

**PARADISE ISLAND BEACH CLUB**  
**Candidate Resume**

I would like to submit my name as a candidate to become a member of the Paradise Island Beach Club Management Committee. I submit the following information about myself, which may be published for the purpose of the upcoming election.

**A. Personal:**

Name: Monica Berckes  
Address: 19 Schmidts Place Secaucus, NJ 07094  
Phone: 201-233-8012  
Email: monica1076@comcast.net  
Education: Bachelors; Business Administration

Weeks owned: 1 Season: Swing # of years: 14 Last stayed: November 2022 Board Experience: PIBC (6 years)

**B. Describe any experience you may have that would benefit PIBC:**

Perhaps some of you know me already or have attended the Club's AGM's and seen me in action. For those who don't, I work closely with Management to ensure our clubs marketing is in tact. From our website presence, to digital outreach, to social media engagement and more. I have over 20 years of marketing experience. I have worked tenaciously to improve the Club's Brand, its online presence including our rankings & SEO performance, and have formed healthy relationships with our OTA's (online travel agents, Expedia, AirBNB, etc.) in efforts to improve our rental program. Unused inventory/default weeks are now being reserved at a steady flow which is fantastic news for the Club. And it is all due to the marketing strategies put in place. I've continued to donate countless hours to our marketing programs and will continue to act in the best interest of the club and its members if re-elected.

**C. Describe the desire you have to serve on the committee:**

I have represented the owners of PIBC for 3 terms (6 years). With 2021 being my required year off, I was appointed by the Management Committee as the Marketing Chairperson (a volunteer position) at the end of my fourth year. There is always much work to be done. My motivation to serve previous terms (and now) is for one reason only – my passion for the Club's success. I feel I have a good understanding of the Club's pain points and I work hard with the other board members to navigate around our issues. I am also one of the only board members with a pulse on the owner community via the owners Facebook page. I communicate and respond whenever I can in regard to concerns and issues surrounding the conditions of the club ie: amenities, pool bar, rising costs, and staff to name a few.

**E. Other information pertinent to candidacy?**

I inject a lot of fresh ideas relating to the Club's atmosphere, staff performance, the overall management and of course its marketing strategies. I believe I bring some diversity to the board and I'm happy about this. Lastly, the members that know me, or have simply shared stories with me (good or bad), have been heard and I work very hard to keep my promise to them – which is to act in the best interest of THEIR club.

**E. What do you see is the best attribute of Paradise Island Beach Club?**

Undeniably – location location location! We need to preserve the peaceful tranquility our club/beach has to offer. Tasteful enhancements and business opportunities should be welcomed. Its finding the right balance.

**F. What do you see is the greatest concern of Paradise Island Beach Club?**

Marketing efforts overall must be continued or we will find ourselves in trouble. Rising costs both at the Club and beyond (i.e. Island, airfare etc.) are always a concern and could continue to place a toll on our stability. We need to keep this in balance and continue to offer a great vacation experience at an affordable price. I honestly want to help the club not only survive, but thrive – and appreciate your support!

Thank you for your time and consideration.

Monica Berckes – August 11th, 2023