



C.A.R.E. Conference Registration Opens

Harrisonburg, VA-February 2017 – C.A.R.E., the Cooperative Association of Resort Exchangers, has officially opened registration for its 64th Conference to be held at the Wyndham Virginia Beach Oceanfront in Virginia Beach, VA from May 6-9, 2017. All resort professionals and industry colleagues are encouraged and invited to attend this gathering of like-minded friendly associates. C.A.R.E. conferences are relaxed business casual, educational and full of networking and fun. While C.A.R.E. is a membership based trade association, their conference doors are open for all to attend.

C.A.R.E.'s Keynote Speaker for the conference in Virginia Beach will be **Randy Dean, MBA** (The E-mail Sanity Expert®), who will be presenting an educational and informative workshop with relevant subject matter lending to practical measures in ***“Finding an Extra Hour Every Day: Key Strategies for Time, E-Mail, Clutter and Distraction Management”***. Randy is the author of the Amazon Bestseller ***“Taming the E-mail Beast”*** and is a preferred source for advanced time and technology management, e-mail management, and smart phone/tablet speaking, training and workshops. Too much to do and not enough time to do it? Randy's workshop is perfect for any manager or professional that feels that stress each and every day. Randy says, *“This session that I've prepared especially for C.A.R.E. attendees will share several proven strategies, in a fun and informative way, for better managing time, being more productive and getting more organized. Further, attendees will learn strategies for better managing projects and tasks dealing with those dastardly interruptions. I'll also be presenting key strategies for mitigating calendar overload and over scheduling as well as how to save time in and related to meetings, daily interactions with people and handling e-mail and information overload.”*

Sharon Scott, RRP, the CEO of SharonINK PR & Marketing and Publisher at Resort Trades, will be on hand to speak to attendees about ***“Industry Trends and Future Opportunities”***. Like a page from Resort Trades, Scott will talk *“Faces & Places in the Industry”* and share her journalistic opinions and observations about the timeshare industry. She will broadly address *who's who* and *who's doing what* these days. Scott also plans to share how she stays current with the ever-changing industry and what trends might be coming down the pike. Having nearly 30 years of industry experience, attendees are sure to receive some valuable insight into this expansive business world of ours. **Resort Trades** is a 2017 C.A.R.E. Media Sponsor.

A seafaring C.A.R.E. awards night will feature recognition of three industry professionals as the 2017 Richard Gallardo, Pinnacle and Rookie of the Year Award Recipients at **Nauticus**, a world-class attraction with interesting, engaging and interactive maritime exhibits including a self-guided tour of the **BATTLESHIP WISCONSIN**. C.A.R.E. attendees will team up at **Escape Room Virginia Beach** where they will experience a unique, exciting and awesomely fun team

building adventure alongside comrades attending the conference. The conference will close with **C.A.R.E. Gives Back at ForKids**, one of the largest providers for homeless families in Virginia, touching over 37,000 lives annually through its holistic housing programs and extended services for families.

Early Bird registration rates are good through March 9, 2017 so don't delay! To register and attend this conference or find out more about this exciting event, please visit www.care-online.org or contact C.A.R.E. via e-mail at info@care-online.org or call 800-636-5646.

About C.A.R.E.

C.A.R.E. (www.care-online.org), the Cooperative Association of Resort Exchangers, established more than 30 years ago in 1985, continues to gain respectable growth as one of the most valuable trade associations in the industry. Its internationally diverse member base includes Resort Developers, Management and Exchange Companies, HOA's, Travel Clubs and Wholesalers as well as many respected industry suppliers bringing (value-added) revenue enhancement opportunities. Members that possess rentable inventory or seek inventory for fulfillment of rental requests set the foundation of C.A.R.E. with a multitude of scenarios for securing client vacations, increased inventory utilization and heightened yield management. C.A.R.E. members have the ability to share inventory via week-to-week exchanges, weekly wholesale rentals, guaranteed and free-sale blocks as well as year round and seasonal leases all over the world.

C.A.R.E. members must comply with a strict Code of Standards and Ethics and will undoubtedly gain professional and personal development when participating in C.A.R.E.'s semi-annual conferences. With nominal annual membership fees and some of the industry's lowest conference registration rates, C.A.R.E. can prove an undeniable value rather quickly.

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