



little Sweden[®] Resort Report



2014

WINTER / SPRING EDITION



The Awe and Wonder of spring is on the way!

WHAT A WINTER WONDERLAND we had this year! It sure was a great year for all the winter activities we offer at Little Sweden. From cross-country skiing to snowshoeing and ice skating, old man winter gave us plenty to work with.

Real Spring may be coming a few weeks late this year, but we are in high anticipation. The winter quiet time in Door County is exhilarating. Our blooming spring is breathtaking. First comes our daffodil "blossom festival" revealing thousands and thousands of daffodils throughout the villages. Then comes our world-famous apple and cherry blossoms covering the county with beautiful blankets of white.

You must experience all four seasons in Door County to truly appreciate its magnificence. It's time to escape to Door County!

- Clemens V. Hedeem, Jr.—President

DOOR COUNTY

Getaway

HERE IS AN EXCERPT of an article about Little Sweden found on doorcountytoday.com written by Cathy Guilette:

"Little Sweden is a Door County resort where family lodging or a romantic getaway could be calling your name, having optimized the area's hills and sloping landscape to carve out an area of natural beauty. In winter, you can take a spin ice skating on the pond, snowshoe or cross-country ski through vast forested acreage...in spring enjoy the budding flowers and trees...in summer enjoy the adventure that is outdoors throughout Door County...and in fall be inspired by the beauty of the change in leaf coloring the surrounding woods. With over 89 acres to enjoy, this kind of lodging is unique."



ANNUAL MEETING

AS USUAL, our annual Owners' Meeting was well attended. The weekend began with an Owners' Reception at our Village Reception Center on Friday evening. The business meeting was held at Sturgeon Bay Yacht Club on Saturday morning. Our General Manager, Denny Phillips and our Financial Manager, Deborah Moulton, presented our dues for 2014 which included a 3.9% increase. Key factors were propane, electric, and health insurance. Delinquent dues were less than 1%.



Friends enjoying our Friday night Wine & Cheese event held in our Reception Center.

WHAT'S NEW at Little Sweden and Hedemora Hills?

Single family vacation lots starting at \$79,500

Now you will be now will be able to buy single family vacation lots in Hedemora Hills at a very reasonable price. In fact these lots are the best land bargains in Door County!

Our new direction and energy will be put into selling and building single family vacation lots and homes. We've determined this is what our customers want.

With our low priced lots and small Swedish cottage plans of 1200 or more square feet with a two stall garage you can have your dream vacation home for a great low price. Plus you get all of Little Sweden's facilities and amenities!

Great Bargains in Whole Ownership Condominiums



We have only two remaining developer ownership condominiums for sale. In addition we have a few resale homes available. But don't wait long, as these great bargains will go fast.

\$269,000—Move in today!

Timeshare Week Sales Surge

Last year our timeshare sales increased by 50%. This year is already off to a great start. If you want to add a week or refer a friend or family member, there is no better bargain than a week at Little Sweden in the heart of Door County and you get to use the facilities and amenities year-round.

For more information on any of the offers please e-mail or call Sue Mahony at realty@little-sweden.com or 920.868.9950, ext. 2.

Kay Lee Hedeem - Vice President



Rentals remain strong

Bryan Birnschein, our new Assistant Manager, reports that rentals for 2013 were strong and up 3%, slightly ahead of 2012. Advanced deposits for 2014 look good.

If rental is on your mind, don't wait too long! **Call the resort at 920.868.9950**



BEWARE

of the *NEW*

Timeshare Resale Scam!

Last month I got a letter, letting me know that if I called their number I could: 1) get out of paying Association Dues and 2) still go to and use my resort.

My father told me a long time ago that if something sounds too good to be true – it most likely is too good to be true... In this case it's an outright LIE. More than that it's FRAUD!

So I called the number and they signed me up for a "presentation". All I had to do was call in at a certain time – a conference call with other folks who want to get rid of their timeshares.

This presentation was a "canned" 45 minute rant against timesharing. It combined negative stories done on timesharing by the media and then blew these out of proportion.

The slick moderator told me that sales people had duped me, Associations took advantage of me, resale companies scammed me and that I was a victim trapped "in perpetuity".

He took serious stories and statements out of context to indict the timeshare industry while telling me that I was and am being taken advantage of. He used people who don't like timesharing to make his points.

This scam artist says sales agents conned me into buying something I didn't want and couldn't use. (The truth of course is that there is a 90+ satisfaction rating among timeshare owners.)

This scam artist said that Associations charge outrageous fees and profit from resort rentals. In truth, Associations and Board Members work hard and volunteer their time to make sure the resort and your vacation is the best that it can be. Associations are non-profit groups of owners who have your best interest in mind!

This scam artist then knocked other scam artists in order to gain credibility. He knocked companies that charge exorbitant money to list your week and then disappear. This is true and this is exactly what this new scam artist will do to you and to your Association.

Finally our pitch man tells us there are 5 stages of grief from denial to action. He says "you got yourself into this and you have to get yourself out".

This is where the scam turns into illegal fraud. Fraud can be defined as "untrue statements made with the purpose of creating financial benefit for the scammer to the detriment of the defrauded party".



The NEW Timeshare Resale Scam! Continued...

The fraud artist now gives the first big lie. (Up to now he has just been distorting the truth.) He says they are a “transfer company” that will pay 3 different entities to get you out of your Association dues obligation. He says they will pay the resort, pay the title company and pay a bulk transfer free to an acceptance company, who will use your week for corporate travel.

This makes it all sound legal and above board. It's NOT! This is the scam to make you feel better about defrauding your time share neighbors i.e. the other owners at your resort who will have to pick up your dues and pay them for you.

The truth is as follows:

1. They pay the resort NOTHING!
2. They pay a title company NOTHING!
3. There is NO acceptance company!
4. There is NO real transfer company!

These fraud artists are phony. They have a phony name, a phony address and they will soon disappear. But here's a big part of the scam. For all the great benefits they give me they will only charge me from \$3988 if my dues are \$500 or \$5256 if my dues are \$700 or more. They have a sliding scale. But they do have some credits and discounts available especially for me!

If you pay them you have just participated in a program to defraud your Association of timeshare owners, to defraud your timeshare neighbors and friends. You were scammed and you became part of the fraud.

Avoid these people like the plague! Eventually they will be brought to justice. The next question for people who took the scam is “was your transfer effective and valid or are you really on the hook?” The scam artist said they'd give you your money back if you're not happy. Now just try to find them.

Clemens V. Hedeem, Jr. – Attorney

President, The Rushes Condominium Assn. Ltd.
Baileys Harbor, Wisconsin
President, Little Sweden Association LLC
Fish Creek, Wisconsin

Little Sweden Condominium Association Board of Directors

Clemens V. Hedeem – President – 920.743.7225
Kay Lee Hedeem – Vice President – 920.743.7225
Denny Phillips – Resort Manager – 920.868.9950

Dining in Door County



Each spring brings May flowers, daffodils, trilliums and many changes in the County, even when it comes to dining!

For those of you who enjoyed The Neighborhood Pub in Sturgeon Bay, you'll be surprised that it is now gone! Yes—gone! It will soon be replaced by a CVS pharmacy. You'll now have the choice of three pharmacies in close proximity: Wal Mart, CVS and Bay Pharmacy. This will match our three east side groceries, Wal Mart, Econo Foods and Pick n Save.

Up north Maxi's at Maxwellton Braes will be replaced by Pasta Vino. They have had a good reputation for Italian food when they were in Sister Bay and Jacksonport and Ellison Bay. The new Maxwellton owners bought the name and recipes.

Taking up the slack from the pub will be the Door County Fire Company, formerly the Ladder House on Sturgeon Bay's 3rd Avenue. Last year's new addition replacing "Thyme", "136", is doing well and getting a good reputation.

Ellison Bay's Wickman House that replaced T. Ashwell's is getting good reviews. Also the Wild Tomato in Fish Creek will open two new restaurant concepts in Sister Bay after one year of anticipation.

Everyone has their Door County restaurant favorites. There are too many to mention. Our favorites: Donny's Glidden Lodge (fine dining); Kitty O'Reilly's (pub fare); Stone harbor (from casual to fine dining); Al Johnson (breakfast); The Bluefront Café (lunch); White Gull Inn (breakfast); Northern Grill (pizza and pub fare). Also consider: Mr. Helsinki's, Whistling Swan, Parador and Gordon Lodge.

Enjoy!
Clem & Kay Hedeem

MANAGER'S REPORT

OUR DESIGN TEAM did its semi-annual walk through of our units this past fall. The condition of our units is excellent. We will be replacing carpets and furniture in multiple units this spring. We will be adding wood laminate flooring in kitchen and dining room areas as needed.

All of our units now have new Weber grills and large flat screen TV's in the living rooms and new LED TV's in all first floor bedrooms. We also removed carpeting from our activities center and added wood laminate flooring.

Denny Phillips,
Resort Manager

GOLD CROWN AWARD



RCI
GOLD CROWN
RESORT

LITTLE SWEDEN has again received the Gold Crown Resort designation from RCI.

We are planning a spring seminar for staff on customer satisfaction in order to maintain our high marks. To meet the ever increasing demand for internet service we are adding a modem and router to every unit on the north side.



Spring Vacation

in Door County

*Spend your Spring Vacation
in Door County!*

CALL NOW TO RESERVE TIME AT LITTLE SWEDEN

**for our Blossom Festivals,
Mother's Day or Memorial Day!**

by calling us at 888-990-9958.