

care
connections

2019

A Publication of the Cooperative Association of Resort Exchangers

WYNDHAM HISTORIC DISTRICT DOWNTOWN

Philadelphia, PA

APRIL 4-7, 2020

See You There!

- Fall In Love with Philadelphia
- Traveling with Animals
- Why I Care and You Should Too!
- The Paranoid Survive

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President's Prose

By: Linda Mayhugh, Gunn Marketing Group, Inc. & C.A.R.E. President

Welcome to the annual edition of C.A.R.E. *Connections*! Having completed our second annual conference this past May in Indianapolis, it's still weird to say and do things annually versus semi-annually. It's a good thing for C.A.R.E. on so many levels, but mostly time and money. Not only for the association but our member representatives too. All of which are important commodities for our association.

The 2019 Conference in Indianapolis was a great success with 80% of attendees completing the survey at a 98+% rating of very good to excellent! That ranks Indy number three compared to recent conferences with Austin/2018 and Lake Tahoe/2016 holding onto the first two spots. Survey data is very important to the health of our association, so I appreciate those of you that responded to my personal favor "nudge" to complete it for me (us). An 80% survey response rate is phenomenal. The C.A.R.E. board and administrator (conference committee co-chair) reviews the survey data each year when planning the next conference. Though everyone seems to really like all the format and schedule changes we've implemented the last few years, there

is always room for improvement. So, we'll take your feedback and do our best to improve even more in 2020 for C.A.R.E.'s 35th Anniversary Conference in Philadelphia, PA! We'll be diving into planning the next conference very soon, so let us know if you have requests, ideas or suggestions on what we could do in Philly for fun, what we could do better or differently to enhance the conference experience.

With three keynote speakers and three useful and informative industry related panel discussions there was no lack of content and knowledge base enhancement in Indianapolis. In this issue, you'll find all things "Indy" as we recap another successful event. Be sure to check out the write up on our number one rated conference session by Bill Stainton on "The 5 Best Decisions the Beatles Ever Made and Why You Should Make Them Too".

There was also no lack of fun, or that fancy word "networking" that we like to use. Let's face it we use the word networking because it's more professional but those of us familiar with C.A.R.E know there is no difference and that makes us no less professional. We simply know how to take fun and turn it into

business! You can find proof of this in two stories written by attendees immediately following our conference in Indianapolis (available in this issue and/or on the C.A.R.E. blog on the website). Both are a great testament to the kind of people you want to do business with. Bob said we are hardworking, serious about business, very welcoming and that he will attend our next conference...CHEERS Bob! That's a tribute to his top ten, read it and see why! Sharon added that "C.A.R.E. conferences have long been an undervalued resource for networking and learning about the current state of our industry. When you attend a C.A.R.E. conference, not only will you not be lost in a crowd, but you will be heard. It's a laid-back, fun, and easy-going long weekend.

I hope to see you in Philadelphia in April 2020!

Linda Mayhugh



Joining Forces to Deliver Outstanding Vacation Services

Linda Mayhugh
Gunn Marketing Group, Inc.
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Debora Sansom
I.C.S. Management, Inc.
Secretary

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Amanda Wainwright
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Vice President

Greg Crist
Association of
Vacation Owners
Advisory Board Member

Paul Mattimoe
Perspective Group
Advisory Board Member

Alain Carr
Immediate Past President

Bonnie Kosco
Administrator

Conference Attendees Speed to Accreditation Achievements in Indy

By: Bonnie Kosco, Administrator

As in the case of racing, there's only one winner, and Sarah Ferguson, VacationCondos.com proved that to be true as far as Accreditation achievements go, especially since she was the lone conference attendee to take the Level One Accreditation Test. Sarah will be recognized at C.A.R.E.'s 68th Conference in Philadelphia and is now eligible to serve on the C.A.R.E. Board of Directors and accumulate points for her Level Two Accreditation.

During the awards evening in Indianapolis, two other dedicated C.A.R.E. member representatives were recognized for their accreditation achievements. Amanda Wainwright, Southern Journey's, LLC, received her Level One Accreditation award, and Carlos Trujillo, AMDATUR, was recognized for his Level Two Accreditation.

C.A.R.E. member representatives participate in C.A.R.E.'s Accreditation Program to gain an understanding of the structure of the organization, fully utilize their memberships and benefit themselves and C.A.R.E. through participation. To receive a Level One Study Guide, submit Level Two points or seek Level Three Accreditation, contact Bonnie Kosco at info@care-online.org or 800-636-5646.



Carlos Trujillo, Amanda Wainwright and Bonnie Kosco

C.A.R.E.'S 68TH CONFERENCE

WYNDHAM HISTORIC DISTRICT DOWNTOWN

400 Arch Street
Philadelphia, PA 19106
215-923-8660

APRIL 4-7, 2020

Philadelphia, often referred to as "The City of Brotherly Love" is not only famous as the birthplace of life, liberty and the pursuit of happiness, but delivers one destination, five counties and countless things to do: fascinating museums, vibrant parks, national historic sites and famous (and delicious) food. This famous city, steeped in history, provides the perfect setting for

C.A.R.E.'s 68th Conference as the organization celebrates its 35th year and history of its own.

The Wyndham Philadelphia Historic District is in the heart of the old city and steps from the modern downtown offering simply the best of both worlds. The hotel is located just one block off Market Street and

within walking distance of popular landmarks, including Independence National Park, Liberty Bell Center, Independence Hall, and the Betsy Ross House. It is also minutes away from the Philadelphia Convention Center, Art Museum, the Barnes Foundation, Franklin Institute, Rittenhouse Square, Penn's Landing, and the Central Business District.

PLAN TO ARRIVE EARLY AND STAY LATE....
CONFERENCE EVENTS BEGIN SATURDAY, APRIL 4, 2020 AT 2:00PM!

ROOM RESERVATIONS

Call: 877-999-3223

Name of Event: Cooperative Association of Resort Exchangers 68th Conference

To Register Online: Visit www.care-online.org

(Conference Information/2020 Conference Information)

Room Block Cutoff Date: March 13, 2020 (5:00pm CST)

Double/Single Occupancy-\$179.00++

Conference registration does not include hotel accommodations.

Each conference attendee should finalize their accommodation and conference registration separately.

ATTENDEES STAYING AT HOST HOTEL RECEIVE REGISTRATION DISCOUNTS.

Airport Information: Philadelphia International Airport (PHL)

FALL IN LOVE with PHILADELPHIA



Fall in love with Philadelphia, the first World Heritage City in the U.S and second-largest city on the East Coast. Whether you enjoy Philadelphia's arts and culture, with more than 200 galleries within the Philadelphia Museum of Art or the urban outdoors in Philadelphia's lively and walkable Center City District, there is something for everyone in this city also known as the Mural Capital of the World.

While in Philadelphia, do not miss the famous Philly cheesesteak or explore the city's dynamic dining scene. Take advantage of great shopping, as Philadelphia offers tax-free shopping on all clothes and shoes, making it more affordable than any other large city.

Philadelphia's rich history and modern energy make it the perfect destination for visitors from across the world as it is easy to get to and affordable - with something for everyone.

Birthplace of America

Stand in Independence Hall – a UNESCO World Heritage Site - where the Declaration of Independence and United States Constitution were debated and adopted. The Liberty Bell, the symbol of American independence that cracked when rung upon arrival in Philadelphia, was once located in the steeple of Independence Hall.

City of Firsts

While Philadelphia was fertile ground for revolution, it was also ripe with ideas and endeavors, and was the site where many of the new nation's institutions were invented. Founding Father Benjamin Franklin created the country's first successful lending library in 1731 as well as the first hospital in 1751. When Franklin was appointed to the post of United States Postmaster General in 1775, he went on to create what became known as the United States Postal Service.

Tax-Free Shopping

Compared to other large cities, Philadelphia is a bargain with tax-free purchases of clothing and shoes. Pack an extra suitcase and get ready to shop Rittenhouse Row, the Chestnut Hill Business District, King of Prussia Mall, the Philadelphia Premium Outlets and more. Philadelphia offers the biggest name brands as well as independent boutiques.

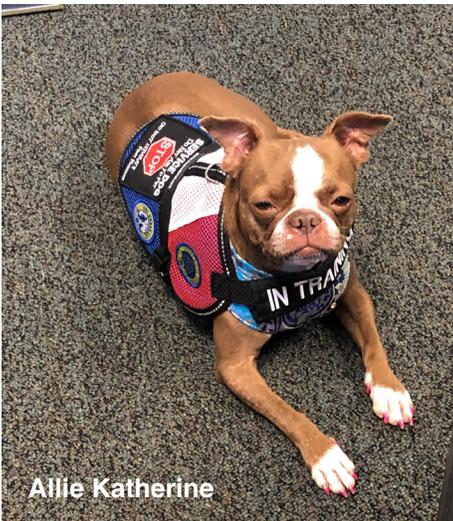
Fabulous Food

Center City Philadelphia has over 1,000 restaurants and over 430 outdoor cafes. Dining options include countless outdoor cafes, bars, beer gardens and restaurants with Iron Chefs, Top Chefs and more in a melting pot of global, gourmet cuisines.



TRAVELING WITH ANIMALS: SERVICE VERSUS EMOTIONAL SUPPORT VERSUS THERAPY DOGS

By: Dave Heine, Timeshare Escrow and Title, LLC



Allie Katherine

So, they say the devil is in the details and that is no different in traveling with animals and what we refer to them as. Whether you are traveling to a hotel or a timeshare, there are not many differences, but there are some differences. Having just booked a trip in Florida that I needed to take our Service Dog in Training (SDIT) along with me, gave me the inspiration to put this together.

Let's start with the easy one first, Therapy Dogs. A Therapy Dog is never granted any public access rights, in fact therapy dogs are used in places like hospitals and nursing homes to bring happiness to others.

So that leaves us the two most confusing travelling dogs, Emotional Support Animals and Service Animals. Often mistakenly named incorrectly. It is an Emotional Support Animal, not an Emotional Support Service Animal. First, an Emotional Support Animal (ESA) can be most anything that brings comfort to the handler. Emotional Support Animals

require no special training, performs tasks and actually the only requirement is a note from a health care professional that says the handler requires the emotional support animal and that is about the extent of it. It is also why airlines and others are cracking down on ESA's. State's are beginning to enact laws on the requirements of what doctor can prescribe the need for an ESA and are swinging towards a physician or mental health professional that is currently seeing a patient in their office to provide the diagnosis and the need. This is an attempt to stop the \$99, talk to someone one the phone for a minute, be diagnosed and a "prescription" emailed to you, programs.

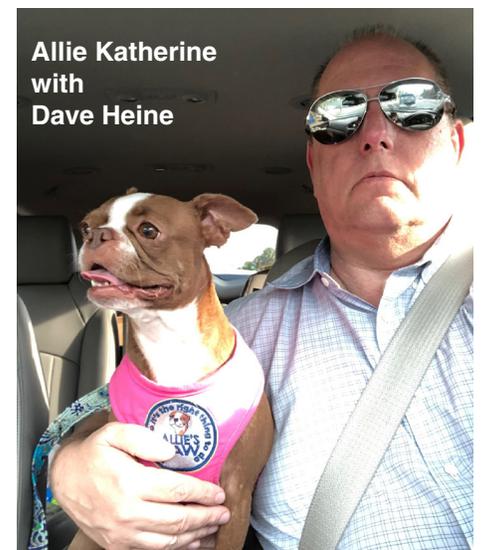
Emotional Support Animals are to a limited degree permitted in airplanes. Keep in mind that air carriers are not governed by ADA, but instead by the Air Carrier Access Act. In residential housing, you can not discriminate because the potential owner/renter needs an emotional support animal. When it comes to timeshares, it is not as crystal clear. If the person needing the ESA is an Owner at your resort, you are required to provide them the accommodation and you may not charge any fees that are not charged equally to all owners. That means, no pet fee, no cleaning fee (unless the animal has soiled or caused damage), and if you don't have a pet room, you still must provide them a room or unit.

A Service Animal (SA), Service Dog (SD) and in the states that allow equal access for Service Dogs in Training on the other hand ARE specially trained in both obedience and in specific tasks and are trained to perform tasks to mitigate

a disability of the handler. A Service Animal by Federal Law is granted the same access rights you would allow for a human, in fact, they are considered medical equipment and go with the person requiring the SA (which is limited to DOGS OR MINIATURE HORSES). No other animals qualify under the Law.

Most of the time, people will let you know they are traveling with a SA or and ESA, in fact, with the reservation I just made, there was a specific question about whether I was traveling with a service dog. It helps them prepare for our stay with usually a low floor over a high floor etc.

With a SA, if my disability is obvious, such as blind, hearing impaired, in a wheelchair, you cannot ask me if the animal is required due to a disability. It should be obvious. However, if I show up and my disability is not obvious, then you are legally allowed to ask the two questions: Is this Service Animal required due to a disability and what task



Allie Katherine
with
Dave Heine

has the animal been trained to perform. Most people know to answer yes to the first and can tell you what the dog was trained to do, but that is it, no further questions are allowed, you are required to grant them full access.

Animals that make it through Service Animal training are highly trained for obedience as well as task work. Hundreds of hours go into the training of a service animal and thousands of dollars are spent to train them. My first girl, Sasha Marie, had close to 300 hours of training and the training cost close to \$15,000. Sadly a few short months after she completed her training, she suffered a severe spinal cord stroke and had to be helped to the Rainbow Bridge. Our current SDIT, Allie



Katherine has completed her intensive obedience and has passed her AKC Good Citizen tests including Public Access and is still building on her hours in a "in training" position. Once we feel she has mastered the obedience portion, we will begin to integrate her task work. Two of her tasks will be picking up something that drops and being able to dial a "rescue" phone,

which is a specially designed form with a large button on it, programed to call a specific number, by pressing the button.

One of the things you cannot do, is ask me what my disability is, nor may you ask me to demonstrate her tasks. If I can answer the two questions, whether I own at your resort, I have exchanged into your resort, or I just plain out rented, you must give me full accommodation including my service animal.

It is a confusing topic, but there are great resources throughout the United States, in fact 10 of them, and they can help you with anything ADA related and the ADA site. A great training tool for your employees can be found at https://www.ada.gov/regs2010/service_animal_qa.html.

The ten ADA service centers that are referred to above can be found on the web at <https://adata.org/find-your-region>. They are the leading authority on all things related to the ADA.

I hope this article has helped more than confused. You can also email one of the service centers for specific questions as they provide very detailed answers. Until Philadelphia, when I hope we get to present again on this topic, be safe.

C.A.R.E. Welcomes Greg Crist as Advisory Board Member



**By: Deborah Sansom,
ICS Management**

During C.A.R.E. 's Winter Board Meeting in January 2019, it was decided to invite another Associate Member to the Board in an advisory position (not a voting position). Paul Mattimoe, Perspective Group, is currently an Advisory Board Member, but the Board felt it was important to add another Advisory Position to ascertain what our Associate Members are expecting from their membership with C.A.R.E. and what C.A.R.E. can do to enhance their business prospects. After soliciting resumes from Associate Members, the Board received a resume from Greg Crist, Association of Vacation Owners (AVO), and invited him to participate on the Board in the second Advisory Position.

Greg Crist's history in the vacation ownership industry began in 2003 when he formed Vacation Advisor Publications. He sold the company in 2010, and it was rebranded shortly thereafter as TimeshareAdvisor.com. Greg has 15+ years in compliance consulting with various organizations in the healthcare, legal and technology sectors, in addition to his executive skills he has used sitting on Boards for non-profits organizations. Greg has served as either a panelist/speaker/master of ceremonies at 14 conferences in four countries over the last six years. Not only is he the CEO of AVO but he is an active member of ARDA, CVOA, AMDETUR and of course, a large supporter of C.A.R.E.

On behalf of the entire C.A.R.E. organization, I welcome Greg to the C.A.R.E. Board. We know with his experience in the vacation industry he will not only benefit our Associate Members, but the entire C.A.R.E. organization.

THE 5 BEST DECISIONS THE BEATLES EVER MADE...and WHY YOU SHOULD MAKE THEM, TOO!

By: *Bill Stainton, Motivational Speaker and Author*

The Beatles were together fewer than ten years.

Yet in those ten years, they created a brand and a legacy that would be the envy of virtually any organization in the world. And they did it without ever reading a single book on management, leadership, or success.

So how did they do it?

By making five decisions:

1. Spread the Spotlight

When sixteen-year-old band leader John Lennon first met fifteen-year-old Paul McCartney, Paul was a better guitarist, a better singer, and better looking—a triple threat! So, Lennon had a decision to make. Should he keep the spotlight focused solely on himself, or should he put his ego aside, invite this McCartney triple



Bill Stainton with Teresa Knapp, Sonya Halladay and Greg Crist

threat to join the band, and make the team stronger? We all know what decision he made, and thus the Beatles were born!

The lesson: Focus on building a great team, and you'll get great results.

2. A Single, Shared Vision

When the Beatles were first starting out, they had one common vision that sustained them through the hard times and gave them a clear target for their eventual success: they were going to be bigger than Elvis! What a great vision: it was short (and therefore repeatable), it was bold (other bands just wanted to be the best band in Liverpool), and it excited their emotions (it passed the “this is so cool” test).

The lesson: If you want to engage your team, make the vision short (if it doesn't fit on a bumper sticker, it's probably too long), make it bold (aim high), and make sure it passes the “cool” test (when you say it, your team should think, “Wow—that is so cool!”)

3. Play to Your Strengths

In order to stand out from the competition, the Beatles had to decide what they could do better than anybody else. And for the Beatles, this meant songwriting. Sure, they worked on other things; but they focused most of their energy on what they did best—and decades later, every other band is still trying to catch up.

The lesson: Find a way to spend at least 80% of your time focusing on what you do best (and do the same for each member of your team), and your success is virtually guaranteed.

4. Shake It Up!

In 1966, the Beatles decided to stop touring, and the rules said you couldn't do that. But the Beatles decided to

do things differently, to zig where others zagged—and the next album they released was the legendary Sgt. Pepper album. The Beatles had broken the mold yet again.

The lesson: If you keep doing what you've always been doing—even if you're great at it—eventually the competition can catch up. Keep the competition on their toes by shaking it up!



Bill Stainton with Rosanne Guanabara

Paul McCartney once said, “The reason we were twice as good as anyone else is because we worked twice as hard as anyone else.” They were, and they did.

The lesson: Talent, luck, and creativity alone won't do it. Remember: until somebody rolls up their sleeves and does the work (especially the work the competition doesn't want to do), nothing is going to happen!

Bottom line: the Beatles may have broken up in 1970, but their music—and their leadership wisdom—lives on!



SMALL BUT MIGHTY GROUP OF VOLUNTEERS ‘GIVE BACK’ AT CHILDREN’S THERAPLAY

By: Amanda Wainwright, Southern Journeys, LLC

C.A.R.E Gives Back had an amazing opportunity to volunteer during the 2019 annual conference in Indianapolis, Indiana at Children’s TherAplay Foundation, Inc. TherAplay offers physical and occupational therapies on horseback for children with diagnoses such as cerebral palsy, Down syndrome, autism spectrum disorders, traumatic brain injury, and developmental delay. Therapists at TherAplay combine a sensory-rich, child-centered clinic with hippotherapy, a treatment strategy incorporating the movement of horses, to provide carefully graded motor, sensory and neurological input.

C.A.R.E participants had the opportunity to meet and interact with the thirteen therapy horses and tour the facilities. The horses each

had their own unique personality that they were so gracious to share with the volunteers. Each horse was either rescued or donated by private individuals and came from a variety of backgrounds including barrel racing. Through donations, TherAplay has managed to create a beautiful space for the thirteen horses as well as maintain the therapy arena and several occupational therapy areas, office space and comfortable parent waiting areas. They have done a lot but still have much in their vision to accomplish. They rely on donations and volunteers to reach their vision.

Those that volunteer at TherAplay are assigned to ‘sidewalking’, office support, and events. Sidewalking is when volunteers walk alongside the horse during a therapy session

to stabilize and ensure client safety. Our small but dedicated team of C.A.R.E members rolled up their sleeves and got their hands dirty with cleaning up after a fundraising event TherAplay had the evening before. It was a jam-packed day full of laughter, organizing and cleaning the facilities.

C.A.R.E thanks Lisa Kobek for facilitating our volunteer opportunity for this noble and worthy organization and to Katie Statman, Development Assistant and Volunteer Coordinator, who organized our team so that we could make the maximum use of our time at TherAplay. It was an enriching C.A.R.E Gives Back Event!!! If you missed the event, feel free to check out their website at www.childrenstheraplay.org.



Tarron Messner with Janet Janssen, Amanda Wainwright and Chris Carlson



C.A.R.E. Volunteers

SILENT/LIVE AUCTION RAISES OVER \$10,000 AT INDIANAPOLIS CONFERENCE

By: Corina Violette, Global Connections, Inc.

The Silent/Live Auction is always a popular event during conferences and the auction, held recently in Indianapolis, was no exception with almost \$32,000 in prizes. The prizes ranged from registrations at industry events, discounted memberships to trade associations, to vacation weeks and electronics packages. BiddingOwl.com, an online bidding site, was opened two weeks prior to the conference, allowing attendees to view and pre-bid on items already donated. A new format was introduced to conference attendees, which included a

Vacation Weeks Basket Raffle, Silent Auction for any merchandise, and Live Auction for all services donated. This format allowed the auction process to be streamlined and provided additional time for attendees to enjoy a lovely dinner with fellow colleagues.

Guest Auctioneer/Emcee Greg Crist, brought the perfect combination of confidence, charm and expertise to usher our guests throughout the event. His personable and confident stage presence helped this year's auction be one of the best events yet. The

auction was filled with friendly competition, laughter, and fun.

Proceeds from the Silent/Live Auction go towards the marketing of C.A.R.E. thus benefiting the entire organization through the recruitment of new member companies and industry recognition. Thank you to the companies that donated items and winning bidders.

A big THANK YOU to the below companies who donated an item or two to this year's auction!

Access Development	Endless Vacation Rentals
Perspective Group	Travel Advantage Network
AMDETUR	Global Connections, Inc.
RSI Vacations	VacationCondos.com
ARDA	Gunn Marketing Group, Inc.
Resort Travel & Xchange	VI Resorts
C.A.R.E.	Hawaii Time Share Exchange
Solare/Bahia Mar Tower	World International Vacation Club
CustomerCount ®	Holiday Systems International
Sundance Vacations, Inc.	Lifestyle Holidays Vacation Club
Diamond Resorts	Wyndham
Timeshare Escrow and Title, LLC	Philadelphia Historic District-Downtown

If you're interested in donating for next year's conference in Philadelphia, PA be sure to reach out to Corina Violette (cviolette@care-online.org). Stay tuned for more updates!

SILENT/LIVE AUCTION DONATION GOES TO DEAN HEDSTROM FOUNDATION

By: Debora Sansom, ICS Management

After each Silent/Live Auction, a drawing is held among the individuals or companies that donated an item, and 5% of the auction proceeds are donated to the charity of their choice. This year, Bob Kobek's, CustomerCount®, name was drawn, and he has named the Dean Hedstrom Foundation for Melanoma Awareness as his charity of choice. Since \$10,650.00 was raised through the auction, \$532.50 will be donated.

The Dean Hedstrom Foundation was founded by Dean's friends and

family after Dean lost his battle with Stage IV Melanoma on April 25, 2009. The foundation's mission is to "educate the public especially young people regarding the risk of over exposure to the sun and advancing research that will lead to new treatments and a cure for melanoma". The foundation is a 501c3 organization and has no paid employees. It is a major promoter of The First Tee Program, The Boy's and Girl's Club of America and Big Brothers/Big Sisters of Pinellas County. They have an extensive after school program

for children enrolled in these programs which includes learning the game of golf. The Dean Hedstrom Foundation's goal is to protect these children from the sun when they practice their golf swings.

For more information or to contribute to this worthy cause, visit www.dhfma.org or call (727) 286-3090.



MarketPlace Participants Enjoy Expanded Opportunities in Indianapolis

By: Bonnie Kosco, Administrator

Media and MarketPlace participants benefited from exciting new perks during C.A.R.E.'s 67th Conference in Indianapolis. Three packages with varying levels of benefits were offered to Media and Exhibitor MarketPlace participants. New benefits included promotion prior to and

throughout the conference via Facebook/Twitter and SMS messages and a private meeting area. The enhanced benefits led to a "Sold Out" Exhibitor MarketPlace and a great opportunity for participants and conference attendees to forge new business relationships.



www.thetimesharekahuna.com

The Timeshare Kahuna, LLC is a wholesale provider of WorldMark, Bluegreen and Wyndham inventory.



www.accessdevelopment.com

For over 30 years, Access Development has helped vacation ownership and exchange companies increase revenue through acquisition, retention and upgrade programs.



www.travelguard.com

Travel Guard offers comprehensive travel insurance and assistance plans which include valuable travel insurance and assistance coverages to enhance your guest experience.



www.customercount.com

CustomerCount is the top-rated customer feedback management system; offering continuous invaluable insights into a company's Net Promotor Score and customer satisfaction.



www.sundancevacations.com

Sundance Vacations offers destination-based travel at a fraction of the retail rate.



www.resortmanagementservices.com

Resort Management Services specializes in member upgrade programs designed to enhance member benefits while creating cash flow for Developers and HOAs.



www.rtx.travel

RTX is a timeshare exchange company offering C.A.R.E. members inventory throughout the US and international locations on wholesale, lease or direct exchange.



www.Timeshareresaleclosings.com

Timeshare Escrow & Title, LLC offers timeshare escrow and title services.

For information regarding Media and Exhibitor MarketPlaces for C.A.R.E.'s 68th Conference in Philadelphia, Pennsylvania from April 4-7, 2020, contact:

Brandy West: 828-254-1643 ext. 23713 / bwest@care-online.org

Amanda Wainwright: 855-365-5997 / awainwright@care-online.org

Sarah Ferguson: 828-348-2500 ext. 4512 / sferguson@care-online.org

WHY I C.A.R.E. AND YOU SHOULD TOO!

By: Valerie Burke, Director of Customer Experience and SEO, Sundance Vacations, Inc.

Sundance Vacations recently launched a new division to service our clients' travel. While the company has over twenty-eight years' experience in the travel industry, the actual fulfillment of the vacations was a new challenge for our business.

Were we perfect?

Of course not, but we were honest and approached every reservation with heart and our customers' best interests in mind. We can offer global destinations via partnerships with industry leaders. However, we wanted additional inventory in destinations where our travelers love to go year-round. This led to attending our first ever C.A.R.E. conference in Indianapolis, Indiana this May 2019.

Was it what I expected?

It was better. What we discovered was a community of dedicated travel professionals that wanted to work together to improve their clients' travel options. As first-time attendees, we were assigned a C.A.R.E. ambassador to help us make introductions and offer assistance with anything and everything during the conference.

The conference is a manageable size which offers the benefit of networking on a scale not always possible at a larger tradeshow. The variety of attendees was also a surprise. I anticipated other travel providers; however, our company was able to meet industry leaders from all aspects of the field from loyalty program providers to marketing companies... all experts within the travel industry.

Should you attend?

If you are looking for great seminars, networking, and a dash of fun, the answer is yes. This conference included a tour of the RCI call center as well as the Indianapolis Motor Speedway. Everyone en-

joyed the presenters on topics such as: Kiss Your Customer: 77 Reasons Why Sales & Services Are Just Like Dating & Relationships, as well as panel discussions on topics everyone needs to know more about for example: Compliance in the Year of Class Action Litigators. This was a panel discussion on big data, and it could have gone on all day without even scratching the surface.

In short, if your business is interested in improving the bottom line, this is a community that really cares.

Valerie Burke, Sundance Vacations, Inc.



C.A.R.E. nnections

C.A.R.E. has continued to grow through the addition of many great new members over the past year. Make sure to give them a warm C.A.R.E. welcome as well as getting the full benefit of your C.A.R.E. membership by reaching out to our newest members.

GENERAL MEMBERS

DIAMOND RESORTS

Phone: 702-804-8600

E-Mail: Maria.Kalber@diamondresorts.com

Website: www.diamondresorts.com

Responsible Party: Maria Kalber

Nature of Business: Resort Developer, Exchange Company, Membership Travel Club, Rental Agency, Wholesaler of Inventory, Property Management Company, Travel Agency, POA or HOA, Certificates/Incentives

Inventory: Extensive inventory in Florida, Virginia, Tennessee, Missouri, Colorado, North Carolina, Indiana, Utah, Mexico, Arizona, California, Hawaii, United Kingdom, Scotland, Austria, France, Portugal, Spain

Company Description: Diamond Resorts offers destinations, events and experiences to help members make a habit of breaking from routine. From unforgettable getaways to exclusive concert series to VIP receptions and dinners, members turn to Diamond to recharge, reconnect and remind each other what matters most. Our focus on quality resorts, customer service and flexibility mean members can return to a favorite resort, book a cruise to explore new countries or attend a once-in-a-lifetime event with the same level of confidence and anticipation. With access to a world of entertainment and activities, a Diamond membership ensures that people are always looking forward to vacation.

MEXICAN RIVIERA RESORTS UNLIMITED S.A. de C.V.

Phone: 998-287-4100 ext. 6134

E-Mail: akiseleva@mxrru.com

Website: www.yucatan-holidays.com

Responsible Party: Anna Kiseleva

Nature of Business: Developer, Rental Company, Management Company

Inventory: Sunset Marina, Cancun, Mexico; Hacienda Tres Rios, Riviera Maya, Mexico; Laguna Suites, Cancun, Mexico; Ocean Spa Hotel, Cancun, Mexico

Company Description: Mexican Riviera Resorts Unlimited, S.A. de C.V. specializes in offering extraordinary travel experiences at affordable prices. MRRU has a variety of vacation packages available for the top beach destinations in Mexico and the Caribbean. Our commitment to high quality service and over 30 years of experience make us the leading name in the travel industry. MRRU belongs to the Sunset Group that owns and operates 6 hotels (1000 rooms) in Cancun and Riviera Maya, Mexico

PALMERA, LLC

Phone: 843-785-1000

E-Mail: jboretti@palmeravacationclub.com

Website: www.palmeravacationclub.com

Responsible Party: Jennifer Boretti

Nature of Business: Developer

Inventory: Coral Sands Resort, Hilton Head, South Carolina; Island Links Resort, Hilton Head, South Carolina, Port O'Call Resort, Hilton Head, South Carolina, Coral Reef Resort, Hilton Head, South Carolina

Company Description: Palmera, LLC is a Timeshare/Club Developer with four resorts in Hilton Head, South Carolina.

SUNDANCE VACATIONS, INC.

Phone: 570-820-0900 ext. 1123

E-Mail: cbednar@vacmail.com

Website: www.sundancevacations.com

Responsible Party: Candy Bednar

Nature of Business: Membership Travel Club, Wholesaler of Inventory

Inventory: Esplanade Suites, Wildwood, NJ; Woodfield Manor, Poconos, PA; Myrtle Beach Resort, Myrtle Beach, SC; Island Beach and Tennis, Hilton Head, SC; Mallard Lakes, Selbyville, DE

Company Description: Sundance Vacations was founded in 1991 to provide vacation options to popular resort areas to families at a fraction of the retail rate.

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ASSOCIATE MEMBERS

ASOCIACIÓN DE COMPLEJOS VACACIONALES Y TURÍSTICOS AC (ACOTUR)

Phone: 01 9883616 299

E-Mail: itzel.voigt@acotur.org.mx

Website: www.acotur.org.mx

Responsible Party: Itzel Voigt

Nature of Business: Trade Association

Company Description: The objective of ACOTUR is to bring together individuals and/or corporations, whether business owners, operators, construction companies, promoters, consultants, real estate developers or any association that has the varied activities of vacation clubs as its principal focus, which include but are not limited to: vacation clubs, discount clubs, real estate trust clubs, travel clubs and all-inclusive companies. ACOTUR represents the different types of vacation clubs in southeastern Mexico, seeking communication and transparency while providing the opportunity to participate in all programs and activities for marketing the industry in an organized manner, while simultaneously supporting its growth and development.

CUSTOMERCOUNT®

Phone: 317-816-6000

E-Mail: bobkobek@customercount.com

Website: www.customercount.com

Responsible Party: Robert "Bob" Kobek

Nature of Business: Service Provider

Company Description: CustomerCount® is the only online enterprise feedback management system designed specifically for the vacation ownership industry.



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I Have a Question: Who Do I Call?

Have you ever had a question about some aspect of your C.A.R.E. membership, but just aren't sure who to call? Here's the list...so don't hesitate to contact us for assistance!

GENERAL INFORMATION/ CONFERENCE

Bonnie Kosco:
800-636-5646; 540-828-4280
bkosco@care-online.org

ASSOCIATE MEMBER

Paul Mattimoe:
407-730-3565
pmattimoe@care-online.org

Greg Crist:
833-277-5286
gcris@care-online.org

BETTER TRADE BUREAU

Debbie Sansom;
713-378-6447, ext. 123
dsansom@care-online.org

CONNECTIONS MAGAZINE

Bonnie Kosco:
800-636-5646
bkosco@care-online.org

ONLINE DIRECTORY/SUPPLIER SEARCH SYSTEM

Bonnie Kosco:
800-636-5646
bkosco@care-online.org

Amanda Wainwright:
855-365-5997
awainwright@care-online.org

ETHICS

Linda Mayhugh:
800-636-5646 ext. 700
lmayhugh@care-online.org

MARKETPLACE

Brandy West:
828-254-1643 ext. 23723
bwest@care-online.org

Amanda Wainwright:
855-365-5997
awainwright@care-online.org

Sarah Ferguson:
828-348-2500 ext. 4512
sferguson@care-online.org

MEMBERSHIP

Tina Hill:
843-842-6556 ext. 11108
thill@care-online.org

Brandy West:
828-254-1643 ext. 23733
bwest@care-online.org

MENTORING (Procedures and Events-Ambassadors)

Debbie Sansom:
713-378-6447 ext. 123
dsansom@care-online.org

Bonnie Kosco:
800-636-5646 ext. 0
bkosco@care-online.org

SPONSORSHIP

Tina Hill:
843-842-6556 ext. 11108
thill@care-online.org

Amanda Wainwright:
855-365-5997
awainwright@care-online.org

Brandy West:
828-254-1643 ext. 23733
bwest@care-online.org

SILENT/LIVE AUCTION

Corina Violette:
913-498-0960 ext. 2105
cviolette@care-online.org

Brandy West:
828-254-1643 ext. 23733
bwest@care-online.org

Sarah Ferguson:
828-348-2500 ext. 4512
sferguson@care-online.org

For a complete list of Committee Chairpersons and Board of Directors, visit C.A.R.E.'s web site at www.care-online.org and select Board of Director information.



Greg Sheperd with
Teresa Knapp



Linda Mayhugh with
Maria Kalber



Bob Kobek and
Adrian Garrett

Everyone is a Winner at Indianapolis Conference... Thanks to Conference Sponsors!

By: Amanda Wainwright, Southern Journeys, LLC

Thanks to conference sponsorships totaling \$47,650, C.A.R.E.'s 67th conference in Indianapolis, Indiana was one of the highest rated conferences in recent years, and according to the conference follow-up survey, a whopping 84.91% of attendees reported that they gained new business relationships!

This success would not have been possible without the sponsors that made the networking events and educational sessions possible. Beginning with the welcome cocktails, sponsored by Sundance Vacations, Inc to the Spectacular evening of Recognition (and 360° views) on the 48th floor of the Salesforce Tower, sponsored by Diamond Resorts, Bahia Mar Tower, LLC, Global Connections, Inc., Resort Management Services, RSI Vacations and Timeshare Escrow and Title, LLC, conference sponsors helped make this

conference experience an unforgettable one. Additionally, "RCI Monday", with the "Kiss the Bricks" tour of the Indianapolis Speedway, visit to the RCI Call Center Tour and "Farewell Dinner" at the Cobblestone Restaurant ended the conference on an extraordinary note, thanks to Endless Vacation Rentals.

Conference sponsors help C.A.R.E. make conference registration affordable and limits additional out-of-pocket expenses for meals, snacks and transportation thus enabling more companies and member representatives to reap the benefits of attending conference.

Heartfelt thanks go out to the following C.A.R.E. companies that generously supported the organization and the conference through their sponsorships:

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MERIDIAN FINANCIAL SERVICES

C.A.R.E. will be celebrating its 35th Anniversary at its 68th Conference in Philadelphia, Pennsylvania from April 4-7, 2020. Sponsorship opportunities are still available for this momentous event. For more information, contact:

TINA HILL,
thill@care-online.org,
407-622-9499

AMANDA WAINWRIGHT,
Southern Journey's, LLC
awainwright@care-online.org,
855-365-5997

BRANDY WEST,
bwest@care-online.org,
828-254-1643, ext. 23713

Perspective GROUP



THANK YOU TO OUR



2019 SPONSORS

VICE PRESIDENTS ELECTED IN INDIANAPOLIS

By: Debora Sansom, ICS Management

The C.A.R.E. Board of Directors had three Vice President positions to be filled in 2019. Two positions were for three-year terms and one position was for a one-year term. Last September, The Board of Directors received a resume for re-election from Corina Violette, Resort Travel & Xchange. During election proceedings during the Indianapolis Conference, there was an also a nomination from the floor for Sarah Ferguson, VacationCondos.com. Since there were only two people running for the three positions, Corina and Sarah were elected by acclamation. As follows please find information regarding these two highly qualified individuals.

Corina Violette

Corina has been involved in the timeshare and vacation ownership for several years with experience in customer service, operations, management and leadership. At the time of the election Corina was the

Director of Resort Partnerships of Resort Travel & Xchange but has since transitioned to add a new career opportunity with Global Connections as their Director of Inventory Management.

Corina demonstrates high performance standards in driving results and execution of business processes. Corina is a 2014-2015 ARDA Leaps graduate, having earned her RRP in April of 2015. She serves on the AIF Education Committee, Member Experience's Committee, and the LEAPS Alumni Task Force with ARDA. Corina is currently serving on the C.A.R.E. Ambassador, Marketing, Trade and IT Committees and she is always finding new ways to advertise C.A.R.E. such as on Twitter and Facebook. She has also participated on a number of panel discussions at various trade shows throughout the industry as well as contributed articles for diversified travel publications. Corina won the Richard Gallardo

Service Award, demonstrating Outstanding Service given to the C.A.R.E. organization in 2016. In the few years that she's been involved in her current role, Corina has quickly become recognized as an asset in the travel and hospitality industry and has gained respect from trusted industry leaders today.

Corina brings fresh, innovative ideas to C.A.R.E. which will reflect positively on the future of C.A.R.E and will create a lasting image on an industry that has slowly been shifting from the traditional timeshare model. She is a very passionate person who is determined to get the job done and she does "get the job done".

Sarah Ferguson

Sarah joined the U.S. Army in 2005 and was stationed at Fort Bragg, North Carolina. During her time there, she married her high school sweetheart, Coty, and has one child, Sophia, who is now 12 years old and in middle school.

After Sarah's time on active duty, her family and she relocated to Asheville, North Carolina, where she completed by bachelor's degree from University of North Carolina at Asheville. Her passion for marketing stems from opportunities while in the Army to plan events and her decision to go into public relations.

Sarah began working with Festiva Sailing Vacations in 2012 and was fortunate to be able to travel to the Caribbean and set sail! In 2015, she decided to go back to school and get



her master's degree in Integrated Marketing Communications from West Virginia University. Upon completion of her degree in 2017, Sarah was offered a position at VacationCondos.com as the Director of Marketing, a sister company of Festiva Sailing Vacations, and she has been there ever since.

Her hobbies include spending quiet time in her family's camper, arts and crafts, shopping and spending time with her daughter.

Regarding Sarah's election as a C.A.R.E. Vice President, Sarah noted "I am excited about working with C.A.R.E. because I love the field of marketing. I love to be able to explore new challenges and I look forward to be a part of the C.A.R.E. leadership team". Sarah will be using her marketing skills to work along with Corina Violette to advertise and enhance the membership within C.A.R.E. With Sarah and Corina at the marketing helm, C.A.R.E. is on the verge of an explosion of new ideas, members and direction.



Sarah Ferguson

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Melanie Gring (561) 212-5359 mgring@exploregci.com
 GlobalPerksPlus.com

SOLVING THE PUZZLE OF THE SECONDARY MARKET

By Gregory Crist, Association of Vacation Owners

Did you know that the “Rubik’s Cube” is one of the most popular and challenging multi-dimensional puzzles ever created? It’s inventor Erno Rubik, an architect and engineer by trade hadn’t intended to design a toy when he created his magic cube. It was instead, a functional and dynamic teaching tool that illustrated how multiple free moving parts could work independently within an otherwise interlocking system. The challenge of course was how to reorient each of the coded panels once they were mixed in with other colored panels.

Today, Rubik’s design can be compared to a disoriented secondary marketplace. A puzzle that can be solved with the help of C.A.R.E. members

and the commitment of the Global Secondary Market Coalition. As our membership touches each segment of an interconnected timeshare industry, many of our members either directly or indirectly participate in the secondary market. These stakeholders include: Resale, Rental, Exchange, Trade-In, Transfer and Inventory Recovery companies.

Our secondary market deserves its own operational framework, accreditation and licensing with participants gaining access to the tools and credibility needed to sustain their business models within a rapidly changing environment. Reorienting will take time and resources to implement and maintain however, C.A.R.E. as an

association sees the value and benefit of doing so now. Incorporating this self-governance, as opposed to having to contend with potential legislative and regulatory over-reach which could make it nearly impractical for secondary market service providers to operate in the space.

This is C.A.R.E.’s contribution to ensuring that we keep the overall health, reputation and success of the entire industry moving forward. To do that, we must align those efforts with the values and trust C.A.R.E. members are known for. Contact Gregory Crist for more information about the GSMC at Greg@AVOWorldwide.com.



Greg Crist and Linda Mayhugh



Santiago Merizalde with Carlos Trujillo and Guillermo “Memo” Davila

C.A.R.E. ASSOCIATE COMMITTEE UPDATE

By: Paul Mattimoe,
Perspective Group

The Associate Committee met during the Indianapolis conference and determined once again that associate members are being taken good care of, and any questions or views are being relayed to the board through Paul Mattimoe, serving as Associate Board Member.

Some new suggestions were made that focused primarily on networking and content. It has been a while since C.A.R.E. last included a Speed Networking session and with plenty of new faces in the room from the great work the membership committee and board members are doing it was recommended that it once again be included in the next conference to help facilitate new introductions between new and veteran members of the organization.

Additionally, while the session content at the Indianapolis content was fantastic, there is also room for more sales and marketing sessions that are of relevance to associate and general members alike, plus sessions that highlight key general members so that vendors can benefit from learning more about their prospective clients.

Networking is a primary focus for Associate Members, and so the committee will continue to ensure new opportunities, events and sessions are created to help extend the already extremely “inclusive” environment that C.A.R.E. Conferences provide.

The Associate Committee is also delighted to announce the appointment of Greg Crist, CEO, Association of Vacation Owners as a second Associate Board Member, who will add another voice on the board and deliver his knowledge and expertise in specific areas for the benefit of C.A.R.E. members.

If any Associate Members would like to join the Associate Committee, or have any questions or suggestions, please contact pmattimoe@care-online.org.



Paul Mattimoe with Rosanne Guanabara and Greg Sheperd



C.A.R.E. Group at D'Amore



Tim Wilson with Sharon Scott Wilson and Bob Kobek

And the C.A.R.E. Pinnacle Award Goes To.... Kris Gunn-Hedstrom

**By: Melanie Gring, Chief Strategic Alliances and Brand Officer/Global Connections, Inc.
(In Collaboration with Georgi Gordon/GBG and Associates)**

At the May 2019 C.A.R.E. conference held in Indianapolis, IN, I was extremely honored to present C.A.R.E.'s highest honor to Kris Gunn-Hedstrom. The Pinnacle Award is unique in that all nominations come from fellow C.A.R.E. members. The recipient of this award shows a commitment to the community through philanthropic activities and has made an impact on the vacation industry. The winner must also possess characteristics of leadership, integrity, and exhibit a high quality of standards and ethics. Kris certainly fits that bill!

Kris is President of Gunn Marketing Group, Inc. and has been a part of the timeshare/vacation ownership community for 40 years. She began her career in the vacation industry working as an OPC in Clearwater Beach, FL. Because of that early industry

experience, Kris has had a profound influence on tour generation and tour incentives. Kris formed Gunn Marketing Group over a decade ago, building one of the most ethical and respected marketing firms in the business.

Not only recognized for her professionalism, the C.A.R.E. Pinnacle Award also represents Kris's charitable and philanthropic activities.

Kris established the Dean Hedstrom Foundation for Melanoma Awareness in 2009 to honor the memory of her late husband. The Foundation educates teen golfers about the dangers of the sun. She was recognized as "Amateur of the Year" by the PGA for her Foundation's major contribution of sponsoring free 'skin checks' to golfers. The Foundation has placed, and continues to maintain, sunshade struc-

tures at nearly all the First Tee Golf Courses in the area where Kris lives.

For the last two years, Kris has hosted annual Pinktober events at her Ladybug Farm. These events have raised nearly \$10,000 for Send Me On Vacation, a charitable organization focused on sending breast cancer survivors on well-deserved and much needed vacations. Ladybug Farm is an ongoing commitment of Kris's. She founded this animal rescue farm and personally cares for the animals that make her property their home.

Kris is an excellent representative of our vacation industry's high professional and ethical standards. Her continued support of her local community and the vacation industry make her an exceptional recipient of the C.A.R.E. Pinnacle Award.



Tina Hill with Melanie Gring



Kris Gunn-Hedstrom

STEPPING UP TO THE PLATE: BOB KOBEK AND GREG SHEPERD ARE NAMED C.A.R.E. “ROOKIES OF THE YEAR”

By: Dave Heine, President, Timeshare Escrow and Title

The C.A.R.E. Pinnacle Award honors an individual who has attained the highest level of excellence in the vacation industry for their achievements. C.A.R.E. has another important recognition called the “Rookie of the Year Award.” The award recipient is selected by the C.A.R.E. Board of Directors and is presented to a first time attendee or new member who has hit the ground running and contributed to the success of C.A.R.E. through participation on committees, panel discussions or in any capacity that benefits conference attendees or the organization.

C.A.R.E. named two individuals as Rookies of the Year: Bob Kobek, President of Mobius Vendor Partners (MVP), the creator of CustomerCount® and Greg Sheperd, President of Meridian Financial Services. Although they may be C.A.R.E. “Rookies” both Bob and Greg are veteran all-stars of the timeshare industry. Having known both gentlemen for more quite some time, I can vouch for their high character and their

qualifications as C.A.R.E. honorees, in that they represent our professional community with integrity and dedication.

In his first year with C.A.R.E., Bob Kobek sponsored the C.A.R.E. Board dinner in his hometown of Indianapolis. Upon receiving the award Bob said, “As the award signifies, being the Rookie of the Year is one recognition that I truly appreciate. It means that my belief is correct that a company gets as much out of their Association as they put into it. Thank you to the board and members of C.A.R.E. for recognizing the effort.”

Greg Sheperd shared “I am extremely honored to have received the 2019 C.A.R.E. “Rookie of the Year” award and am so proud of my membership with the organization. It’s easy to see that C.A.R.E. truly lives up to its name and cares greatly about their members and about improving the industry with integrity and compassion. Thank you for this great recognition and for welcoming

Meridian Financial Services to be a valued member.”

CustomerCount® is the only feedback system designed specifically for the leisure travel industry. Many C.A.R.E. member companies use the survey system to stay in touch with the Voice of the Consumer--their members, exchangers and guests.

Meridian Financial Services has been a true industry partner for years. Greg’s knowledge and support are invaluable to our industry and most recently to our C.A.R.E. Membership.

These rookies are infusing our C.A.R.E. team with new energy and we are looking forward to what lies ahead with them and with our organization.



Bob Kobek with Dave Heine



Greg Sheperd and Bob Kobek

Expert Explores Why Business is Just Like Dating and Relationships

By: Andy Masters, M.A.

The award-winning book, *Kiss Your Customer: 77 Reasons Why Sales & Service Are Just Like Dating & Relationships*, takes a fresh and creative look at the eerie similarities between business success and relationship success. Author Andy Masters explores not just the irony--but what we can learn from relationships to apply to business, and what we can learn from business to apply to relationships. He uses fun and entertaining examples from each along the way.

So, how are business and romance similar?

"First, it's about the process: Find 'em, and then keep 'em happy!" Masters says. "There is a great irony between the sales process and romantic courtship. There is also a great irony between keeping your customer happy, and keeping your significant other happy."

He explains that the keys to success include being creative, little things mean a lot, and what he jokingly refers to as his personal expertise, learning to face rejection. "Success in business and in life is about building relationships. And the keys to building those relationships really are the same."

Here's just a sampling of his illustrations and advice:

VALENTINE'S DAY

In business--it's OK to send your best customers or clients flowers, candy, or a gift with a card signed from the team saying "WE LOVE YOU!!" It just might bring a smile to their face. We need to show our loyal customers that we appreciate them this time of year, as well.

In relationships--send a dozen roses to your significant other to arrive the day BEFORE Valentine's Day, with a card which reads: "If you received these tomorrow, it wouldn't be a surprise. Besides, you deserve your roses before anyone else in America!"

LEARN TO APOLOGIZE WITH GRACE & HUMOR

Mistakes are opportunities to strengthen relationships. So when appropriate, you can still be clever and have fun with apologies, too--in either business or relationships. For instance, there are several companies which produce customized chocolate gift items which include edible logos, edible photos, and up to 60 characters of edible text (so, yes, you can literally eat your words).

Once I sent a chocolate apology with an edible photo of myself. The text read: "Sorry, please don't bite my head off!" They loved it.

By the way, if you or your

company makes a lot of mistakes--you can preorder 100 of these and get a volume discount!

LOVE AT FIRST SIGHT

So, is it possible to achieve "love at first sight" in business? Absolutely. Consider those instances when you first laid eyes on a product--when you had the feeling right away that THIS ONE was for you. Or, what about when you first met a salesperson or someone who provided a service such as a dentist, financial rep, or real estate agent? Some are much better than others at first impressions.

Please, no more bland business cards. No more squirt bottles. No more thermal mugs with your company logo. Despite what you might believe, people don't want to see "Ed's Manure Hauling" every morning when they drink their coffee (Sorry, Ed). Give them an item with THEIR company logo. Give them a baseball with their kid's favorite baseball team on it. Bring them something that's going to help their business or make their life easier. What clever or personalized item would make that client go "WOW"?

TRUSTING FATE IN BUSINESS AND RELATIONSHIPS

Fate can be a wonderful thing in business and in life. However, we can't fall into a trap of simply trusting fate in our lives. Sometimes fate needs a good kick in the butt. So, what can we learn about both business and relationships.....from turtles? No, not to take things slowly. A turtle is the only species that doesn't get anywhere in life without sticking its neck out.

Fate has a very small window. While fate is a friend, fate only presents us with brief moments of opportunity in



Andy Masters



Andy Masters

life. When one does, we have two choices: We can grab that opportunity and run with it, or we can keep watching it go by.

BALANCING BUSINESS AND WORK RELATIONSHIPS

The book and program really are about how to balance that happiness in both work and life. I created a concept called “15 Minutes or Less, 15 Dollars or Less”—in which each of us can make an amazing impact on someone’s life using just 15 minutes or less of our time, and 15 dollars or less of our money. This could be sending a small personalized gift to your client, stopping on the way to work to pick up your employee’s favorite candy, or just sending a quick fun email or text to your significant other for no reason.

By the way, 15 minutes per day is just 1/100ths of your time. We must chisel out 1/100ths of our time for the most important people in our work and in life.

CONFIDENCE

Confidence comes when your strengths lift you higher than your faults bring you down. I believe people spend too much time worrying about the things they’re not good at in life. “I don’t look my best. I’m not good with finances. I’m not good at this part

of my job.” It brings us down. Forget that. Everyone is NOT good at a lot of things. Consume your thoughts and energies on the great things you have to offer, and you will be excited and confident to share those things with the world every day.

IMPORTANCE OF HUMOR IN BUSINESS

People are more willing to date you, hire you, and buy from you if they like you. And humor plays a big role in this. Since the recession, companies have been downsized and running trim. Managers and employees have now been asked to wear so many hats, and do more with less. The time to make the workplace fun again has never been more important! People are tired of being stressed. We need have FUN at work again, we need to LOVE our jobs, and LOVE our clients.

IMPORTANCE OF HUMOR IN RELATIONSHIPS

A survey of 1,000 women by Harlequin Publishing found the most important trait in a mate was sense of humor, even more important than good looks and physique. This principle sure proved true for Andy, as well.

“I once stole a line from Dr. Evil of the Austin Powers trilogy, where he was chit-chatting with a female love interest at the breakfast buffet and said, ‘Try the Hot Pockets. They’re breathtaking.’ I always thought that

was funny, so one night on a first date, I leaned over and said ‘Try the chicken fingers. They’re breathtaking.’ Later in the evening, when the moonlight struck her eyes, I said to her softly in a romancing voice ‘You are even more breathtaking than the chicken fingers.’

I know...pretty cheesy. However, I wound up marrying her less than two years later!”

About the Author: Andy Masters is an award-winning author and international speaker who has written 4 books, earned 4 degrees, and is a member of the National Speakers Association (NSA). Andy presents entertaining and impactful programs on sales, service, and work-life balance topics. Visit www.andy-masters.com or email andy@andy-masters.com for book information and schedule availability.

Contact Info:
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 Author/Speaker
 314-368-2250
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www.andy-masters.com



BECAUSE YOU ASKED...UPDATE ON 2021 CONFERENCE SITE PROPOSALS

By: Linda Mayhugh, Gunn Marketing Group, Inc.

With C.A.R.E.'s transition from semi-annual conferences to annual conferences the association is still in the learning curve of change. We opened the floor in Indianapolis at the 2019 C.A.R.E. Conference and discussed why the board was not prepared to present the 2021 conference site proposals for a vote. We wanted to share some feedback and let you know the status of this very important voting matter.

In previous years conference site proposals were solicited and presented for a vote during our fall conferences, approximately 18-months in advance. While having previously announced that conference site selections would be to present future conference sites for vote at our annual conference, we encountered some challenges in preparation for our 2019 conference vote for 2021 options. Here are a few of the challenges we encountered:

1. This year proved difficult gaining viable proposals for 2021 conference site options due to seeking location options more than 24-months in advance and it seems hotels like to book their large conferences first and fill in the alternative dates with smaller con-

ferences like C.A.R.E. So there really weren't enough proposals for the board to consider and narrow down to two sites for member voting.

2. Several of the proposals we did receive didn't match with the financial guidelines that C.A.R.E. needs to maintain to keep our attendee registration and room night costs down.
3. We wanted to give Mexico a fair

consideration and this proved difficult to do without, time consuming, multiple conversations with our board and Mexico constituents. We have tabled Mexico as an option for a C.A.R.E. Conference at this time but the majority in attendance would like to see it considered again.

So, with these challenges, the board decided to table the 2021 conference site voting until later this year where we will conduct voting via email-proxy.

It is very important that each voting member cast their vote via email-proxy so that we maintain integrity in our vote.

As you may be aware, two sites for the conference were submitted to the C.A.R.E. General Membership for a vote in August. The membership overwhelmingly selected The Westin Sarasota, Sarasota for the 2021 conference to be held May 1 - May 4, 2021.

Please contact President Linda Mayhugh at any time should you have any comments, questions, concerns or suggestions on this topic or any C.A.R.E. business.

Linda Mayhugh / 800-636-5646, ext. 700 / lmayhugh@care-online.org



COMING ATTRACTIONS!

ARDA-WIN Wednesdays

Connect with other ARDA-WIN members in your area by joining us on WIN Wednesdays — the fourth Wednesday of every month in Boca Raton, Orlando, Tampa Bay Area, Indianapolis and San Diego. Network and enjoy the company of fellow members during a local happy hour with the option to stay on and enjoy dinner afterward. There is no charge to attend; attendees purchase their own drinks and dinner each location. Venues change from time to time. Please check with the WIN Wednesday Champion or www.arda.org/winwednesday.aspx for time and location in each area.

January 30-31, 2020
2020 ARDA-WIN Meeting
Rosen Center Hotel
Orlando, FL
Event Info: www.arda.org/win

February 18-21, 2020
GNEX
Bellagio
Las Vegas, NV
Event Info: www.gnexconference.com

April 4-7, 2020
C.A.R.E.'s 68th Conference
Wyndham Philadelphia
Historic District
Philadelphia, PA
Event Info: www.care-online.org

May 3-7, 2020
ARDA Convention & Exposition
The Diplomat Beach Resort
Hollywood, FL
Event Info: www.arda.org

April 11-15, 2021
ARDA Convention & Exposition
Bellagio
Las Vegas, NV
Event Info: www.arda.org

May 1-4, 2021
C.A.R.E.'s 69th Conference,
The Westin Srasota,
Sarasota, FL.
Event Info: www.care-online.org

May 1-5, 2022
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The Diplomat Beach Resort
Hollywood, FL
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REBEKAH CHIPPS NAMED 2019 RICHARD GALLARDO AWARD RECIPIENT



champion for the Supplier Search System and has participated in writing articles for *Connections* Magazine, training the members on the Supplier Search System and always lending that helping hand for check-ins and set-up at conferences.

Rebekah later noted that “I was totally shocked and was also very thankful when I heard my name announced for the Richard Gallardo award. My time and service to C.A.R.E. is always just about helping its members get the best out of this amazing organization, so I was extremely surprised and

honored when my name was announced.”

The Richard Gallardo Award recipient, is selected by the C.A.R.E. Board of Directors and has been presented at a conference since 1997 in recognition of outstanding volunteer service to C.A.R.E. The award is given in honor of its first recipient, Richard Gallardo, husband of Kathleen Gallardo, one of the founders of C.A.R.E. and C.A.R.E.’s first President. For years, Richard faithfully attended each conference and quietly did anything and everything that needed to be done to make the conference a success. His duties often included numerous runs to and from the airport to transport conference attendees and hosting the then popular “Hospitality Suite”.

For a complete list of Richard Gallardo Award recipients, visit C.A.R.E.’s website (www.care-online.org) and view “C.A.R.E. Awards” that is found under the tab “Organization”.

Even though Richard Gallardo has passed, his “above and beyond” service to the C.A.R.E. organization and its members will continue with the 2019 Richard Gallardo Award recipient, Rebekah Chipps, RSI Vacations. Rebekah Chipps has been the

the Richard Gallardo award. My time and service to C.A.R.E. is always just about helping its members get the best out of this amazing organization, so I was extremely surprised and

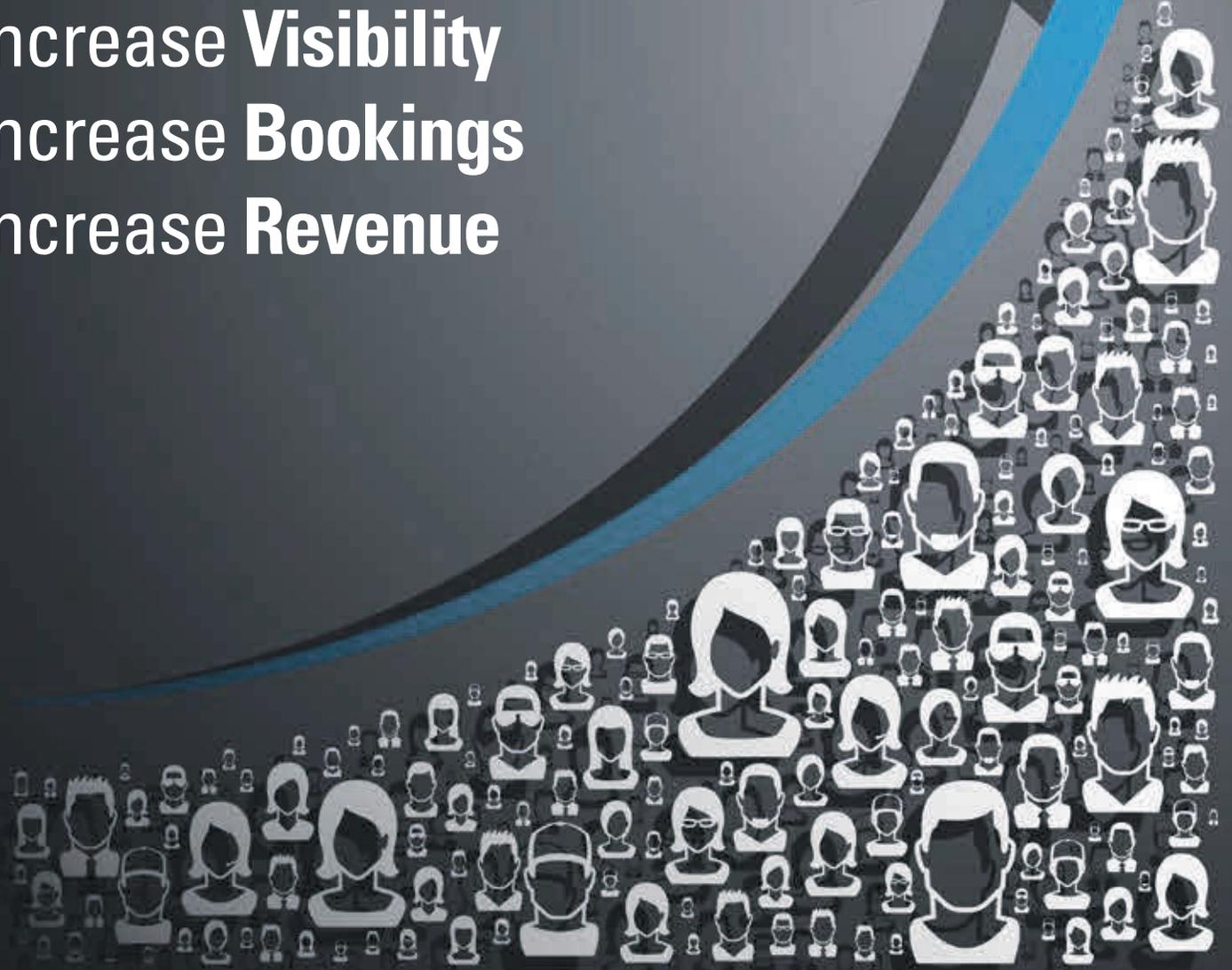


Dave Heine and Don Killingback



Rebekah Chipps with Amanda Wainwright and Adrian Garrett

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The Paranoid Survive

By: Bob Kobek, RRP, President CustomerCount®

It is interesting to me that there is a list called “TCPA Serial Litigators” and it includes the records of class action lawyers known to file TCPA (Telephone Consumer Protection Act of 1991) class action law suits. That list has “several hundred thousand records” according to Ron Allen, President of Contact Center Compliance whose company regularly curates the file.

The TCPA is the law that gives us the Do Not Call List, the definition (or lack thereof) of an automated dialer, and now the strict regulations surrounding any interaction with the cell phone, including texting, among other regulations surrounding telemarketing.

And, the definition of telemarketing will surprise you, that would be a nice issue for a future article, but there is a very high likelihood if you are in business, you are telemarketing, soliciting or promoting a product or service over the phone – by land or by air.

The serial litigators are those people that have cell phones and just wait for them to ring. There was a lady in Pennsylvania that had 42 cell phones and class action settlements were her only source of income – and she lived pretty well. For the record, a judge finally stopped her, for now.

Andrew Grove, the smart guy behind Intel, coined a great phrase. According



to Grove, “Business success contains the seeds of its own destruction,” explaining that “Success breeds complacency. Complacency breeds failure. Only **the paranoid survive**.” In fact, that is the name of his book - *Only the Paranoid Survive* that hit the shelves in 1996 and is still very apropos today.

And, it is that paranoia that should drive your efforts to be TCPA compliant, GDPR (General Data Protection Regulation), ADA/W3C standards, and other consumer protection global and national and state and even local, regulations.

Recently the US Senate passed the TRACED ACT (Telephone Robocall



Abuse Criminal Enforcement and Deterrence) and the US House of Representatives passed the companion bill; the STOPPING BAD ROBO CALLS act. These bills, like many in our

US Congress have painted a very big picture using very big brushes. They not only regulate the bad calls, but they also regulate the good calls, i.e. our doctor, pharmacy, church, schools, etc.

And as of today, 7/23/2019, there are 27 pieces of state legislation on the books, all being modeled after GDPR and the new California CCPA. The real bad news here is that while we all agree that there is a need to protect privacy, we are doing so in a way that is reminiscent of early Do Not Call, dealing with 50 separate statutes.

In order to mitigate this many industries and consumer groups are hoping to coalesce behind one of several pieces of Federal proposals coming out of the House and/or Senate.

And, it is all very bi-partisan and bi-cameral! TRACED passed the Senate in April by a vote of 97-1.

Make no mistake – it is all about privacy. So, be paranoid my friends. The class action people are waiting for you.

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Your attention please

THERE IS NEWS
ACROSS THE INDUSTRY

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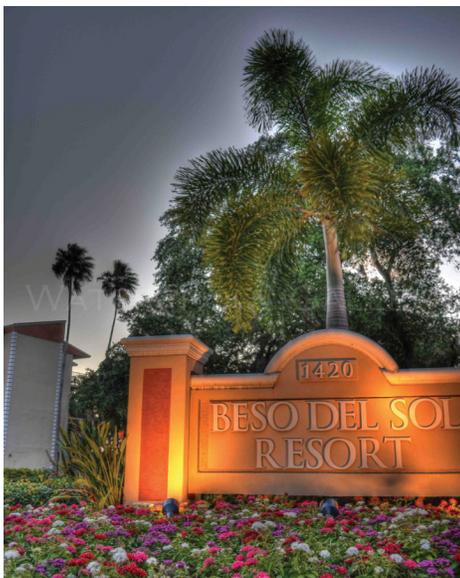


**Global Connections, Inc.
(GCI)**

**Beso Del Sol Receives
“Loved by Guests Award”**

**Hotels.com Celebrates
Exceptional Experiences**

Beso Del Sol Resort (Dunedin, FL), owned and managed by Global Connections, Inc. (GCI), has been selected for the Hotels.com 2018 “Loved by Guests” Award. GCI, the highly respected travel club developer, fulfillment and service provider, owns and manages six resorts in popular vacation destinations. One



of these resorts, GCI’s Beso Del Sol, embodies the charm and hospitality of “Old Florida” making it a year-round paradise and a picturesque site for special occasions.

Hotels.com “Loved by Guests” global awards celebrate the properties that guests are excited to talk about. These awards are given to the “best of the best” partners — those who go the extra mile to delight travelers.

According to Rene Hardtke, Sr. Product Marketing Manager for the Expedia Group’s Hotel.com, “When our guests have an exceptional experience after booking on Hotels.com, they have an opportunity to tell us by rating and reviewing the property. To find this year’s most loved properties, our experts analyzed millions of verified guest reviews and ratings.”

Beso Del Sol is ideally located on the waterfront overlooking Caladesi and Honeymoon Islands on Florida’s Gulf Coast.

Dave Dawson, GCI’s Vice President, Resort Acquisitions and Development, “The award is a testament to our team’s hard work and commitment to the guest experience. We are proud of this achievement and look forward to welcoming travelers to Beso Del Sol so that they too may experience what Hotels.com guests already know. We are honored to be counted among the ‘best of the best.’”

The very popular Beso Del Sol resort is unique in that it accommodates Global Discovery Vacations

club members along with non-club members visiting from all over the United States. In addition to Beso Del Sol in Dunedin, Global Connections owns and operates Beso Del Sol (Sunset Beach, CA), White Oak Lodge and Resort (Gatlinburg, TN), Sea Shells Beach Club (Daytona Beach, FL), and Lodge by The Blue (Breckenridge, CO). GCI also leases and manages scores of vacation condominium units all over the continental United States and Hawaii, as well as Canada, the Caribbean and Mexico.

Most recently, Beso Del Sol was also named to the TripAdvisor® Hall of Fame.



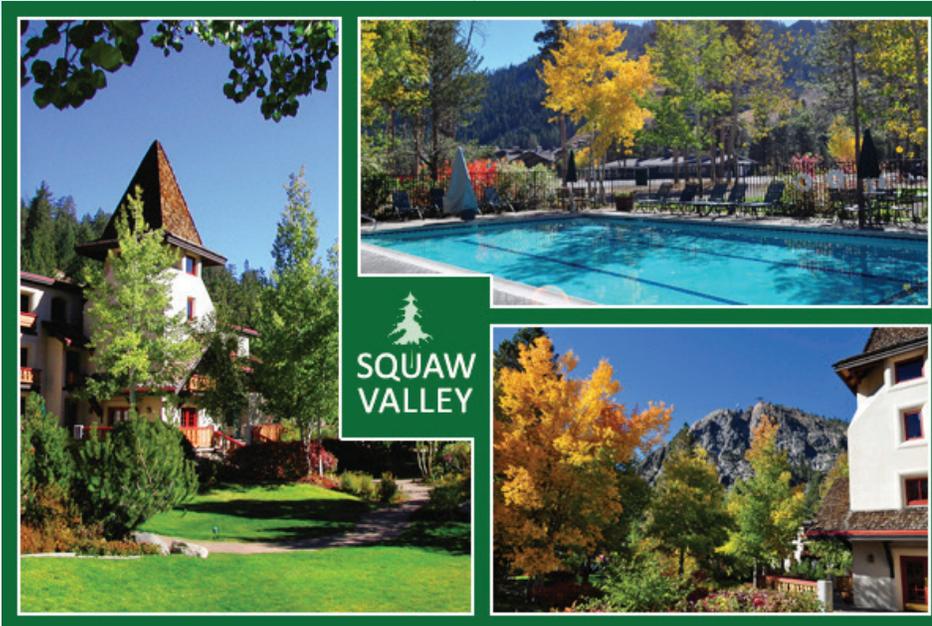
GRAND PACIFIC RESORTS
Time Away...Time Together...

**Expanding the Family of
Timeshare Managed
Resorts in Tahoe**

**Grand Pacific Resorts
Welcomes Olympic Village
Inn**

Grand Pacific Resorts, a timeshare resort management company with more than 30 years of experience, signed a management contract with Olympic Village Inn located in Olympic Valley, California, beginning June 1, 2019. Olympic Village Inn is the third resort in North Lake Tahoe to be managed by Grand Pacific

READ ALL ABOUT IT!



Resorts, joining Red Wolf Lakeside Lodge and Red Wolf Lodge at Squaw Valley.

“Before making the important decision to select our new management company, we reached out to seven different companies with a Request for Proposal (RFP),” said Bob Bone, President of Olympic Village Inn’s Board of Directors. “Ultimately, we voted unanimously to sign a management contract with Grand Pacific Resorts as we believe they are the best fit for our resort. From their ability to be agile, to their strong associate development program, and their thorough knowledge of the Tahoe timeshare landscape, Grand Pacific Resorts stood out from all the rest. We are already very pleased with their responsiveness and interest in working as true partners, and we look forward to the future of Olympic Village Inn with the professional guidance of Grand Pacific Resorts.”

Included in Olympic Village Inn’s full-service management contract are resort operations and owner

services. Grand Pacific Resorts will also service maintenance fee billing and collections through Advanced Financial Company (AFC). In addition to their existing benefits, owners will have access to nightly rentals through ResorTime and simplified exchanges through Grand Pacific Exchange, an exclusive exchange network from Grand Pacific Resorts, as well as RCI.

“We are thrilled to serve the Owners of Olympic Village Inn. The location is pristine, and the history of the resort is an integral piece of Tahoe’s history,” says Nigel Lobo, RRP, Chief Operating Officer of Grand Pacific Resort Management. “Furthering our strong presence in Lake Tahoe will enhance our ability to leverage our resources and implement our award-winning service culture. By focusing on new management opportunities in Tahoe, we’re also making it easier for accomplished associates to enhance their own career growth into positions of greater responsibility.”

Red Wolf Lakeside Lodge and Red Wolf Lodge at Squaw Valley have both been managed by Grand Pacific Resorts since 1995, and both hold RCI Gold Crown status. Red Wolf Lakeside Lodge boasts gorgeous views of Lake Tahoe’s North Shore with a private dock, and Red Wolf Lodge at Squaw Valley offers ski in/ski out access to Squaw Valley. Olympic Village Inn is an unbeatable location in the heart of The Village at Squaw Valley, close to the slopes, to shopping, and to the lake. The three resorts together offer breathtaking views, convenient access to the sites and activities of the North Tahoe region, and offer a home-like comfort that owners, renters, and exchangers love.

Global Travel Network Awards Grand Prize at Utah Art Festival

Global Connections Inc. (GCI), the highly-respected resort developer, travel club fulfillment and service provider of Global Discovery Vacations (GDV), is pleased to announce the Grand Prize winner in a drawing held by its authorized distributor Global Travel Network (GTN).

The prize was offered in conjunction with GTN’s sponsorship of the Utah Art Festival, held in June. This was the first year that GTN sponsored the event.

The lucky winner received roundtrip airline tickets to New York City and three nights’ accommodations for two. The prize also included two New York City passes, good for admission and discounts around The Big Apple. The winner was selected

CONTINUE ON NEXT PAGE

Your attention please

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THERE IS NEWS ACROSS THE INDUSTRY

from more than 14,000 entries during the four day event.

“We were extremely pleased to sponsor this classic event,” said Scott Nichols, President of GTN. “Not only is it great to give away the Grand Prize and to see the smile on the winner’s face but it is an excellent way to support the Art Festival and the opportunity the event gives to so many talented artists to share their work.”

The prize trip to NYC was only for this particular venue. In 2020 GTN will announce the winner(s) of its overall grand prize selected from thousands of participants who entered drawings in various venues in California, Colorado and Utah.

Headquartered in Salt Lake City, Utah and open since August of 2002, GTN has three sales centers. In addition to Salt Lake City, GTN also has centers in Denver, Colorado and Roseville, California. GTN is an authorized Distributor for GCI and its travel club product, Global Discovery Vacations, which provides a membership based on “Star Credits,” allowing members to select a vacation program to fit their lifestyle and budget.

With distributors and sales centers located throughout the United States, GCI (headquartered in Overland Park, KS) provides members with a host of vacationing options and leisure benefits including condominium stays in 700 North American resorts, cruises, and campground options. GCI is the owner and developer of resorts in California, Florida, Tennessee, and Colorado and fur-

ther owns and leases multiple resort condominium units throughout the United States, Canada, Mexico and the Caribbean.

To become a sales distributor or learn more about Global Connections, Global Discovery Vacations and the company’s products and services, call Melanie Gring at 561-212-5359.

Global Connections, Inc. Orlando Sales Office Celebrates Q2 Award Winners

The Orlando Sales Office of Global Connections, Inc. (GCI), a travel club fulfillment and service provider of Global Discovery Vacations (GDV), recently announced its top marketing and sales leaders for second quarter 2019.



At the helm of the upgrade and referral sales office is Steven Grecco, Director of Sales and Marketing for GCI. “We had a terrific second quarter here in Orlando. Our overall closing percentage increased and many of our team members hit personal and team-wide bests. We are proud of our group, our accomplishments and the wonderful vacation opportunities we get to share with our members and their referrals.”

Cash awards and trophies were handed out to the marketing team members who had top show rate, volume and qualified tours generated. On the sales side, cash awards

and trophies were also presented for #1 Closing Percentage, Sales Volume and AVC (Average Volume per Call).

“It’s all about team work here at GCI,” says Grecco. “Yet we do have some outstanding folks who deserve special recognition such as Lin Bellew recognized for being ‘Simply the Best’ on our marketing team this quarter and Mike Aguilar who topped the sales team with the highest AVC.”

While GCI’s Orlando sales office focuses on upgrading existing GDV members and encouraging referrals of friends and families, the company is on a growth trajectory with plans to open more sales facilities on the East Coast.

“Much of our success is due to the exceptional product we represent. Our members are so satisfied with Global Discovery Vacations that they readily upgrade their membership status and refer their friends. It is a tribute to the GCI team that the GDV travel club is so heartily embraced by our members,” Grecco continued.

READ ALL ABOUT IT!

Nominations Open for 4th Annual CustomerCount® Customer Engagement Professional Resort Trades Award

Annual Award Contest Celebrates Resort Managers, General Managers and Assistant Managers

Nominations for the 2019 CustomerCount® Customer Engagement Professional (CEP) Resort Trades Award officially open September 2, 2019. The coveted award, in its fourth year, recognizes outstanding leaders who exemplify customer engagement within the timeshare resort/hospitality industry.

Nominations for CustomerCount® Customer Engagement Professional Resort Trades Award will be open until December 31, 2019 and the winner will be announced in March of 2020.

CustomerCount and Resort Trades are looking for the most valuable customer engagement professional

within the timeshare resort/hospitality industry. Qualified people most likely will be resort managers, assistant managers, front desk folks and customer service team members who are in daily contact with members and guests. These outstanding team members exemplify the highest standards in customer engagement and service. Their interaction with members and guests shapes the entire guest experience, paving the way and opening the doors to happy smiles and memorable vacations.

Last year, the award went to Noyan Suel as Operations Manager of Grand Pacific Resorts' Carlsbad Seapointe Resort. He has since been promoted to General Manager of Olympic Valley Resort. The year prior, Jeff Brock, now Regional Director of Operations, received the CEP Award from a highly competitive field of nominees.

The nomination process includes completing an online nomination survey to measure the nominee's qualifications and qualities. The survey is powered by CustomerCount's software.

"The flexibility of our online feedback system can be utilized in numerous ways--including an efficient method in determining a winner for this award," said Robert Kobek, president of CustomerCount. "We will combine the data entered numerically in specific categories of cus-

tomers and/or member engagement including on-site rating improvements and social media mentions and reviews.

"Along with the quantitative data narrative descriptions with anecdotes and stories to support the nomination will also be taken into strong consideration," added Bob.

According to Sharon Wilson, publisher of Resort Trades, "We're again proud to team up with CustomerCount to celebrate the timeshare hospitality industry's

often overlooked and under-appreciated resort management professionals. These are the folks at the heart of our industry and we are thrilled to share their accomplishments as living examples of Best Practices."

The winning customer engagement professional and their company/resort will be profiled in

the March issue of Resort Trades. Two trophies will be presented; one for the company and one for the individual CEP. To submit a nomination, visit CustomerCount or Resort Trades for a link to the entry form. Or fill out the online form.





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