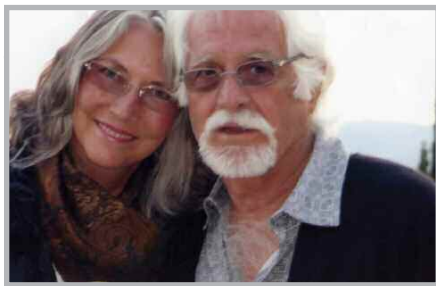




Volume Eight, Spring/Summer 2009

Optima Outlook



The Aiellos Find Best of Both Worlds at Optima Camelview

Meet Penelope and Louis Aiello...

About two years ago, Penelope and Louis decided it was time to live a simpler life. They came to Arizona and looked at

nearly every condo community in the area, but when they toured Optima Camelview, they immediately knew they had found their next home.

In 1963, Lou moved from New York to Denver. He was one of the first to purchase property in downtown Denver and there he developed a loft building. Lou and Penelope met and married in 1985. At that time, Penelope was in the airline business, following in the footsteps of her father. Her father was the Director of International Communications for TWA. Penelope was born in Europe and was raised there and in the Middle East.

Lou and Penelope enjoyed the city life of Denver for many years, but decided to move out to the suburbs where they could participate in more recreational activities and fully appreciate nature. This move also afforded Lou and Penelope, who both have backgrounds in interior design and architecture, the opportunity to design and build a home from the ground up. They built a home in the mountains and lived a more peaceful life away from the city, where they could enjoy activities like hiking, swimming, and biking. In addition to building and designing their own home, Penelope and Lou also owned a business together, designing hotels and resorts across the country.

Being very active and social people, and also tired of the work involved in owning a large home, they felt it was time to relocate to a city that offered both a simple life and a lot to do. When they found Optima, they discovered that it offered the best of both worlds.

“Optima Camelview has more to offer than any condo development we’ve seen,” said Penelope. “It is centrally located, close to restaurants, entertainment, galleries, museums, and recreation.”

Penelope and Lou also enjoy the social events that Camelview offers to residents.

“We enjoy meeting the neighbors and learning about their interesting backgrounds,” said Penelope. “Everyone here seems to have a unique story.”



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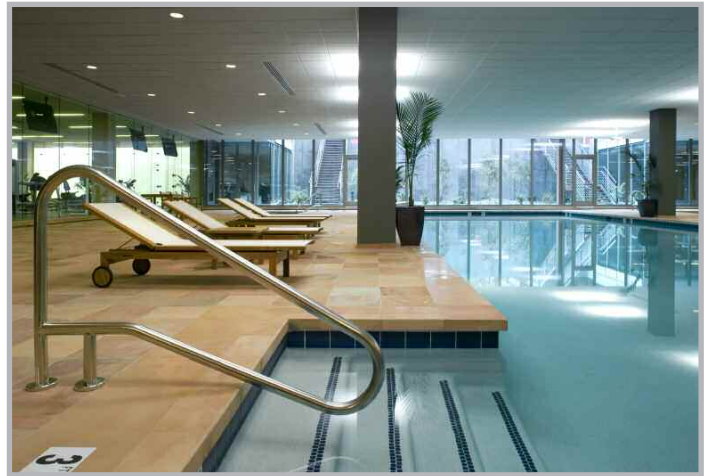
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The Aiello's residence is located on the fifth floor of Optima Camelview and features a large terrace where they often enjoy sitting on the patio and taking in the views. Penelope and Lou also enjoy taking advantage of the pool, workout facilities, and concierge service.

"I feel like I'm living at the Ritz!" said Penelope, referring to all of the amenities and concierge service.

"Camelview has that contemporary, simple, and clean style that I like," said Lou. "It also features a lot of green architecture and amenities, which was very attractive to us."

Lou is now retired and Penelope is semi-retired and owns her own real estate business. They are in the process of selling their home in Colorado to make Optima Camelview their full-time residence.



Best of 2008 Awards and Accolades

2008 Environmental Excellence Award

Optima Camelview Village was awarded the Crescordia Award, the highest award in its category, by Valley Forward Association for environmental excellence for multi-family residential buildings and structures. Valley Forward is an organization of large corporations, businesses, municipalities, government agencies, nonprofit groups, and concerned citizens whose mission since 1969 has been to promote a balance between economic growth and environmental quality throughout the metropolitan region.

Best of 2008 Awards by *Southwest Contractor Magazine*

Optima Camelview Village was honored with three Best of 2008 Awards for landscape, urban design, and residential design at the 11th Annual Best of 2008 Awards ceremony. Over 650 entries were received in the Southwest Region, with 260 entries representing Arizona projects. An independent jury comprised of industry experts selected winning projects based on design excellence, craftsmanship, innovation, teamwork, and the project's contribution to the community and construction industry.

Awarded Best Landscape/Urban Design/Residential - Optima Camelview Village

"This modernist-inspired architectural mixed-use project is a myriad of interconnected buildings and lush oasis roof terraces. Over 17 acres of landscaped green roofs on each level and rooftop aid in reduction of ambient temperature and energy consumption. The overall landscaping design is based on line of sight, leaping from one unit to the next. The cascading plants on the terraces and rooftop provide screening for each patio. The entire project is watered and fertilized by a computer-generated, two-wire irrigation controller. Photovoltaic panels have been incorporated into the rooftop gardens. With over 700 urban dwelling units, the six- and seven-story structures also include retail, resort-style amenities, and below-grade parking."

Sundance and *Windsong* Sculptures at Optima Camelview Win Best Art in the Valley

Arizona Foothills magazine names the first two sculptures in a series of three pledged by David Hovey as their Platinum Award winners for the best art in the Valley. The two sculptures, *Windsong* and *Sundance*, are available for public viewing at Optima Camelview Village. The magazine editors are anxiously awaiting the third sculpture to be unveiled later this year.

Retail at Your Doorstep



CAMELVIEW CLEANERS AND SHOE REPAIR

Celebrating their One Year Anniversary at Camelview Village, Larry Israel and his son, Ron, welcome Residents to take advantage of their on-site location, including pick-up and delivery to your Unit! Camelview Cleaners offer not only dry cleaning and laundering services, but shoe repair, high-end handbag restoration, and cleaning (with complimentary storage) of comforters and seasonal clothing. Conveniently located in the 7147 building on the northeast corner of Marshall Way, one

level above the Optima DCH Management office. Call or stop in to meet Larry or Ron and see how Camelview Cleaners can make your life well-pressed and more organized.

7147 E Rancho Vista Drive, 105A, Scottsdale, AZ 85251

Phone: 480-248-6357

Hours: Mo - Fr: 7 am - 7 pm; Sat: 9 am - 4 pm

GREEN WITH ENVY

Green With Envy is a new organic hair salon located at Optima Camelview Village.

Optima proudly welcomed Maggie Fink and Jessica Westlake when they opened the salon at the beginning of this year. They chose Camelview because Maggie worked at the salon across the street and watched the construction. "I was intrigued by the design and had seen nothing like it. Because Optima is pursuing LEED-certification and using green technologies, it inspired me to make changes and to offer those changes to the public. Optima is a pioneer in the green-design and I wanted to be a part of it." After its opening in January, they have a wide range of clientele. "We have been very fortunate. Our clients are Camelview residents, as well as 'green consumers' looking for a safer, cleaner alternative. As important, we have clients that simply love their hairstylists and have followed them here! I have been overwhelmed with positive feedback, which makes what I do so rewarding."

Even the salon's construction reflects the owners' attitude toward being environmentally conscious, from the soy-based stain on the floor to the recycled fixtures and low-flow toilets. The salon prides itself on being clean-air friendly, too, using non-toxic hair care products and colorings and no harsh chemicals. The experience so far at Camelview? "Words cannot describe the serenity that the development has. Every day I walk by a waterfall, through lush greenery, while I admire the indoor lap pool and, to my left, a putting green - all while having stunning architecture as a backdrop. Simply put, I work in paradise! Aside from the beauty of it, the residents and staff have been so supportive and helpful. Everyone wants to see all of the retailers do well. It is such a great place to work!" When asked what she has learned in these past six months, Maggie explained, "Our clientele has really taught me a lot about the term eco-friendly. They are always inspiring me with new products, services and sharing facts that help me build a more sustainable future - not only for my business, but for the world. The support from



everyone in the development has truly enriched my experience. They have given me the tools and motivation to run a successful green business!

What makes Green with Envy "green"?

- Designed by a LEED-certified architect
- First salon in the Valley to exclusively use EcoColors (a non-toxic color line) and carry and use only organic products
- They donate the hair clippings to a non-profit organization, Matter of Trust, that uses them to create mats that clean up oil spills
- Sign and front desk were made using Kirei board, an eco-friendly substitute for wood, manufactured from reclaimed sorghum straw
- Soy-based concrete sealer
- Recycled denim insulation
- No VOC paint
- Recycling tank-less water heater
- No aerosols
- Recycled and reused fixtures for furniture and decor

7147 E. Rancho Vista Drive, #107, Scottsdale, AZ 85251

Phone: 480-553-7235

Hours - Mon 10-5, Tues - Thurs 10-8, Fri 10-6, Sat 9-6

POSH

Chef and Owner, Joshua Hebert, opened POSH Improvisational Cuisine in September. To date, it has been recently hailed as the No. 1 Restaurant in the Valley by Arizona Republic food critic, Howard Seftel, as well as Josh being named Best New Chef. Although his career has included being chef de cuisine at Café California at Hotel Miyako in

Tokyo and holding sous chef posts in prominent San Francisco establishments, his career began in the Phoenix/Scottsdale area, serving as executive chef at Tarbell's and Gilbert's Dual. Now he has come full circle, returning to the area with his own highly-acclaimed restaurant at Camelview Village. What makes the dining experience here so special? In the spirit of improvisational cuisine, there is no traditional menu. Diners select from one of several prix fixed checklists, initially selecting how many courses (4 - 7), then the ingredients. A chef's choice and all-vegetarian options are available, as well as attention to special dietary restrictions. Next, Chef Hebert asks the diners for their input on the selections. Hebert describes his style as "globally inspired," and "seasonal," "local," and "organic" are all part of his vocabulary. Need more of a reason to try out the hottest new restaurant in the area? POSH is now offering a specially priced 4-course menu, Tuesday-Saturday, 5 - 6 pm, for \$35 dollars. Just want to relax with a cocktail or a glass of wine? Enjoy the lounge area or outdoors on the patio, then try one of the "several plate selections for noshing" on its new bar menu. Watch for POSH announcements the week of June 22nd for its 4th of JULY specials for all of your holiday needs, including meat purchases, pies, salads and more. Camelview residents will receive information via email and posted flyers. Be sure to check out Howard Seftel's 4.5-star review at <http://bit.ly/knS24>



7167 E. Rancho Vista Dr. Unit 111 Scottsdale AZ 85251

Phone: 480-663-7674

Hours: Tuesday - Saturday, 5pm - ? "Come enjoy a late night drink with us."

SEATNATION - COMING SOON!

Construction Update - Optima Camelview Village

Construction at Optima Camelview Village is proceeding and nearing completion. Interior work at 7131 East Rancho Vista Drive will be substantially complete at the end of June. Work will then be progressing to 7121 East Rancho Vista Drive, where the exterior work is already complete and ready for the interior finishes to begin. With construction activity winding down, residents and their guests are enjoying the full range of amenities in the spectacular one-of-a-kind setting.



Seen and Heard

Arizona Foothills Magazine Cover March 2009

Optima Camelview Village graced the cover of the Valley's premier magazine with the headline "Optima Makes Green Look Good." In addition to glossy images of the exterior and interior, editorial focused on "Optimal Living." Amy Strand writes, "From the outside, Scottsdale's Optima Camelview Village is undoubtedly impressive - its sleek lines, creative angles and plentiful glass make for an eye-catching arrangement. But what's more, its luxury and innovation may just make this eco-friendly community one condominium that's unlike the rest."



Television Coverage

Television cameras adored Optima Camelview Village as it was featured twice in the month of April on two different stations. Optima Camelview Village was featured on the "Step Outside" televised segment with COX-TV Channel 7 on Saturday, April 4, as well as in a "Lifestyle by Design" segment that aired on FOX-TV 10 on Saturday, April 12. You can view both of these segments on our website!

In addition, Sterling Ridge in Desert Mountain, designed by David Hovey, was also featured on "Lifestyle by Design" for its unique green design and green technologies, airing on FOX-TV 10 on May 30. Just a few of the green aspects of Sterling Ridge include the use of glass, concrete, and steel, 87 glass solar panels on the south, east, and west perimeters, providing about 60 percent of peak demand for the home, and a negative-edge swimming pool, which dives into the wash below, absorbing some of the hot water generated by the home's heat-pump cooling system. Through a heat exchanger system, the pool helps keep the home cool.

Optima Camelview Village Featured as Site Tour for AIA

Sunday, April 26, 2009

The Arizona Chapter of the American Institute of Architects featured Optima Camelview Village as one of 10 tours in its annual home tour. The tour showcased a variety of designs and types of architecture that demonstrate how good design can be both affordable and state of the art.

Arizona Project Tours Announced for Greenbuild

November 11-13, 2009

Optima Camelview Village will be one of 18 projects included in tours to take place during the prestigious Greenbuild '09 International Expo & Conference sponsored by the U.S. Green Building Council. Optima Camelview was selected from over 92 proposals, all of which were residential and commercial architecture and included Arizona landmarks that are important to the history of sustainable development. The Expo & Conference is scheduled November 11-13, 2009, and is expected to host 30,000 professionals to Phoenix in the fields of construction, energy, community planning, product development, sustainability, and other related fields.

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Optima Camelview Village Named "Best Places to Live" in September 2009 Issue of Arizona Foothills Magazine

Only the finest communities, builders, and architects will be included in the annual September "Best Places to Live" issue of Arizona Foothills magazine. Communities like Optima exhibit the highest quality in building and design, but the building's "green" efforts and lush landscape aesthetics helped secure Optima's inclusion in this coveted issue.

City by Design Phoenix to Feature Optima Camelview Village

A beautiful, glossy coffee table book series, City by Design, catalogs the landscape of the built world and offers a rare glimpse into a variety of exquisite spaces. It's a rich, diverse collection of the city's best - and Camelview Optima Village in Scottsdale fits this category! City by Design Phoenix is comprised of enjoyable anecdotes and interesting design theories shared by internationally renowned, forward-thinking firms. The featured companies' creations and principals find exceptional satisfaction in enhancing the urban landscape of the cities in which they live. Look for this fabulous book in any of your favorite bookstores.



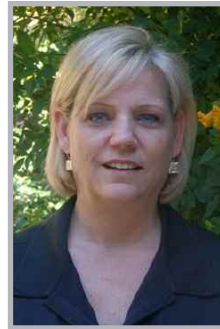
Optima gets social!

Optima Camelview offers a dynamic community life and energy like no other. Want to know what we're doing? Stay connected! Mark your calendars - follow us - become a fan . . .

twitter @optimacondosAZ

facebook /optima camelview village

DCH Management Welcomes New Addition



Optima DCH Management, Inc. is pleased to announce the addition of Sr. Property Manager L. Sue Elsner, who joined Optima in May. Sue brings over 18 years of experience in the property management and commercial banking realms, including tenure with CB Richard Ellis and SMDI Company. She holds the Certified Property Manager (CPM) designation and is actively involved in the Scottsdale community. Sue and Sarah Keene look forward to assisting you and making the Camelview Village community an exceptional place to live.



Save the Date Section

JULY

9 Wine & Cheese Party, 5 - 7 pm - Residents bring a bottle of wine to share for meet 'n' greet in Community Room. Cheese and crackers will be provided.

WATCH FOR DETAILS ON UPCOMING EVENTS

Walk of Dreams 2009 - tentatively slated for December. Camelview residents will be invited once again to open their homes and showcase their space with neighbors and the community.

Hope to see you!

