



OCEAN REEF PRESS

Vol. 11 No. 12

A Unique Way of Life

January 14, 2011

ORC Haiti Aid Relief: Rebuilding a Nation and Changing Lives

Finding the Way Forward

It was a year ago on January 12th that the devastating earthquake struck Haiti. Nowhere outside of that island nation did the tragedy hit closer to home than at Ocean Reef Club. Of the 150 Haitian Associates at Ocean Reef Club, many lost family members and most lost their homes.

In the days and weeks that followed, Club members gave from their hearts, donating over \$300,000, and the Club's Board of Directors, the Ocean Reef Foundation and Club management quickly galvanized forces to get relief to the family members of employees.



Exterior of Schoolhouse built by Hands On Disaster in Leogane

Beyond the immediate, urgent need for food and supplies, Ocean Reef continues to aid in the recovery of this country in need.



Dania Foundation representatives with Max Sanon and Mark Kirkendall in Carrefour

A Look Back
Just a week after the earthquake, Ocean Reef Chief Steward Max Sanon, along with relief workers from the

non-profit Hands On, boarded a plane owned and piloted by mem-

See **HAITI**, page 5

Census and Sweet Spot Presentation Days Away

Findings Used to Shape the Future at ORC

Census Results Confirm and Project

Last November, Board Members presented the results of the Ocean Reef Club Census along with the critical 'Sweet Spot' report. Both presentations provided important information about your Club. The presentations will be repeated in full on Wednesday, Jan. 19 at 2 p.m in Town Hall.

Board Member Bob Schmetterer, who was a driving force behind the concept and development of the Census last Spring, will present the results as well as the strategic implications as done in November. The Census, which generated responses from 2,000 individuals representing a total of 5,000 family members, has

enabled the Club to make educated projections and shape the future of Ocean Reef. As Schmetterer stated in November, "Our uniqueness is real, and our belief that we have a Unique Way of Life is absolutely right."

The Sweet Spot

The Census revealed data about the existing member-

ship as well as provided findings that enable the Club to identify the "Sweet Spot". The Sweet Spot is what the Finance Committee has defined as the point at which Ocean Reef Club can generate sufficient revenue to provide an exceptional member experience, without creating competition for resources between members and non-members. As

Larry Brady, Chairman of the Finance Committee said at the first presentation, "We want to be sure we maintain affordability for current and future members, and to include Social and Legacy members' concerns in our priorities. They are the future of our Club."

See **PRESENTATION**, page 2

COUPLES GOLF & DINNER JAN. 16

1 p.m shotgun start on the Dolphin Course.
Dinner to follow in The Clubhouse.
Register on foretees or call the Golf Shop 367-5912.



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Chapel News

Saturday Mass is held weekly at 4:30 p.m.
Sunday Mass is held weekly at noon.

Protestant Service

Sunday service is held weekly at 9 a.m.
Dr. John Martin, President, Roberts Wesleyan College, Rochester, New York
Miami Choir will sing.

Sunday School

10:15 a.m. Children ages 3-12 in the Chapel Annex.

"Reflections"

An interdenominational service is held each Sunday at 10:15 a.m. Dr. John Guest, O.R. Chaplain, will conduct the service

Our Lady Queen of Peace Rosary

Monday 4 p.m. in the Chapel

Women's Bible Study

Weekly on Mondays from noon - 2 p.m. in the Chapel Annex.

Potluck Supper

Tuesday at 6 p.m.
All are welcome.

Prayer & Ministry Group

Weekly on Wednesdays from 8 a.m. - 8:45 a.m. in the Chapel Annex

Ocean Reef Mid-Week Communion Service

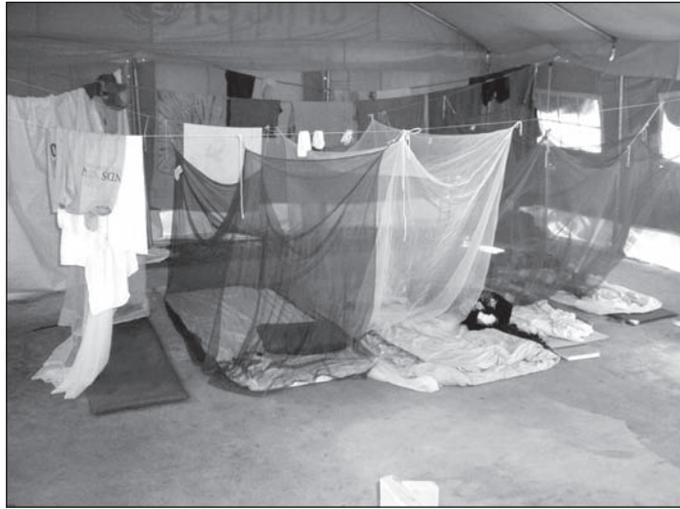
Wednesday, Jan. 19 at 9 a.m. with Dr. John Guest. All are welcome. The Bible study at 10 a.m. will be a continuation of St. Paul's letter to the Philippians.

Al-Anon

Held weekly on Thursdays at 4 p.m. in the Chapel Annex.

Jewish Sabbath Service

First Friday of the Month at 6 p.m.



Inside the sleeping quarters for volunteers.

Haiti

Continued from page 1

ber Rick Link. In the ten days that followed, Max made it his personal mission to reach as many Associate family members as possible, connecting those in Haiti with loved ones in Florida and gathering critical information that would help Ocean Reef leaders determine the best method of distributing aid.

Ocean Reef Executive Director of Human Resources Mark Kirkendall, Chief Steward Max Sanon, Accounting Associate Patrick Jean-Claude and Anglers Club's Groundskeeper Bertrand Toussaint made the trip, and used Max's home on the outskirts of Port au Prince as their distribution site.

With assistance from Sanon's brother and friends, the group split up each morning, delivering the food packs to Associate family members in different neighborhoods, and returning to Sanon's home before dark.

Family members greeted the deliveries with surprise and gratitude, according to Sanon. "They couldn't believe that a company that their family members are working for outside of Haiti cared enough to send somebody to look after them. It was almost unbelievable."

Assessing the Progress

Following the initial airlift of food and supplies, Ocean Reef's Mark Kirkendall, Max Sanon, JP Cenatus and Patrick Jean-Claude returned in March to distribute additional food. Kirkendall and Sanon visited again this September to assess the progress that had been made and how Foundation funds were changing lives.

Kirkendall and Sanon toured Mirebalais, where Great Commission Alliance (GCA) has acquired several acres of land, and attended the groundbreaking for a new school that will be part of a larger community center. "There are hundreds of thousands of orphans throughout Haiti," says Kirkendall. "The people of Haiti are themselves dealing with so many problems that the needs of the orphans are often neglected. We are honored to support GCA and their good works."

Removing the Rubble to Rebuild Schools

The next stop on the mission was a tour of the new school built by All Hands in Leogane, a town at the epicenter of the earthquake, just 40 miles west of the capital. Cal Phillips, former ORC Board member and longtime resident, was one of the volunteers who helped build the new school. (His story appears in the December 10, 2010 issue of the Reef Press.) Ocean

See **HAITI**, page 6

Important Reminder from the Architectural Committee

The Architectural Committee would like to welcome back the members for the 2010/2011 season. It is important for our homeowners to know the rules and guidelines for doing any work around your home.

ORCA's Architectural Review Committee is responsible for informing all property owners of the Building Regulations. The goal is to maintain the appearance, character, and value of Ocean Reef property. In order to help inform our members, here are a few points to remember:

- All plans must be approved by the Architectural Review Committee.
- ORCA permits must be issued prior to the start of any construction, renovations, demolitions, land clearing, land leveling, pile driving, major landscaping, or storage of any materials, equipment, or construction trailers.
- All visible changes to existing building structures including painting, landscaping, driveways, solar heating systems, boat landings, docks, piers, davits,

fences, monuments, statues, walls, and mailboxes must be approved by ORCA.

• All colors shall be approved by ORCA prior to applying the colors (paint, stain, etc.) to the exterior of the building, roofs, and driveways. The Architectural Review Committee has approved a pallet of colors kept on file in the ORCA office.

Construction Work Hours:

November 1, 2010 thru May 15, 2011 8:00 A.M.-5:00 P.M. (Monday thru Friday)

May 6, 2011 thru October 31, 2011 7:00 A.M.-6:00 P.M. (Monday thru Saturday)

• All construction parking must be off ORCA streets. A parking plan must be submitted to ORCA prior to construction.

• Color and materials of metal roofs must be approved by ORCA. A permit must be issued by ORCA and Monroe County.

• Homeowners who clear workers or guests onto Ocean Reef are solely responsible for their actions.

If you have any questions, you may contact Vance Chason at the ORCA Office, 367-3067.

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Haiti

Continued from page 5

Reef Foundation provided the funds to purchase a backhoe that was essential to completing the much needed school in just two weeks.

"All Hands is one of the only organizations in Leogane building schools," explains Kirkendall. "The new school provides a safe and solid space to learn in, and we're proud to

help make that happen."

The earthquake destroyed 300 schools in Haiti and there is an effort to get as many as possible returned to a functional level either through repairs or new construction. Through a matching grant opportunity, the Ocean Reef Foundation is providing All Hands with \$15,000 in order to receive the match. All Hands' goal is to bring 30 schools back to functional conditions this year and the \$30,000 will help

achieve this goal.

Cholera: A New Challenge

The devastation in Haiti is far from over, a fact that was underscored by the recent cholera epidemic. Cholera has become the new killer in Haiti given the lack of clean water.

"We were there just days before the cholera outbreak, which has now claimed

more than 3,600 lives," says Kirkendall. "With so many earthquake survivors living in cramped conditions, it has been difficult to contain the spread of the disease."

All Hands has developed a bio-sand filter that for \$100 will provide a family with clean water for up to 10 years. This filter is constructed locally so it has the added benefit of

bringing employment to Haiti. Ocean Reef Foundation has granted them \$10,000 so they can build 100 of these filters.

Clearly, aid relief will continue to be a priority in the months and years to come. The Ocean Reef Foundation will continue to look at opportunities to further help the Haitians rebuild their lives and their country.

OCEAN REEF PRESS

CONTACT US:

Ocean Reef Press

Key Largo, FL 33037

Editorial: (305) 367-5882

Editorial Fax: (305) 367-5894

Advertising: (305) 367-4911

Advertising Fax: (305) 367-2191

Publisher: Paul A. Clarin

Managerial Editor:

Molly Carroll

Sales Manager: Jan Darden

Advertising Sales: Todd Milligan

Production Design: Cynthia Page

Composing: Kim Bouchard

Lesley Spade

Distribution: Key West Citizen

— Ocean Reef Club —

• Director of Communications
Molly Carroll (305) 367-5882

• Communications Coordinator
Stacey Szymanski (305) 367-5871

— Send Letters to —

Editorial Advisory Board
Co-Chairman Bill Wyer at
wcyer@hotmail.com

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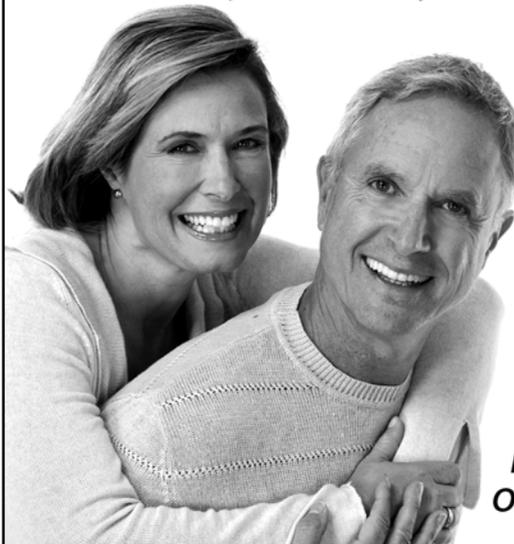
Cal Philips pictured working on the school in Leogane.

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CHANGE OF MAILING ADDRESS?

For one-stop change of address service, contact ORCA at 367-3067 or fax 367-4246.

CHAIRMAN'S/PRESIDENT'S HOTLINE 367-6580

TROUBLESHOOTING HOTLINE

Call 367-2611, ext. 2100, to report maintenance needs and other problems in the public areas of The Reef. Your call is appreciated.

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