

Key Largo, Florida

October 18-22 2012 FAM

EVENT WRAP UP

www.oceanreef.com

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HOSTING COMPANIES



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Elite International Luxury Hotel Representation specializes in all aspects of sales and marketing for iconic luxury hotels, resorts, private villas, Michelin-Star restaurants and a private club. The majority of our members are located in Central Europe, however, we also represent 5-star hotels and resorts in the U.S., Costa Rica and Turks & Caicos. Elite arranges all VIP and special services for high-profile clientele from around the world.



OCEAN REEF CLUB®

A UNIQUE WAY OF LIFE™

KEY LARGO, FLORIDA

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MEMBER REVIEWS

Lori Adams

ACPA Member

I have had the honor of visiting the beautiful Ocean Reef Club in Key Largo, Florida, not once but on two occasions! The first trip, I won a raffle by Elite International where I experienced an amazing “taste” of what the resort had to offer. My mom and I drove to the club from Miami and it was a breeze! Less than an hour away, we took in the beautiful sights and quickly arrived to a beautiful hidden exclusive community. We truly felt like we entered another world!

The beautiful atmosphere, landscaping, plants, flowers, palm trees, homes and condos were absolutely breath- taking! On both occasions, I was greeted by the warmest and friendliest staff ever. I was surprise to see that many remembered me from my first visit with my mom and greeted us, like family.

The weekend was full of many pleasant surprises and exciting activities that I actually experience for the first time! From the tours of the property, I could truly see that Ocean Reef was truly a unique way of life. They had everything you could ask for: cultural center, conference centers, airport, hospital, and school for children, Fisherman’s Village, and much more. The rental homes were stunning and perfect for my clients taste.

The recreation was great for everyone! I had the opportunity to participate in a Road Cart Rally with my team players: Sandy & Greg. We won!!

I also, participated in tennis clinic, Eco-Kayak and



everglades Alligator tour! A full day of adventure! Not to mention, I had the best time relaxing by the beach and pool sipping on pina coladas!. Reception at the Point was one of my favorite nights, getting to know everyone under the sunset.

We experience an array of delicious meals for breakfast, lunch, and dinner from many different restaurants: Ocean Room, Islanders, Raw Bar, Gallery Terrace and the Golf Clubhouse. The food was absolutely delicious and the tropical drinks and wines were divine. We had more than enough to eat at every meal! We had a feast! My favorite things: snow crabs

There are so many wonderful and exciting activities, restaurants, shops and spa treats to experience at Ocean Reef Club, but most of all, I enjoyed the private, exclusive surroundings of knowing that we are among distinguish guests and a place that feels like home away from home. “I am so grateful for the opportunity to experience the Ocean Reef Club on 2 occasions, as I have learned more about club and its amenities for my clients.”

Special Thank you to the Ocean Reef Club Family: President Paul M.G. Astbury, Douglas Rucker, Sandy Schwab, Greg Schwab, Yariz Sherperd, Kathleen Walinsky , Jeff Homad, Jeannine Froget, Jacqueline Cameron, April Smith, Mic O’Keefe’, Sales team, tour guide instructors, restaurant staff and housekeeping for making our FAM trip one of the best I have ever experience!



Emma Baski

ACPA Member

This was my first trip to Florida and Ocean Reef in Key Largo did not disappoint! The resort is a city unto itself with houses, condos, shops, restaurants, pools, a movie theatre, fire and police department and more. In addition, when you arrive, you get your own golf cart which is their main mode of transportation

The Staff at Ocean Reef are extremely friendly and attentive. It really makes you feel special when everyone says "Hello!" There are tons of activities at the resort and you can fill day to night with sports and adventure. Your choices include: golf, tennis, snorkeling, visiting alligators, kayaking or participating in a golf cart quiz rally. What I also loved, was that the list of activities was not just for adults, there are family and kid choices too. They even have a kids camp, so everyone can have fun, or just be lazy and hang by the pool. the breakfast buffet.

Ocean Reef's restaurants and menus are fantastic! Our entire group enjoyed dining on the fresh seafood, from fish to crab,



lobster and oysters. I have to admit that I still find myself still dreaming of the breakfast buffet.

I highly recommend Ocean Reef to you and your clients. It can be a romantic getaway, family vacation or relaxing escape.





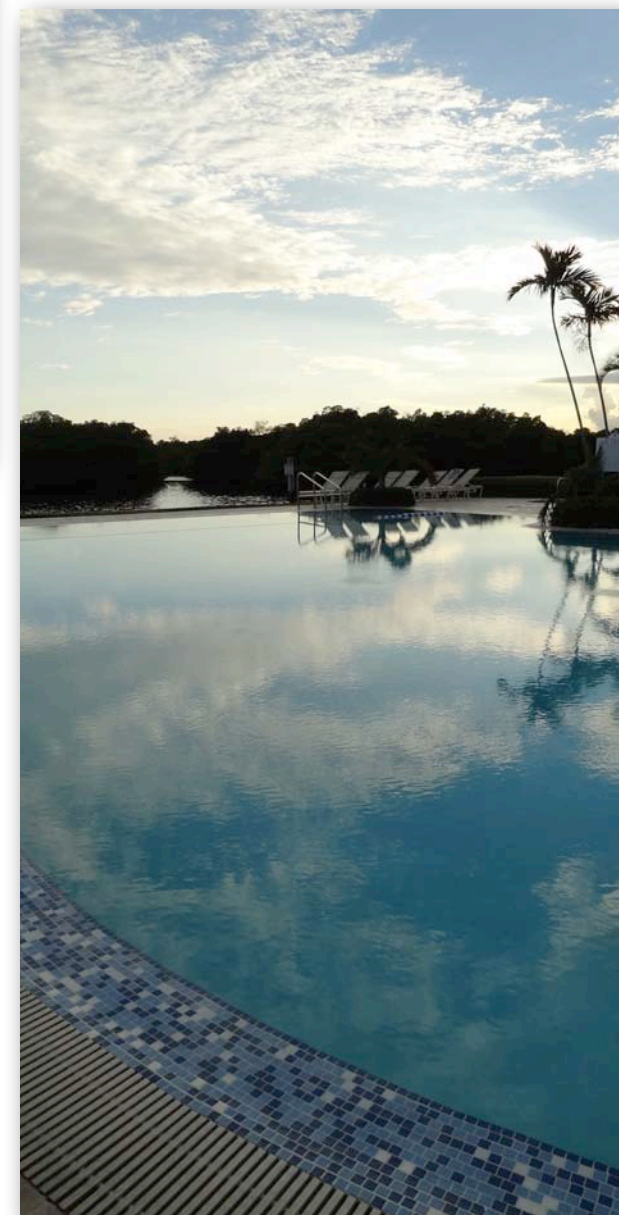
From the moment that we arrived at Ocean Reef, I felt very welcomed. The room was gorgeous and spacious and the bathroom---I could have spend the entire trip in that tub! The reception in Sandy and Greg's room/huge sundeck was a nice place to meet everyone in an intimate environment. We were all very tired from traveling all day, plus we knew that we had a big day ahead so we went to sleep very early.

The first full day we got a tour of the whole club in our golf carts. The houses on the property were unbelievable. I loved that everything is right there at your fingertips, whether it is a supermarket, ice cream shop, Bank of America, a school, a church/temple, movie theater, several restaurants, a bar and the list goes on. It is a one stop shop and very convenient for a family to stay. My favorite part of the day was playing croquet with Mic. I hadn't played in years, but it was like riding a bike and our team WON!

I LOVED the weekend brunch, probably too much as never before have I woken up before 8am to eat! That waffle station and egg station were quite delicious. I also loved the variety of all the fresh juices and smoothies. They catered to every request.

The kayaking was fun too, our teacher was very familiar with the environment and you could tell that she was really happy in her job. She had a lot of knowledge about the algae/insects/ reptiles, etc. different times and were very happy to do so. This kind of service is hard to find and it seemed effortless.

I would like to personally thank Sandy, Greg and Douglas for showing us a wonderful time and being so gracious.



Gwinn Ioka
ACPA Member



PROPERTY

This very private club reminds me of years past, as the general attitude of no crime and friendly smiles everywhere, not only from the staff but the resort guest was abundant. Ocean Reef Club has acres of homes, boats slips, and a community that is built around family values and fun. The scenic beauty is highlighted with infinity pools that seem to melt into the sunset with ease.

ACTIVITIES

There are activities ranging from high-level athletic ability to very low impact athletic aptitude. I choose the kayaking tour and touring an alligator farm in the everglades. Other engaging activities occupying my time included: photographing the various beautiful trees on the property, riding in my personal golf cart, and taking a bicycle out for a ride called an Elliptigo. The Elliptigo is a \$2K bike that is a cross between a bicycle and the elliptical stationary equipment. Very challenging to ride and you will get a workout that you cannot imagine.

FOOD

A foodie's dream come true, fresh seafood caught within hours of serving due to the proximity to the ocean. Several chefs throughout our dining experiences had introduced us to their personal philosophy on the preparation of their vegetables and produce selection, which are grown locally. Special carved produce greeted us to our upcoming adventures, and thanking us before we departed the Ocean Reef Club, no detail was overlooked. Indulging in specialized beverages to dinning from casual to formal settings gave us a wide range of dinning possibilities.



Jonas Judd

ACPA Director of FAM Trips

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Elite International Luxury Hotel Representation hosted the ACPA May 2012 membership meeting at the Bel Air hotel in Los Angeles. At this event were a variety of representatives from the global portfolio of companies Elite International represents. Missing at this event was the Ocean Reef Club, located in Key Largo, Florida.

Situated literally off the beaten path in Key Largo, the Ocean Reef club is a definitive "for those who know" resort. One road in/out, private airstrip, and boat are the only means of access.

Upon arrival, the atmosphere is immediately welcoming. Of course the staff is warm, friendly, courteous, and professional, but so are the members and guests! I was instantly impressed with the feeling that this, indeed, is a special place for luxury travelers yearning for a tropical retreat.

The dining is consistently exceptional throughout the entire resort. Throughout the multi-themed restaurants, the food, service and experience are absolutely wonderful. We were blessed to have arrived at the start of blue-stone crab season. Had I the choice, I would have simply had fresh crab the entire stay!

What I found impressive was not only the size of the club (2500 acres), and amenities (recreational activities, medical center, gourmet grocery K-8th grade school, private airstrip, marina), but the levels of participation one may take with the club. You can be a guest using a vacation rental. You can join as Social Member. and have access to the club year round. You can own property as an Equity Member (and have your children achieve Legacy membership), providing an ongoing appreciating investment for the family.

The continued improvements and ongoing programs to maintain all assets of the club will ensure a quality experience for members and guests alike.

Thank you Greg & Sandy Schwab, Douglas Rucker, and the entire ORC team for a spectacular event!



Braden Kuhlman

ACPA Board Member

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The blast of warm Miami heat in the midst of winter New York weather I'd just come from was a welcome start to a magical weekend amongst this private membership estate's 2500+ acres...

One might never need to leave the life of luxury at the famed Ocean Reef Club! Arrive directly at the private airport, via yacht, or use the hub of Miami only 1.5 hours away. This community lifestyle has it all: golf course, tennis & croquet, marina, salon & spa, new state of the art fitness center on its way, beach lagoon, multiple pools, salon & spa, over a dozen outstanding restaurants, private school, medical & fire house, retail shopping & grocery markets, a cultural center with guest speakers, animal sanctuaries & protection programs, a charitable foundation and so much more.

Past the swaying palms along the Florida Keys, I landed in a suite, aptly named Mariner, overlooking the ocean bay with a brilliant sunrise view I noticed my first morning. The spacious room has now topped my favorites list with a single amenity I've yet to discover elsewhere in private rooms- an exercise equipment stand, complete with yoga mat, bands, free weights & a property map of trails. What a treasure for my life of work on the go without time for a stretch. The beautiful accommodation was chock full of my favorite treats: excellent view, balcony, bathroom to gush over, king bed to melt into, kitchenette and a sweet selection of bath products.



Our primary hosts, Sandy & Greg Schwab, could not have been more gracious. Whisked in our private golf carts from every inch of the resort to meet staff, see the sights, delight on the cuisine, play team games for business bonding, partake of the local treats (snorkeling and eco-kayaking for me), they even managed to secure us some relaxation to boot.

Whether in the hub of high-season, or during a nice Christmas break, the Ocean Reef Club beckons a chance to present any client with the opportunity to be cared for top notch, while not missing any of their accustomed living. Membership to this unique community is well worth the price.



Janice L. Smith
ACPA Member

This is how you really want to spend your time in Key Largo, Florida - Ocean Reef Club. Sand, Surf and Breathtaking Sunsets! You'll know it's morning when your gently awakened by the sun just starting to rise, the rays hitting the ocean and shining brightly into your room. (Yes, just like the scene from "Indiana Jones - Raiders of the Lost Ark"), This was no movie this was the Ocean Reef Club, saying "Good morning Janice"

My room (Dolphin Building) was conveniently located within walking distances to the main entrance of the property. My view, the ocean and the beach. Did I say "Hello"? I would start my morning at the Ocean Room for breakfast everyday. There you were greeted by a "friendly and most helpful staff". What was my day/evening itinerary going to be?... Well I could go kayaking, snorkeling, jet skiing, tennis etc...or I could just walk barefoot on the beach, read a book in one of the many hammocks. Whatever my journey for the day/evening it was going to be tranquil.

The Ocean Reef Club is the kind of place where people greet one another as they cross paths. The club is designed for the inquisitive and adventurous minds. You can arrive by commercial or private plane, and if you just happen to have a yacht, there is berthing for 175. Getting around was easy too, you can have your own private golf cart, there are also bicycles. But best of all just good old fashion walking (Don't forget your sunscreen). It's leisurely exploring the island. End your day at one of the many incredible restaurants. Soak in your tub, sit on your balcony with friends, sipping wine, looking out at the ocean and literally seeing stars! I plan on going back, to rent one of the residences or condos.

No matter where I choose to stay, I know it will be memorable. I said "Hello" Ocean Reef Club, but on my departure I said "Bye for now"!



CLUB INFO & PROMOTIONS



OCEAN REEF CLUB®

A UNIQUE WAY OF LIFE™

KEY LARGO, FLORIDA

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FACT SHEET

OVERVIEW:

Situated on the Atlantic Ocean, Ocean Reef Club is a private, member-owned community offering its residents and guests a “unique way of life,” reflected in its amenities, service and privacy that presidents, heads of state, industry leaders and celebrities have enjoyed for more than 60 years.

Offering 1,700 waterfront estates, private homes, condominiums and boat slips, Ocean Reef Club features an oceanfront inn, full-service spa and salon, and an array of dining and shopping options. Leisure amenities include a 175-slip marina for boating, fishing and diving; two 18-hole championship golf courses; world-class tennis and lawn sports; jogging and cycling paths; cooking school; nature center; art league; cultural center; range of children’s activities; and more than 30,000 square feet of flexible meeting space.

The Club is also equipped with a fully staffed Medical Center, gourmet grocery store, veterinary care, The Academy (an independent K-8th grade school, which also offers a “school away from school” program for visiting children), and its own 4,456-foot lighted runway.

Throughout the year, Ocean Reef Club opens its doors to non-members through special events including themed summer camps, Orvis fly fishing schools and Vintage Weekend, a popular annual tradition.

LOCATION:

Nestled in 2,500 secluded, tropical acres on the northernmost tip of Key Largo in the Florida Keys, Ocean Reef Club is surrounded on three sides by water, and on the fourth by protected lands under federal and state ownership. It is located within an hour drive from Miami International Airport and 1.5 hours from Fort Lauderdale/Hollywood International Airport.

FOUNDED:

Ocean Reef Club was founded in the mid 1940s by Minneapolis entrepreneur Morris Baker. Its name is symbolic of its close proximity to the only living ocean reef in the waters of the continental U.S.

ACCOMMODATIONS:

Ocean Reef Club accommodations include a 144-room inn with spacious oceanfront guest rooms and suites as well as more than 100 additional choices, ranging from two-story townhouses with private pools to and 2-, 3-, 4-, and 5-bedroom residences, often boasting waterfront locations with private docks, spas or pools.

**ACCOMMODATIONS:
(cont'd):**

Ocean Reef Club's Inn recently upgraded its interior offerings in a fresh, island style, complete with marble flooring throughout and high-definition flat-screen televisions. Spacious bathrooms feature oversized tubs, separate showers and dual vanities. Wireless internet is available as is twice-daily housekeeping service.

**RESTAURANTS &
LOUNGES:**

Members and guests can choose from a diversity of restaurants and lounges offering a variety of waterfront or golf course views. Settings range from elegant to casual and are serviced by the club's acclaimed culinary team.

The Ocean Room is open daily and is a favorite for the club's legendary breakfast, offering fresh-bakes pastries, hearty country selections, omelets and waffles made to order as well as a Healthy Start menu. From December – April, it also hosts a Saturday Night Grand Seafood Buffet.

The Islander is a beachside eatery featuring a sushi bar and serving fresh and flavorful Florida Keys seafood prepared in a variety of ways. Its Pelican Bar is a nautical nook featuring tropical fruit-infused cocktails and assorted sakes as well as wines and beers from around the world.

Palm Court is located on Buccaneer Island and offers an al fresco lunch experience with views of yachts entering the port. Grilled fresh local fish sandwiches, an assortment of salads and charbroiled burgers as well as exotic tropical cocktails are featured on the menu.

The Galley Restaurant has a nautical atmosphere featuring personal photos and accolades of the club's esteemed maritime history. Located in The Fishing Village, The Galley offers views of Tarpon Creek and the famous Florida Keys sunsets. Specialties include fresh fish, pasta specials and pizzas prepared in a wood-burning oven. The Burgee Bar downstairs is a favorite gathering spot for all and features a separate game room for children and teens complete with pool tables, video games and more.

The Raw Bar offers a quintessential relaxed Florida Keys experience and features fresh oysters, clams, stone crabs (in season), shrimp and other local favorites.

The 19th Hole provides a lakeside view of the 9th hole of the Dolphin Course and serves lunch, dinner and Sunday brunch in season.

The Clubhouse, available for members only, overlooks the 9th and 19th holes of the Dolphin Course and features Italian fare, as well as special wine dinners with renowned guest chefs.

The Point, located on The Reef's little isthmus with Atlantic waters on three sides, is ideal for enjoying sunset cocktails each weekend, as well as morning coffee and pastries.

The Reef Lounge has a long tradition as a favorite gathering spot offering great views of Buccaneer Island.

Carysfort Grille & The Wine Cellar offer more than 250 wines and host club and private events in a sophisticated setting

**RESTAURANTS &
LOUNGES (cont'd):**

Additional highlights include Reef Treats, serving ice cream in The Fishing Village; Rum Runner, offering snacks and light fare from a golf cart on the club's courses; and room service, available throughout the entire club including any boats docked in the marina.

GOLF:

With golf a rarity in the Florida Keys, Ocean Reef Club offers not one but two 18-hole courses. The challenging 6,200 yard par-71 Hammock Course is the world's only course located in a tropical hardwood hammock. Both the Hammock Course and the 6,500 yard, par-71 Dolphin Course were originally Bob Von Hagge and Bruce Devlin designs, and renovated by Chip Powell. The club's golf offerings also include a driving range, two practice greens, a fully equipped pro shop, private lessons, clinics and junior programs.

BOATING:

Offering the level of service captains expect when they enter large international sailing ports, Ocean Reef Club's marina accommodates 175 yachts up to 175 ft. in length and gives boaters access to superior fishing plus daily snorkeling and SCUBA diving adventures to North America's only living coral reef. The marina also offers an array of boat (20' to 32') and water sport rentals. Chartered boat trips include sunset cruises, fishing trips and nature tours.

FISHING:

The waters surrounding The Ocean Reef Club are among the only locations in the world to offer anglers a choice of deep sea sport fishing, reef fishing, flats and back-country fishing all in one spot. Charters are available through Orvis in the Fishing Village, located by the marina.

BUCCANEER ISLAND:

Open from dawn to dusk, this waterfront recreation center is newly revitalized and features:

- Two swimming pools overlooking the Atlantic Ocean
- Sandy beach
- Saltwater swimming lagoon
- Shaded cabanas
- Whirlpool
- Children's water feature
- Beach grill and bar

**OTHER
RECREATION/LEISURE
ACTIVITIES:**

- Twenty tennis courts, six lit for night play
- Two fitness centers, including one for members only
- A full service spa and salon
- Basketball courts
- Miniature golf
- Beach volleyball
- Water toys including hydro-bikes and paddle boats
- Sailing instruction and rentals
- Jogging paths and Nature Trail
- Bicycle rentals
- Road cart rentals
- Kayak tours
- SCUBA diving
- Snorkeling
- Ocean Reef Cultural Center
- Nature Center providing guided tours and field trips for all ages and interests

**OTHER
RECREATION/LEISURE
ACTIVITIES:**

- Two children's playgrounds
- Reef Rec Room, state of the art recreation destination with high-def gaming centers, including Nintendo Wii on a seven-foot, high definition screen; Playstation gaming consoles, Xbox 360 console and a collection of Gaming Mode TVs.

For members who are passionate about particular interests and hobbies, Ocean Reef Club offers "Club with the Club" opportunities which include:

- Art League
- Bridge Groups
- Card Sound Golf Club
- Card Sound Model Yacht Club
- Card Sound Sailing Club
- Coast Guard Auxiliary
- Croquet
- Flying Club
- Ocean Reef Yacht Club
- Racquet Club at Ocean Reef
- Rod & Gun Club
- Reef Club Kids – supervised children's program

FISHING VILLAGE:

Reminiscent of an old-fashioned town center, the Ocean Reef Club Fishing Village offers everything from marine products to the club's exclusive logo items, plus electronics, jewelry, clothing, shoes, home décor, art, books, flowers and more. A sampling of shops includes Orvis, Vineyard Vines, Leggiadro, Gigi's Children's Boutique and Reef Chic. The Village is also home to Port O'Call Wine & Spirits and Gardner's Gourmet Market.

**COMMUNITY
SERVICES:**

While Ocean Reef Club's amenities and activities are unparalleled, its collection of services afford members and guests a carefree lifestyle. Listed below is a sampling of services covering transportation, safety and security, medical and veterinary care as well as cultural, educational and religious offerings.

- The primary mode of transportation at Ocean Reef Club is by electric road cart. There are more than 3,000 cruising the club's roads. A fleet is available for rent and members often personalize their own carts in interesting ways. After passing a test administered by Public Safety, members' children can acquire licenses to drive carts unsupervised at the age of 12.
- Ocean Reef Club has been described by the United States Secret Service as one of the most secure communities in the country. Because the Club has hosted Presidents, Vice Presidents, heads of state and members of Congress, stringent security is second nature.
- The Ocean Reef Airport has a 4,456-foot lighted runway that is available at any time. It services approved private planes and approved aircrafts operated by registered air charter companies.

COMMUNITY SERVICES

(cont'd):

- The Ocean Reef Public Safety ambulances, firefighting equipment and Public Safety Officers are able to respond swiftly to emergency calls anywhere in the community. In addition to the club's own officers and specialists, other law enforcement agencies maintain a presence at the club including the Monroe County Sheriff's Office, U.S. Coast Guard and Miami-Dade County Police.
- Ocean Reef Club's own Medical Center has four full-time staff physicians who are on-site and available 24 hours a day. Additionally, visiting specialists provide services in cardiology, dermatology, gastroenterology, gynecology, neurology, optometry, orthopedics, plastic surgery and urology. Professional services are also available in acupuncture, audiology, chiropractics, kinesiology, podiatry and psychology. The Medical Center maintains a close referral relationship with Baptist Health Systems hospitals in the South Florida-Upper Keys region. Emergency air evacuation is part of that referral relationship. Additionally, its Wellness Program offers comprehensive care and personalized service to all patients.
- Grayvik Animal Care Center provides veterinary, pet grooming and dog training services to the community. ORCAT (Ocean Reef Cat) program spays, neuters and keeps the community's cat population healthy.
- The Ocean Reef Club Cultural Center offers an impressive variety of entertainment and educational events, musical performances, live theatre, lectures and first-run movies in its 300-seat theatre. The center also features an interactive museum showcasing the history of the club, library, meeting rooms, courtyard for outdoor receptions and a spacious lobby ideal for pre-show events.
- The Academy is full time program for kids in kindergarten through eighth grade, and also offers an innovative "school away from school" program for visiting children. Each visiting student's curriculum is brought or sent from his or her home school. Stays are determined by how long the student will be at the club; the minimum is a week.
- Ocean Reef Club's Interdenominational Chapel holds regular Catholic Mass as well as Protestant, Episcopalian and Jewish services. Its annex is used for children's Sunday school, adult Bible studies, support groups and receptions. The Chapel is also available for weddings.

NON-MEMBER OPPORTUNITIES:

Throughout the year, Ocean Reef Club invites non-member guests to experience its "unique way of life." Examples include:

- Throughout the summer, Ocean Reef Club hosts several camps focusing on golf, tennis, fly fishing, sailing, and more. Parents and grandparents of campers are invited to stay at the Inn and utilize club facilities throughout the camper's session.
- The 17th Annual Vintage Weekend will showcase the world's finest classic and antique yachts, aircraft and automobiles, December 1-4, 2011.

-more-

**NON-MEMBER
OPPORTUNITIES (cont'd):**

- Orvis, located at Ocean Reef Club's Fishing Village, offers year-round fly fishing instructional opportunities for children and adults.

MEETINGS/GROUPS:

Ocean Reef Club is an ideal choice for high-level meetings, corporate retreats and incentive trips with more than 30,000 square feet of flexible meeting space, including 12 function rooms equipped with wireless internet service. The Town Hall complex accommodates groups of up to 600 in a 7,350-sq.-ft. ballroom, 2,550-sq.-ft. pre-function area and rooftop terrace.

For outdoor events, groups can gather poolside or on the beach at Buccaneer Island. Ocean Reef Club's meeting facilities are supported by a staff of experienced meeting coordinators, on-site audio and video production services, and a full-service Business Center.

Teambuilding activities include Beach Bonfires, Beach Olympics, Card Board Boat Regattas, Eco-Challenges, Golf-Cart Scavenger Hunts, Croquet Tournaments, Survivor Challenges, Yoga on the Beach and more.

MEMBERSHIP:

There are three levels of sponsored membership at Ocean Reef Club. Social Members (non-property owners who stay in The Inn or one of the condominiums or homes through the club's Vacation Rental Program) and have access to all the Club's amenities. Equity Members all of whom are property owners and the grown children of Equity Members can also join the club under a Legacy membership.

**OUTSIDE
ATTRACTIONS:**

The following are nearby attractions located in Key Largo, Florida City, Homestead and Miami:

- John Pennekamp Coral Reef State Park, www.pennekamppark.com
- Cristal Clear Charters, www.cristalclearorc.com
- Dolphins Plus, www.dolphinsplus.com
- Theater of The Sea, www.theaterofthesea.com
- History of Diving Museum, www.divingmuseum.org
- Everglades Alligator Farm, www.everglades.com
- Coral Castle, www.coralcastle.com
- Speed Demons of Florida City, www.speeddemonskarting.com
- Fairchild Tropical Garden, www.fairchildgarden.org
- Vizcaya, www.vizcayamuseum.org
- Miami Seaquarium, www.miamiseaquarium.com

KEY EXECUTIVES:

Paul Astbury, President

Richard Weinstein, Vice President Membership and Marketing

Molly Carroll, Director of Communications

ADDRESS:

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WEB SITE:

www.oceanreef.com

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Ocean Reef Club, a 2,500 acre private club community, tucked away on the northernmost tip of Key Largo, offers deluxe oceanfront accommodations, 36 holes of championship golf, a boundless array of amenities and a host of restaurants and lounges for every taste and formality.

All this in a stunning oceanside location unlike any other.

To learn more about experiencing this exclusive piece of paradise, usually reserved only for members, please call 1-800-741-7333.



305-367-2611 • OceanReef.com
35 Ocean Reef Drive, Suite 200 • Key Largo, Florida 33037

PRIVATE ESCAPES 2012





BED AND BREAKFAST

Slip away for a weekend full of simple pleasures.

At Ocean Reef Club you're invited to tailor your getaway precisely to your liking. Relax with a cocktail by one of our ocean front pools, or spend a leisurely afternoon browsing the shops of The Fishing Village.

Your stay includes:

- Waterview - Deluxe Inn accommodation
- Welcome tropical fruit amenity
- A sumptuous breakfast each morning for two people
- Early check-in / late checkout times
- The use of a road cart for fun, convenient transportation throughout your stay
- Room upgrade based upon availability

Waterview	\$295 per day
Oceanview	\$395 per day

Summer: Jun. 8 - Aug. 18, 2012
Fall: Aug. 19 - Dec. 13, 2012
Winter and Holiday prices upon request.

For Family Packages, add \$25 per day, per person for 3rd and 4th guests.



VACATION GETAWAY

Reenergize with this refreshing offer.

Enjoy breakfast in bed before you "getaway" to everything Ocean Reef has to offer. This two night package includes a road cart that will allow you to hop from your deluxe condominium to all of the amenities that are just a short ride away.

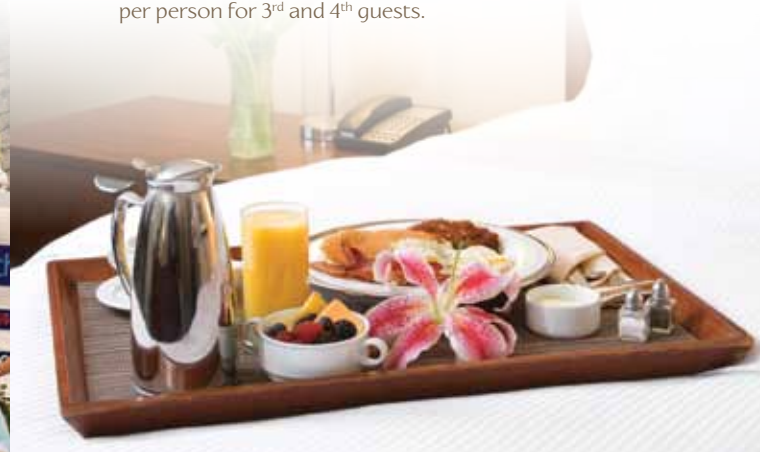
Your stay includes:

- Two nights in a Deluxe Two Bedroom Condominium
- \$100 Club Credit to be used toward any food, beverage or recreational activities
- The use of a road cart for fun, convenient transportation throughout your stay
- Complimentary 4:00 p.m. checkout

Summer & Fall

Mid-week	\$430 per day
Weekends	\$460 per day

Based on double occupancy. For Family Package, add \$50 per day, per person for 3rd and 4th guests.



TEE UP AND WIND DOWN

Let us take a swing at helping you unwind.

Ocean Reef club presents the perfect way to energize your game with two days of golf and relaxation in paradise. Enjoy a round of golf on one of our championship courses followed by a soothing massage session in our spa.

Your stay includes:

- Two nights in a Deluxe Two Bedroom Condominium
- Two rounds of golf (based on double occupancy) — advance tee time reservation required
- Two 50-minute massage sessions (based on double occupancy)
- The use of a road cart for fun, convenient transportation throughout your stay
- Complimentary 4:00 p.m. checkout

Mid-week	\$525 per day
Weekends	\$725 per day

Winter and Holiday prices upon request. For Family Packages, no additional charges for 3rd and 4th guests. Additional rounds of golf or spa services are not included in package price.

To schedule your perfect Reef escape, please call 1-800-741-REEF.

All package prices are subject to availability and do not include holidays or other blackout periods. Rates are per person based on double occupancy, plus tax. Single occupancy pricing, suite upgrades and vacation rental condominiums available upon request.



Thank You Ocean Reef Club!!



Key Largo, Florida

October 18-22 2012 FAM

EVENT WRAP UP

www.oceanreef.com

www.acpa-la.com