

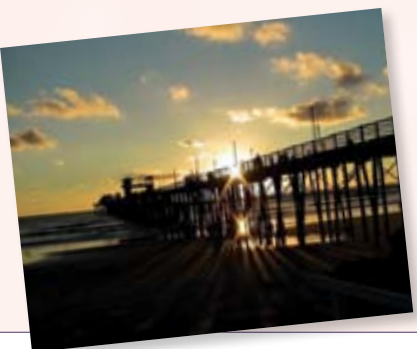


Important Newsletter Update!

As your management company, Grand Pacific Resort Management (GPRM) constantly evaluates cost vs. benefit of offerings and deliverables for our homeowners. To that end, we took a close look at our Resort Newsletters, and focused on the value proposition of a quarterly newsletter vs. a bi-annual newsletter, with email updates as needed. We also conducted a survey of our owners regarding the newsletters, frequency, and benefits.

We came up with a new Newsletter program that incorporates your ideas, and which is in sync with our Going Green initiative, reduces costs, and continues to provide important and timely information to you about your resort ownership:

(Continued on page 2)



Your Reserve Funds At Work

As always, we are continuing unit and facility upgrades. A new roof on the east building has been completed. This needed replacement will help maintain the building's integrity.

Ceiling fans and dining room tables and chairs are on order. The chairs will be covered in stain resistant fabric that was actually tested by your Board of Directors. The tables are glass top and in the same configuration as what is currently in the units. In the studio units, a drop-leaf table has been ordered to better utilize the space.

I am also happy to announce that the living room chairs are being replaced with the chair that has been on display at the resort for the past six months. This chair also has a stain resistant fabric and was chosen based on the feedback we received from the Owners about its comfort.

Look for these new upgrades on your next visit.

Julie DaRonco, General Manager





What is the Bonus Time Network?

ResorTime.com, the leading provider of nightly timeshare rentals, developed the Bonus Time Network to provide timeshare owners with exclusive Bonus Time rates worldwide.

What is the Bonus Time Network Reservation Center?

The Exclusive location for Timeshare Owners to book Bonus Time at any affiliated resort in the network

2 WAYS TO BOOK BONUS TIME

- 1) Online at ResorTime.com/GPR*
- 2) By phone at **800.846.5557**

Find out more:

See the Bonus Time Network brochure in your newsletter today!

*You must be logged in to access Bonus Time rates. ResorTime.com's Bonus Time Network is an extension of our partners' existing Bonus Time programs.



The Point at Poipu - Kauai, HI

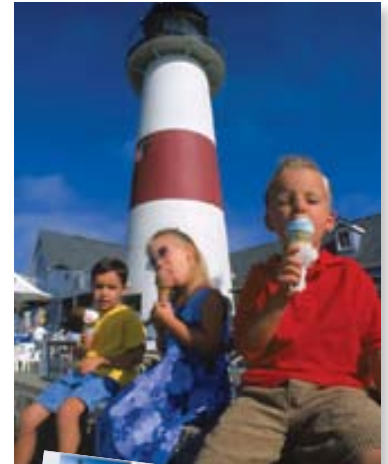


Looking to trade your week within the Grand Pacific Resorts family?

To learn more:
 Click: gpxvacations.com
 Call: 877.254.4866
 Email: gpx@gpresorts.com

Important Newsletter Update! (Continued from page 1)

- Beginning in 2011 you will receive two full resort newsletters per year, via either U.S. Mail or email (your choice), plus updates via email as needed. If you haven't already provided us with your email address, please do so! You may opt-in to receive the electronic version of your newsletter by visiting your Resort website at www.southerncalifbeachclub.com and click on the Newsletter Sign up area.
- Our Resort budget will benefit from lower printing and postage costs.
- For quick and timely information, we encourage you to visit your Resort website www.southerncalifbeachclub.com or contact your Owner Services Team at 888-477-6967.



We welcome the opportunity to keep you fully informed about your resort ownership, while at the same time saving money and protecting the environment.

Are You A Fan Yet?



Miss your Beach Club sunsets? Now you will never have to miss another one, because the evening sunsets can be viewed on the resort's Facebook page. Resort updates, pictures and Bonus Time availability can also be seen, and there is a discussion board where Owners can provide comments and communicate with each other. To find us online, type Southern California Beach Club in the Facebook search engine and become a fan today. We hope to see you online soon!

Want to Know How to Get More Bonus Time?

As an Owner, you actually have the ability to create more Bonus Time; just let us know if you do not plan to stay your full week when we contact you by phone

or email. Even one day that you will not be checking in can create an opportunity for your fellow Owners or for you at another time.

In addition, we use these openings to deep clean and perform preventative maintenance in your units so they meet your expectations whenever you arrive.

Don't let your confirmed reservation go unused when we can bank the week for use at another time. Use your vacation investment wisely.



A Farewell To A Special Owner

One of the many wonderful things about the Beach Club is that we are a big family!

A family that has been part of the Beach Club for many years is the Armentas. Many of you know that Silvia had been ill and courageously battling cancer for some time. On October 2, 2010, Silvia passed away. She will be greatly missed by many of our Owners and also the staff at SCBC.

The Armenta family is setting up a foundation in Silvia's name to help young women without health insurance who have a history of cancer in their family. The foundation will help these women by assisting with cancer screening tests.



The Armenta unit decorated for the 4th of July, 2010

For more information, please contact Mark Armenta at 909-659-1635 or email mark.armenta@verizon.net.

Make the Most Of Your Ownership

Come and learn how to make the most of your ownership at your home resort.

RCI Weeks 101 Class Schedule

Brought to you by Owner Services & RCI

February 12th

March 19th, April 9th

May 14th, June 18th

All classes are on a Saturday and start at 10am.

These complimentary classes fill up quickly and reservations are required. Please call Owner Services at 888-477-6967 to reserve your attendance and verify date, place and times.

Board of Directors' Meeting Highlights

Friday, November 5, 2010 – President Marianne Caudill called the meeting to order at 6:30pm. Board members in attendance were Marianne Caudill, Andrea Dangerfield, Eric Siegel, and Don Taylor. David Fehlman was unable to attend. Representing Management were Nigel Lobo, Vice President of Resort Operations; Doreen Bechard, Regional Director; Julie DaRonco, Resort Manager; Jeremy McCall, Front Office Manager; and Rick Dahlem, Maintenance Manager. Several Owners were also present. Hayley Hughes took the meeting minutes.

The following actions took place:

- The Board approved the Meeting Minutes from the August 28, 2010 Board of Directors' Meeting.
- An overview of Front Desk Operations, Housekeeping, Maintenance, Landscaping, Activities and update on "Going Green" was presented.
- The Board met in Executive Session and approved a litigation settlement.
- Appreciation of staff dedication and promptness was discussed during the open forum.
- The meeting adjourned at 7:15pm.

Note: If you wish to have a copy of the Minutes for your records, please send your request along with a (\$.63) stamped self-addressed envelope to Grand Pacific Resort Services, L.P., 5900 Pasteur Court, Suite 200, Carlsbad, CA 92008, Attn: Lois Sklar.

Upcoming 2011 Meeting Dates

Friday, February 11, 2011 – 6:30pm at The Southern California Beach Club

Saturday, May 7, 2011 – 9am **Regular Board Meeting**
11am **Annual Owners' Meeting**
at The Southern California Beach Club

Saturday, August 27, 2011 – 9:30am at The Southern California Beach Club

Friday, November 11, 2011 – 6:30pm at The Southern California Beach Club

Note: Owners are welcome to attend any regular Board meeting. Board meeting agendas are posted at the resort four days prior to the meeting. If you would like a copy of the final agenda for any Board meeting mailed to you, please contact your Resort Manager prior to the meeting. Since meeting times and location are subject to change, please contact your Resort Manager in advance to reconfirm the exact time and location.

GRAND PACIFIC RESORTS

Referrals are the best compliment you can give!

As a **Thank You** for Referring Your Friends & Family

\$50 HOA Credit - When your eligible referral attends a presentation.

\$300 Additional HOA Credit - When your eligible referral becomes an owner

Visit or Call
www.grandpacificresorts.com/owners/referral.aspx
800-933-1310
for complete details.

Referral Rewards Rules Apply

Grand Pacific Carlsbad, L.P. - Timeshare Developer
5900 Pasteur Court, Suite 200, Carlsbad, CA 92008

Calendar of Events

**Event dates and times are subject to change.*

Through February 28th, 2011

California Gray Whale Migration

The annual Grey Whale Migration brings tens of thousands of grey whales along the Southern California coastline each winter and spring. A Whale Adventure - Newport Landing Whale Watching, \$30 adults \$25 juniors (12 & younger).

February 1st – March 1st, 2011

San Diego Museum Month

Experience half-price admission at more than 30 local museums, monuments, historical sites, and gardens in February. Pick up a Culture Card beginning in late January at any Macy's store in the county (while quantities last). The Culture Card admits up to four guests to participating centers. sandiegomuseumcouncil.org

February 11th, 2011

Kodo Drummers of Japan

Exploring the limitless possibilities of the

traditional Japanese drum, the taiko, the world-famous Kodo Drummers of Japan are forging new directions for a vibrant living art-form. La Jolla Music Society, La Jolla. \$25-\$65. www.ljms.org

February 16th, 2011

Mardi Gras Annual Street Party

Mardi Gras annual street party and parade in the Gaslamp Quarter 6pm-midnight. Must be 21 and up at (\$20) per person. Entertainment includes two parades on Fifth Ave. and an outdoor block party with great musical performances.

March 1st - May 8th, 2011

Flower Fields Ranunculus Tours

Every year from early March to early May, The Flower Fields at Carlsbad Ranch blossom into a spectacular sea of brightly colored ranunculus flowers. Open to the public seven days a week, 9am to 6pm. www.theflowerfields.com

Southern California Beach Club
1121 South Pacific Street, Oceanside, CA 92054
760-722-6666
www.southerncalifbeachclub.com

Owner Services
5900 Pasteur Ct., Ste. 200, Carlsbad, CA 92008
888-477-6967
**International Owners 760-827-4100*

Grand Pacific Resort Management
5900 Pasteur Ct., Ste. 200, Carlsbad, CA 92008
760-431-8500

Owner Rewards Department
800-753-5557

Assessment, Billing & Collection
800-234-6222

**ResorTime.com – Your Bonus Time
Network Reservation Center**
800-846-5557

Contact Your Resort Manager

Julie DaRonco

email: jdaronco@gpresorts.com
phone: 760-722-6666

Contact Your Board of Directors

Stay in touch with your Board. Log on to www.southerncalifbeachclub.com. Then, click on "Contact Us" and then, click on "Contact Your Board of Directors."

Marianne Caudill, President

email: scbcmarianne@roadrunner.com

Dave Fehlman, CFO

email: beachclubdave@gmail.com

Donald Taylor, Director

email: paradise@xmission.com
phone: 801-745-3271

Andrea Dangerfield

email: angelfield@cox.net

Eric Siegel

email: emsiegel49@gmail.com

Have You Moved Recently?

Don't forget to notify us with your new address and contact information!

Just call Owner Services at 888-477-6967 or log on to

www.grandpacificresorts.com/owners/address.aspx

To ensure that you receive your property tax bills on time, please call your local tax assessor's office directly to update any change in your mailing address.

RETURN SERVICE REQUESTED

RESORTED
FIRST-CLASS MAIL
U.S. POSTAGE PAID
Reno, NV
Permit No. 379

BEACH CLUB
THE SOUTHERN CALIFORNIA



Grand Pacific Resort Services, L.P.
5900 Pasteur Court, Ste. 200
Carlsbad, CA 92008

Board of Directors NOMINATION



THE SOUTHERN CALIFORNIA
BEACH CLUB

Below is the information your Board of Directors needs to place your name in nomination for the Board Member Election. Please include your background information and the reason you wish to serve on the Board of Directors. The space available on the meeting notice is limited, so **DO NOT SEND A RESUME**. Please try to limit your input to the space provided on this form. If you need more space, you may attach an additional page to this form.

*In order to ensure your name is placed in nomination and appears on the proxy for consideration by your fellow members, this nomination form must be postmarked **NO LATER THAN FEBRUARY 16, 2011** (Certified, return receipt requested)*

Name: _____ Home Phone: () _____

Address: _____ City: _____ State: _____ Zip: _____

Education: _____

Qualifying Experience: _____

Objectives: _____

Please fill out and fold this form as indicated, affix postage and postmark by February 16, 2011.

FOLD HERE

FOLD HERE

PLACE
POSTAGE
HERE

Vice President of Resort Operations
PO Box 4403
Carlsbad, California 92018-9986



What is the Bonus Time Network?

ResorTime.com, the leading provider of nightly timeshare rentals, developed the Bonus Time Network to provide timeshare owners with exclusive Bonus Time rates worldwide. With over 1 million room nights available at any given time, Bonus Time can be booked 24/7 through the Bonus Time Network Reservation Center at www.ResorTime.com.



BOOK YOUR VACATION ONLINE 24/7

What's in it for me?

- » 100 + resorts \$99 or less
- » Over 1 million room nights available at any given time
- » Insider deals all year long

How would I use It?

- » Extend exchange vacations by adding extra nights
- » Business travel
- » Family reunions
- » Last-minute getaways
- » Plenty of room! Love your family? Just don't want them to stay with you!
- » Road trips

Log in to the GPR Bonus Time Network Reservation Center

1. Visit www.ResorTime.com/GPR.
2. "Log In" by clicking Member Login.
3. You're all set. Start planning your next vacation!

Don't have an account? Sign up!

1. Visit www.ResorTime.com/GPR.
2. "Sign Up" by clicking Join Now.
3. Complete the sign-up form.
4. You're all set. Start planning your next vacation!

2 WAYS TO BOOK

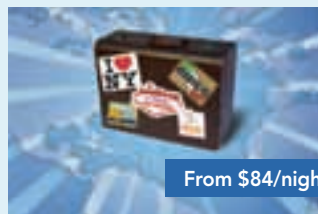
- Book Bonus Time Nightly Rentals**
1. Online: www.ResorTime.com/GPR
 2. Call: 877.867.6506

GPR Bonus Time Network Reservation Center Deals

Log in or sign up to book your next getaway!

To search deals visit: www.ResorTime.com/GPR

Hot Deals



From \$84/night

Check out our latest Hot Deals and save money on your next trip.

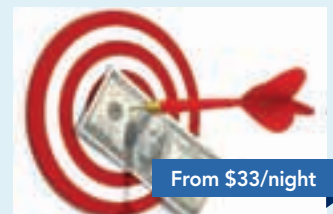
Last-Minute Deals



From \$70/night

Looking to get away this week? Check out our Last-Minute Deals.

\$99 or Less Deals



From \$33/night

Over 100 resorts with nightly rates less than \$99.

What is Grand Pacific Exchange (GPX)?

GPX is Grand Pacific Resorts' Internal Exchange Program, providing timeshare exchanges exclusively to their owners. The perfect complement to your primary exchange service, GPX offers resorts and destinations Grand Pacific Resorts owners truly desire.

New for 2011: An interactive exchange website will allow you to create a personal username and password to search and confirm exchanges online! No more calls necessary. Book your dream exchange vacation any time, day or night.



BOOK YOUR VACATION ONLINE 24/7

What's in it for me? Benefits and Services

- » *NO-RISK deposit week(s) up to two (2) years in advance.
- » FREE- no annual membership fees.
- » Confirm exchanges online up to one (1) year in advance.
- » \$169 domestic/ \$189 international exchange fees.
- » Gift week(s) to friends or family with NO guest certificate fees.

*NO RISK deposit guarantees that if you don't find the exchange you want with us, we will transfer your GPX deposit into your RCI account. Small fee applicable.

How do I get started?

1. Log onto www.gpxvacations.com.
2. Click "Login/ Register" and create a username and password.
3. Search domestic and international locations from Hawaii to Australia.
4. Confirm your dream vacation exchange ONLINE!

BRAND NEW! Log in to the GPX Exchange System

1. Visit www.GPXVacations.com.
2. Log In by clicking "Login/Register."
3. You're all set. Start planning your next exchange!

Don't have an account? Register

1. Visit www.GPXVacations.com.
2. Log In by clicking "Login/Register."
3. Complete the registration form.
4. You're all set. Start planning your next exchange!

2 Ways to Exchange:

Exchange & Deposit:

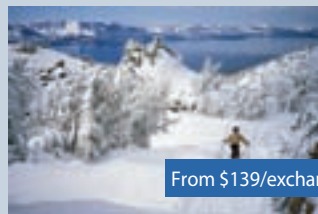
1. Online: www.GPXVacations.com-24/7
2. Call: 866.325.6295, Mon.-Sat.

GPX Exchange Center Deals

Log in or sign up to book your next getaway!

To search deals visit: www.GPXVacations.com/deals

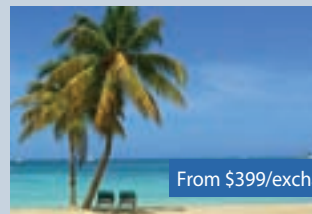
Monthly Promos



From \$139/exchange

Check out our latest monthly promotion and save money on your next exchange fee.

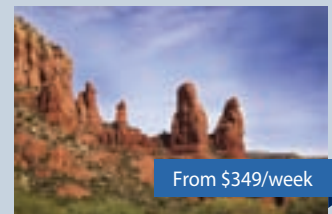
Exchange Packages



From \$399/exchange

Add on nights, tickets, or breakfast to your exchange.

Bonus Weeks



From \$349/week

Discounted bonus weeks from \$349. No deposit required.