖ Construction of the new monuments at the Southeast and Southwest corners along Avenue 48 with a remodel of the current entry monument.
- ❖ A new look to the resort guide provided each year by AGS that reflects the Association's new logo.
- ❖ The first ever ad campaign featuring display ads in Trailer Life Campground Directory; Woodall's Campground Directory, Big Rigs Directory; Tiger Run Resort Guide, Crown Villa Resort Guide and FMCA Classifieds.
- ❖ A free rental program designed to increase rentals and subsequent sales prospects coming to the resort.
- ❖ A new resort brochure with current pictures designed to welcome guests.

With the inclusion of each of these items plus an on-site sales office to provide superior service to both buyers and sellers, the coming season promises to be both exciting and successful.



If you are interested in purchasing another lot or wish to list your lot with the on-site sales office for either rental or sale, please contact Gerry Grummett at 760-775-7255.

Evacuation Drill

Where'd y'all go? One day we looked around and most of you were AWOL! We figured that you got tired of the heat and lonesome for rain, snow, cold and clouds, so you just packed up and absconded. Discounting that excuse for all of you, we figured the rest of you had to get back for tax time, or for insurance purposes if you're from north of the border, or you went to the Kentucky Derby, or NASCAR or FMCA rallies, or who knows what else.

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Anyway, you missed some good weather, some good fellowship, and a slower pace that's a welcome relief after several months of non-stop partying. We hope you didn't go home so early that you missed the Verbena that had the floor of the valley purple in all directions. We hope you enjoyed the improvements in the resort, big changes that made life easier for all 419 of us. And we hope to see you again when the weather back home turns ugly. Come earlier and stay later!

By Tom Cullen

Changes

Along with the new marketing program, there are other very positive changes occurring within the resort. The two most noticeable is the tree trimming program and the smart card system.

Tree Trimming Program – The resort has reached an age where the trees have matured and should be trimmed yearly. Some should be trimmed more than every 12 months for optimum beauty. The tree trimming program starts July 1. A professional tree trimmer, employed by FC Landscape will be on site full time trimming and shaping trees. This is more cost efficient than paying per tree and will give us the luxury of taking care of any tree problems that might arise immediately.

Smart Card System – The old coin operated washers and dryers located at each of the satellites will be exchanged for new, efficient “Smart Card Operated” machines in July and August. It will no longer be necessary to search for quarters to do your laundry. After you return to the resort, just stop by the office

for your smart card. A card reader will be stationed in the mail room. \$5 or more may be placed on the card. Owners and guests with funds left on their cards may either keep the card or return it for a refund.



Important Information

Board of Directors

Pat Kenney, President
Tom Putnam, Vice President
Susan Poole, Chief Financial Officer
Marvin Gray, Secretary
Yari Yero-Addis, Director at Large

Next Board Meeting

August 26, 2004 at 10:00 A.M.

Management Staff Information

Sharlene Pierce, Association Manager
Juana Zarate, Assistant Assoc. Manager
Hanne Stahl, Social Director
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Real Estate Staff Information

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FUN FOR NEXT SEASON

The new Season will be upon us soon and OUTDOOR RESORTS INDIO would like to ask a few questions to get some new ideas our committees could use for the new season. The following are some ideas we would like your opinion on. If you have anymore ideas please let us know.

How many events did you attend at our Clubhouse last year?_____

What type of events did you most enjoy and would like to see more of?

Suggestions for future events:

Do you have a special talent that you would like to teach others about?

When do you plan on being at the resort in the 2004-2005 season?_____.

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