



COMMITTEE REPORTS
AUSTIN, TEXAS
APRIL 7-10, 2018

Your C.A.R.E. committees are working hard to ensure
our continued growth and success!

Ambassador Committee Co-Chairs: Debbie Sansom and Bonnie Kosco
*Members: Emily Ceruzzi, Melanie Gring, Tina Hill, Sonya Halladay, Alexis Nolte,
Diane Sharp, Tina Stafford, Corina Violette, Linda Mayhugh, Brandy West,
Jesus Michael Martinez, Dave Dawson*

The goal of the Ambassador Committee is to make new C.A.R.E. member companies and first-time attendees feel welcome and make sure they are aware of all benefits and tools we offer to enhance their respective businesses. Understanding C.A.R.E. is beneficial to current and new members and will help membership retention in the years to come. Ambassadors are assigned to companies once they have been accepted into C.A.R.E. to assist and guide them for the first year or at least their first two conferences. Even in the case where a seasoned C.A.R.E. company sends someone new to a conference, we will be sure to take them under our wing to and make sure that they don't feel left out! Our objective is to foster lasting industry relationships.

Have you been around C.A.R.E. long enough to become an Ambassador? If so, we sure could use a few more good soldiers!

Please feel free to invite any first-time attendees to our New Member Orientation at 3pm on Saturday, April 7, 2018 in the Pecos Room at the Renaissance Austin Hotel – All Ambassadors, Members and 1st time attendees are welcome and encouraged to attend.

Associate Committee.....Chairperson: Paul Mattimoe
*Committee Members: Greg Crist, Kris Gunn-Hedstrom, Doug Murray, Greg Sheperd,
Don Killingback*

The Associate Member Committee was launched at the fall 2015 conference in Denver with the appointment of Paul Mattimoe as an Advisory Board Member. Since Associate Members do not have a vote in regard to C.A.R.E. business matters, C.A.R.E. established this committee to give our Associate Members a voice. The committee is still under development. Please reach out to Paul Mattimoe at pmattimoe@care-online.org and get involved today!

Awards CommitteeChairperson: Debbie Sansom
Members: Jeff Ingram, Jesus Michael Martinez, Linda Mayhugh

C.A.R.E. Squared. Richard Gallardo, Rookie of the Year and Sponsorship Recognition Awards will be presented on Sunday night April 8, 2018 at The Oasis on Lake Travis for the venue C.A.R.E.'s Grand Evening Deep in the heart of Texas.

BTB (Better Trade Bureau) Chairperson: Debbie Sansom
No members are required

The BTB is like the Better Business Bureau; except complaints can only be filed by C.A.R.E. Member companies against other C.A.R.E. or non-C.A.R.E. companies and non-C.A.R.E. entities can file against C.A.R.E. companies. Companies can receive a Satisfactory, Unsatisfactory, or Pending Status rating. Please contact Debbie Sansom (dsansom@care-online.org) for a complete list of policies and procedures as well as the BTB Complaint Form.

Communications Committee.....Co-Chairs: Linda Mayhugh and Bonnie Kosco
Members: Corina Violette, Linda Yori, Paul Mattimoe, Amanda Wainwright

The purpose of the Communications Committee is to provide growth and improvement of communication within C.A.R.E. The 2018 winter edition of *Connections* was distributed in February. After surveying the membership and to “Go Green”, *Connections* is available in digital and pdf formats only. *Connections* can be viewed under the “The Organization” section of the website.

The committee continues to work to improve communication through e-blasts and surveys. C.A.R.E. Member Representatives and Committee members are encouraged to present topics that should be e-blasted throughout C.A.R.E. Ideas should be sent to the Communications Committee Chairperson and/or President and must be approved by the President prior to dissemination. Volunteers wishing to contribute new ideas and perspectives as well as write articles for *Connections* are always welcome!

Conference Committee Co-Chairs: Bonnie Kosco and Linda Mayhugh
Members: Tina Stafford, Abby Bettinger, Debbie Sansom, Linda Yori, Andrea Najarian, Tina Hill, Linda Stockwell, Paul Mattimoe, Tania Pugh, Caleb Dixon, Amanda Wainwright

The purpose of the committee is to solicit and propose future conference locations as well as provide suggestions for the improvement of conferences. Our goal is to maximize and promote conference attendance by offering affordable accommodation opportunities in attractive destinations while providing a positive and worthwhile conference experience for all attendees. Beginning with this conference in Austin, TX, conferences will be held once per year. Seventeen proposals were submitted for C.A.R.E.'s 2020 conference. Two finalists were selected by the Board, and the final selection will be made at C.A.R.E.'s conference in Austin, Texas.

Future conference destinations are as follows:

2018 Conference	RENAISSANCE AUSTIN HOTEL Austin, TX 04/07-04/10/2018
2019 Conference	THE WESTIN INDIANAPOLIS Indianapolis, IN 05/04-05/07/2019
2020 Conference Finalists	WYNDHAM PHILADELPHIA HISTORIC DISTRICT Philadelphia, PA April 3-April 7, 2020 or INTERCONTINENTAL BUCKHEAD ATLANTA Atlanta, GA May 30-June 2, 2020

Conference Set- Up CommitteeCo-Chairs: Bonnie Kosco and Linda Mayhugh
Members: *Tina Hill*

The purpose of this committee is to prepare for conference. Members usually meet the Thursday or Friday before the conference to assemble registration materials and work together at registration.

Ethics CommitteeChairperson: Linda Mayhugh
Members: *Emily Ceruzzi, Tina Hill, Jeff Ingram and Marla Lawlor. Members of the Ethics Committee are appointed by the C.A.R.E. President.*

The Ethics Committee is responsible for:

- Reviewing or recommending changes in the Code of Standards and Ethics
- Reviewing inquiries regarding the Code of Standards and Ethics, and where appropriate issuing “Interpreting Guidelines”.
- Enforcement of the Code of Standards and Ethics by reviewing challenges

Since our last update the Ethics Committee has not received any new complaints.

If you have a concern regarding a possible Ethics violation, please do not hesitate to contact President Mayhugh. As a member it is your responsibility to report Ethics violations and concerns accordingly so that, together with C.A.R.E., we can uphold the viability, integrity and future of our organization and industry.

Going Green Committee...Co-Chairs: Jeanette Bunn, Claire de Ruiter, Linda Mayhugh
Member: Bonnie Kosco

The Green Committee was established to promote awareness, foster ideas, and offer resources to assist and encourage our C.A.R.E. member companies in choosing greener processes within their organizations and in their communities. Brent Preston, a friend of Green Committee Co-Chair Claire de Ruiter, has written April's "Going Green" news article and donated his newly released book, *The New Farm: Over Ten Years on the Front Lines of the Good Food Revolution* for C.A.R.E.'s Silent/Live Auction.

Special consideration will be given resorts/locations that already have green programs in place, or that are in the process of making changes to help the environment. In response to requests by the Green Committee and several others, C.A.R.E. now sends conference invitations via email only. Conference registration, sponsorship, membership renewal and even new member applications are all electronically processed on the association's website www.care-online.org.

If you have any questions on how your company can be more "Green," please let us know; we are happy to give suggestions. We need new committee members and/or green story ideas. Please let a co-chair know if you are interested in participating in our Going Green efforts within C.A.R.E.

IT CommitteeCo-Chairs: Linda Mayhugh and Bonnie Kosco
Members: Guillermo Davila, Paul Mattimoe, Corina Violette

The "**IT Committee**" serves to improve all aspects of C.A.R.E.'s information technology in addition to C.A.R.E.'s overall web presence. The committee works throughout the year to improve communication, support for general information online and the facilitation of the association's business.

Since C.A.R.E.'s fall conference in Anaheim, CA we have continued our work to move more of our associations business to our website's new platform. In fact, our website handled the majority of C.A.R.E.'s membership renewals this year and over 95% of our conference registrations. Additionally, the "Refer A Friend" feature, "Idea Box" and "Community Photo Gallery" are also available. We have also made a change and added "The Corner Blog" for the latest new in the industry.

We are also capable of scheduling webinars with C.A.R.E. members companies and their associates to help C.A.R.E. members with their company's profile and better maximize the opportunities they have as a member. To schedule a webinar for assistance, simply email us at info@care-online.org

Corina Violette continues to manage C.A.R.E.'s Facebook page where we welcome you to share items from all of our C.A.R.E. member companies. The new site also supports features that can link C.A.R.E. member companies' profile to their respective Facebook or Twitter accounts. Connect with C.A.R.E.!

Facebook: <https://www.facebook.com/CARE-Cooperative-Association-of-Resort-Exchangers-122250591211886>

Twitter: https://twitter.com/CARE_online17

The IT Committee is always interested in new members. If you are IT minded and have some great ideas you believe would benefit C.A.R.E., we welcome your thoughts and encourage you to contact Bonnie Kosco at info@care-online.org.

Marketing / Revenue GenerationChairperson: Corina Violette
Members: Linda Yori, Paul Mattimoe, Chris Duval, Tania Pugh, Jennifer Horan, Jeanette Bunn, Jesus Michael Martinez

The purpose of this committee is to generate funds that allow us to advertise and promote C.A.R.E. to the vacation and timeshare industries in order to attract new members.

- **Advertising:**

The proposal for services rendered by Resort Hospitality Solutions was approved at the 2017 Fall Board of Directors Meeting. The Graphic Design Services Agreement was executed on November 17, 2017; services include the creation of a total of 6 print ads to be included in upcoming Perspective Magazine, ARDA Developments, and C.A.R.E. Conference Program (2018 and 2019). In addition to the print ads, up to 4 Facebook ads and cover photos are to be designed to attract new members via social media.

- **Media Sponsors:**

Media Sponsors provide in-kind sponsorship of media advertising services in return for complimentary C.A.R.E. associate membership and conference registration.

Current Media Sponsors include:

- C.A.R.E. proudly recognizes Perspective Group as its ***Preferred Media Sponsor***. Perspective Group and The Resort Trades are both media sponsors for 2017-18. Levels of participation on each agreement are confidential and vary greatly.

- **Revenue Generation:**

A total of \$11,746.17 was collected from the Silent/Live Auction as well as the Super Raffle event in 2017. Unfortunately, the Marketing/Revenue Generation Committee faced structural changes halfway throughout the year, resulting in not meeting the budgeted amount of \$16,500 for 2017.

2018 is upon us and comes with a \$12,000 budget. Corina has actively been seeking donations from the C.A.R.E. member base, with the help of Jeanette Bunn. Jeanette graciously reached out to Corina to offer assistance and reformed the Marketing/Revenue Generation Committee, as it had dissipated over the past year. Jeanette was able to recruit

the help of Tania Blanco, Jennifer Horan, Spence Witten, and Shawnah Sheehy and assigned each person a list of members to reach out to. As of March 21, a total of 28 items has been donated, with a total value of \$25,825.78.

BiddingOwl.com, a new online bidding site, was implemented in early 2018, allowing early bidding to be conducted prior to the Silent/Live Auction. Online bidding began on March 28.

Membership CommitteeChairpersons: Tina Hill and Jeff Ingram
 Members: *Kristine Gafka, Bonnie Kosco, Debbie Slack, Joe Uribe, Brandy West, Joy Macbay, Jesus Michael Martinez*

C.A.R.E. Membership Information
 As of March 29, 2018

Total Active Members	116
General Members	88
Associate Members	28
DBAs	3
Pending Memberships	0
New Processed Since Fall 2017	1
Total Non-Renewals 2017	10
Non-Renewals/General Members	9
Non-Renewals/Associate Members	1

C.A.R.E. Member Companies are committed to the highest standards by agreeing to be bound by a Code of Standards and Ethics and unparalleled in the industry.

If you are doing business with an industry related company and they are not members of C.A.R.E. why not consider inviting them to join you as a member and share the benefits of membership in a great organization-all while putting cash in YOUR pocket!

Any non-Board representative of a C.A.R.E. member company receives \$100.00 for each new member they sponsor for membership.

The C.A.R.E. Membership Committee is responsible for verifying all new membership applications. Due to sensitive information included on the applications, the chair/co-chairs of this committee are the only individuals authorized to verify new members. Chairs of this committee must be board members who have been elected to serve C.A.R.E. and agree to certain confidentiality requirements. The members of this committee are typically only asked to assist annually in January and February as the association works our way through the annual renewal of memberships. Committee members would assist in contacting several C.A.R.E. member companies to remind them of the annual renewal that is past due or attempt to sell them on why they should remain a member if they are considering non-renewal. We are always looking for more

Membership Committee Members, let a chairperson know if you are interested in assisting C.A.R.E. in the handling of annual renewals each year.

Member Benefits Committee...Co-Chairs: Jesus Michael Martinez and Brandy West
Member: Bonnie Kosco, Bonnie Kosco

This committee is tasked with providing a description of current values, as well as adding more value to C.A.R.E. membership. C.A.R.E.ERS, an employment service function on the C.A.R.E. site that gives potential candidates a tool to advise of their availability and member companies an avenue to obtain skilled staff for whom they can readily obtain references within our industry, is up and running. Our web platform will soon be backed by **Google Jobs** for even more exposure at no additional cost to our members.

One of our most popular Member Benefits, provided free of charge, by Access Development gives C.A.R.E. member representatives a complimentary membership with access to a network of over 350,000 private members only deals at hotels, restaurants, theme parks, etc. Visit www.care-online.org or email info@care-online.org to request activation of your personal and complimentary Access membership.

Our newest added benefit of C.A.R.E. membership is our Supplier Search System where C.A.R.E. gives members all the tools they need to find inventory for fulfillment or be found when others are searching for the inventory you have available. Isn't it time we get away from blast emails from multiple members every day? Let's all commit to giving the Supplier Search System a test run and see if we can reduce the mass amount of emails we send and receive. Why not just send emails to those suppliers who indicate they have what areas you need...the system does all the work as suppliers indicate in their profile what destinations they have readily available and you can email one or all or even a select few of your choice.

We are always looking for those members interested in being on the cutting edge of providing more value to their fellow C.A.R.E. members, let us know your ideas!

C.A.R.E. MarketPlaceCo-Chairs: Brandy West and Jesus Michael Martinez
Members: Bonnie Kosco, Linda Mayhugh

The C.A.R.E. MarketPlace provides marketing and promotional opportunities to members through a "mini-trade show" and media presentation segments at each conference. Exhibit spaces and media presentation opportunities are available for a fee in addition to conference registration or may be included as a value-added benefit of conference sponsorship at the Ruby (\$5,000) level and above. MarketPlace opportunities consist of exhibit space adjacent to the general meeting hall for companies to promote their products and services. Media MarketPlace opportunities provide participants with a 15-minute segment on the conference agenda during which to promote their resorts, products and services. There are three (3) MarketPlace Exhibitors and two (2) Media MarketPlace participants scheduled for the 2018 annual conference.

Resale Task Force..... Chairperson: Linda Mayhugh
Members: Jeff Ingram, Carlos Trujillo, Greg Crist, Jesus Michael Martinez

The Resale Task Force was created to engage industry partners for assistance in creating best practices for secondary market service providers. An initiative established with the purpose and goal of incorporating these best practices into our Code of Standards and Ethics; just as we did with Travel Clubs almost ten years ago. Since formation of this Resale Task Force the AVO (Association of Vacation Owners) has launched the Global Secondary Market Coalition (GSMC) and C.A.R.E. has accepted an invitation to participate in this initiative instead of simultaneously and separately working the same.

The GSMC is conceived as a multi-national alliance of industry stakeholders whose mandate will be to create best practices, review current licensing requirements and establish a code of ethical and responsible conduct for secondary market service providers. The AVO has been conducting in-depth studies of timeshare owner sentiment and the industry's online reputation for years. They have determined that the lack of a structured secondary market for timeshares and vacation intervals is a problem that continues to negatively impact consumers and the vacation ownership industry.

C.A.R.E. President Linda Mayhugh, and her board of directors, is proud to be supporting the GSMC and hope it brings solutions, value, and support to C.A.R.E. members who either to work directly in the secondary market or are affected by it daily in other areas of day to day business.

C.A.R.E. members are encouraged to contact Greg Crist at the AVO and get involved with the GSMC directly. Greg can be reached at 833-2ASK-AVO or greg@avoworldwide.com or feel free to discuss with Linda in Austin.

Speaker Committee Co-Chairs: Jesus Michael Martinez and Jeff Ingram
Members: Bonnie Kosco, Don Killingback, Dave Dawson, Melanie Gring, Chris Cullum, Linda Stockwell, Linda Mayhugh, Jeanette Bunn

This committee plans the conference keynote presentations, panel and roundtable discussions for conferences. Participation from C.A.R.E. member representatives is highly encouraged as a beneficial way to share knowledge with fellow attendees, while promoting individual participants and their organizations within the association.

Austin, Texas - Scheduled Speaker Overview

The annual conference in Austin will feature Keynote Speaker CMA Award Winner Billy Kirsch "Kid Billy", **presenting** *Teambuilding Through Song*. Attendees will be given exercises to build teamwork through creating songs together. In addition, this year's annual conference will feature a second keynote speaker. Professional speaker, author, and communications consultant Jim Comer, will help attendees become more confident speakers themselves by using their own individuality through his session, *The Message Is You!*

Don Killingback will moderate the Panel Discussion: *The Value of the All-Inclusive Vacation*. Jesus Michael Martinez, Don Eastvold, and Carlos Trujillo will participate on the panel and share the expertise and knowledge with attendees to gain inside knowledge and power for understanding and selling the value of all-inclusive vacations.

President Linda Mayhugh will lead a Panel Discussion: *Meet Our Association Partners*. Linda will introduce attendees to key executives from CVOA, AVO, AMDETUR, ARDA. Learn how the alignment of our partnerships with these associations continue to remove barriers and borders and enhance the value of our overall industry.

C.A.R.E. members are encouraged to suggest topics of interest and possible speakers to a tri-chair for future conference opportunities.

Sponsorship Committee Chairperson: Tina Hill
Members: Paul Williams, Jennifer Warchol, Sheena Niera, Sandy Cooke, Jesus Michael Martinez

The purpose of this committee is to generate funds that are used to create great conferences while keeping conference fees as low as possible. If we did not have sponsors, conference fees would be at least double what they are today. Recruiting sponsors and sponsorship funds allows for the best speakers and networking opportunities resulting in growth of the C.A.R.E. organization. We need more volunteers on our committee to round out our already great team! Sign up today and we will put you to work! Timeline for this Committee's work is approximately 4 months prior to a conference. Help is needed to contact C.A.R.E. member companies and sell the benefits of sponsorship opportunities.

While the Sponsorship Committee focuses on keeping the quality of conferences high and the fees low, we are always looking at new ways to promote and reward sponsor companies. As we recognize our sponsors throughout the 2018 conference in Austin, Texas, we hope that you join us and say THANKS to a sponsor! Better yet...become an early bird sponsor at this conference for Indianapolis, Indiana.

Are you that person that likes to plan and earn rewards for doing so? Then we've got a great deal for you! Early Bird Perks are available for committing to sponsor the next conference, while attending the present conference, so that the Conference Committee can plan greater events, even further in advance! While in Anaheim, get out a pen, checkbook, credit card or find a sponsorship chair or committee member and we'll supply everything you need...except the cash, you still gotta bring that!

Never sponsored and wonder what all the fuss is about? Just ask a sponsorship chairperson, board member or past sponsor...several sponsors that could share the wonderful benefits of sponsoring a C.A.R.E. Conference.

We are always open to the suggestions and comments of our C.A.R.E. member companies; let us know what you like about the benefits of sponsoring or maybe where you would like to see more recognition for your contributions! If you have never sponsored, let us know what we can do to get you involved and reaping the rewards that so many other C.A.R.E. member companies benefit from!

We need more volunteers to help the Sponsorship Committee...please consider joining our committee and help C.A.R.E. thrive!

Strategic Planning Committee Chairperson: Linda Mayhugh
Members: Corina Violette, Tina Hill, Jeff Ingram, Debbie Sansom, Brandy West, Jesus Michael Martinez, Jeff Ingram

C.A.R.E.'s Strategic Plan details several factors and industry trends which drives an Action Plan. The Action Plan drives "actionable" initiatives to ensure progress is made in the areas identified by C.A.R.E.'s Strategic Planning Committee / Board of Directors.

The plan is designed to keep C.A.R.E. focused and steadfast to its mission and stay to true in supporting the highest standards of service in the industry and quality growth of the association.

The committee meets annually to evaluate industry data, just prior to the Board First Quarter Meeting. Strengths, weaknesses, opportunities and threats are identified. Pursuant to these findings...goals, objectives and strategies are used to update a "living" action plan for C.A.R.E.'s Board of Directors.

C.A.R.E.'s 2018 Strategic Plan Documents, including several abbreviated reports, are available online at www.care-online.org.

Trade Association Committee..... Chairperson: Linda Mayhugh
Members: Melanie Gring, Debbie Sansom, Bonnie Kosco

The goals of the C.A.R.E. Trade Association Committee are to promote the Mission and the Vision of C.A.R.E. through participation in and cooperation with other mutually beneficial trade associations in the travel industry. Ultimately, we are striving to be more visible by creating a global presence so that we can increase the membership roster and boost conference attendance.

The 2018 Trade Association budget reflects a continuing evolution in focus and strategy and follows the same plan as recent budgets but with more money-saving and even more mutually beneficial reciprocal memberships negotiated by our President, Linda Mayhugh, with the various trade associations. President Mayhugh is passionate about strengthening and improving these association partnerships making them more beneficial not only to the C.A.R.E. Association but to all global association partners and C.A.R.E. Members alike.

Bottom line, these association partnerships, as well as media partnerships have given C.A.R.E. more exposure for less expenditure. In 2018 C.A.R.E. is or will be represented well and leads are continually being worked.

- ARDA WIN Advantage Annual Meeting / January 2018 / Orlando, FL -
- GNEX Global Expo Conference / February 2018 / Miami, FL – President Mayhugh successfully represented C.A.R.E. at this dynamic conference thanks to our Premier Media Sponsor Perspective Group. This partnership has opened many doors for C.A.R.E. and several new members over the last several years have come from this event and partnership.
- ARDA World Convention / May 2018 / Las Vegas, NV - President Mayhugh will represent C.A.R.E. at this event and as always will use this meeting time to engage with all our association partners to brainstorm on options to strengthen the partnerships already in place. When possible, she will also meet with C.A.R.E. members and make as many new contacts as she can.
- AMDETUR Convention / June 2018 / Mexico City, Mexico - President Linda Mayhugh has made plans to attend this event for C.A.R.E. and is excited about the global opportunities that
- CVOA (formally CRDA) / September 2018 / Blue Mountain, Ontario, Canada – President Mayhugh is hoping no named hurricanes prevent her from attending this year’s event and is excited to partake in all the good things happening with the CVOA!
- AVO (formerly NTOA) – while C.A.R.E. has not had the opportunity to attend an AVO meeting to date, this partnership is growing thanks to the advocacy, support and promotion of C.A.R.E. by AVO CEO Greg Crist.

If you have any suggestions for our Trade Association Committee talk with Linda Mayhugh personally at the Austin conference or attend the committee meeting over lunch on Monday.

