



C.A.R.E. Announces Fall Conference Schedule with Extended Keynote Feature

Harrisonburg, VA-August 2016 The Cooperative Association of Resort Exchangers (C.A.R.E.) is excited to welcome back renowned author, speaker and leadership expert, **Jim Madrid**. Madrid will present an extended keynote address at C.A.R.E.'s 63rd Semi-annual fall conference to be held October 22-25, 2016 at the Hyatt Regency Lake Tahoe Resort, Spa and Casino in Incline Village, NV. In a half-day session titled ***Invent Your Future***, Jim will conduct an interactive workshop from his '*Leadership in a High Performance Culture*' series and conceptually lead attendees through creating and achieving a compelling life vision in both personal and professional settings.

Jim Madrid is the CEO/Founder of Advance Sports Technology, Inc. (AST) a global management development firm with mental technology solutions for athletic and corporate organizations. From Fortune 500 companies like **Boeing, Nordstrom, Mercedes Benz, Lexus, Karisma Resorts, Pueblo Bonito Resorts, Banco Santander, Oakley** to professional sports teams like the **Seattle Sounders FC, Washington Redskins, Utah Jazz**, along with collegiate teams to youth sports clubs, Jim Madrid and AST have helped these organizations and individuals achieve unprecedented, record breaking results.

An extraordinary value to attend this conference is an understatement. With Jim's participation in this extended presentation, attendees are ensured an immediate return of investment of time and money just to hear Madrid speak. Attendance of this session easily returns more than the entire cost of one registration fee as attendees would not otherwise be able to secure a spot at one of Jim's training sessions outside of this C.A.R.E. conference for such an incredible value.

With that immense value on the schedule, other conference sessions become a true bonus at this 63rd semi-annual event which will also feature several panel discussions from C.A.R.E. member participants like ***Impact and Opportunities of Alternative Lodging OTA's*** moderated by **Ryan Monson**, National Sales Director with Access Development. With HomeAway and Airbnb's rising presence in travel, this panel will try to navigate and lead attendees through understanding who the players are and what you need to know about them to remain a player in the vacation lodging game.

C.A.R.E. President **Linda Mayhugh**, partner with Advantage Travel/Accommodations Unlimited, is slated to host an ***International Industry Updates*** panel that should prove important in today's uncertain times while traveling abroad. Mayhugh hopes to share perspective from all

of C.A.R.E.'s industry association partners such as ARDA, CRDA, TATOC, AMDETUR and NTOA as well as C.A.R.E. member representatives.

Back by popular demand, C.A.R.E.'s Preferred Media Sponsor, **Paul Mattimoe** of Perspective Group, will conduct a special session on **How Customer Profiling Will Improve Your Business.** Mattimoe will present attendees with knowledge of how Customer Profiling is possible through the centralization and analysis of customer data. Sign up and learn more about the hottest trend in marketing and how it can be applied to your business to increase transactional revenue, improve customer engagement and satisfaction and provide you with invaluable insights that will help you make informed business decisions.

About C.A.R.E.

C.A.R.E. (www.care-online.org), established in 1985, is the vacation industry's premier trade association. Its member companies, comprised of Resort Developers, Management and Exchange companies, HOA's, Travel Clubs and Wholesalers, provide each other with opportunities for vacation fulfillment, exchanges and revenue enhancement through increased inventory utilization and yield management. C.A.R.E. members are required to comply with a strict Code of Standards and Ethics and benefit from outstanding professional and personal development opportunities at their semi-annual conferences.

Contact: Bonnie Kosco, 800-636-5646