



## **C.A.R.E. Reaching New Participatory Heights in 2016**

### **Harrisonburg, VA-July 2016**

C.A.R.E. recently held its 62<sup>nd</sup> Semi-Annual Conference in Asheville, NC from May 21-24, 2016 at the Crowne Plaza Tennis and Golf Resort where a record 30% of the attendees were new member and/or first time attendees at a C.A.R.E. Conference!

C.A.R.E. is proudly touting a record year in new membership enrollments with 16 new member companies added in the last twelve months; an approximate 50% increase in net member additions compared to the previous twelve month period. 75% of the new member applications were processed in a less than a three month period preceding the recent C.A.R.E. Conference in Asheville...another record! C.A.R.E. is on the grow!

When asked what the exponential growth could be attributed to President Linda Mayhugh stated "In my first year of Presidency I have worked diligently to solidify and strengthen partnerships with all the major industry associations such as ARDA, CRDA, AMDETUR, TATOC and the NTOA as well as enhancing media relational agreements with the Perspective Group (Producer of the GNEX Conference) and Resort Trades. I feel it is these relationships and our attendance and multi-faceted presence in their respective events/publications that have contributed greatly to the majority of our recent new member growth".

In other C.A.R.E. Conference news, two board member positions were on the ballot in Asheville and incumbent James Kwock, President of The Timeshare Kahuna, LLC was re-elected as a Vice President for a new three year term. The Director of Resort Partnerships with RTX-Resort Travel & Xchange, Corina Violette, also arose a victor as C.A.R.E.'s newest board member for a three year term as well. When asked for a few words regarding his re-election Vice President Kwock stated *"I am so excited about being re-elected to the C.A.R.E. board. I have never been associated with a group so committed to helping its members succeed. I look forward to carrying on that tradition in creative new ways."* As the newly elected Vice President, Violette stated *"I am thankful and honored to have been elected to the C.A.R.E. Board of Directors - as passionate and committed as I am to the travel and hospitality industry, it only seemed natural to seek election for this position. C.A.R.E. provides a platform of networking and educational opportunities that has helped the growth and success of not only the company I represent, but for me personally as well. Rest assured that I will work tirelessly, with my eyes on the goals we agree on together, my ears open to the voices of all, and my heart committed to the C.A.R.E. organization and industry as a whole"*.

Maybe you are asking, ‘How do I get involved with this up-and-coming association?’ and the answer starts by visiting their website [www.care-online.org](http://www.care-online.org) and ‘become a member’ and/or ‘get registered for their next conference’. C.A.R.E. will host its 63<sup>rd</sup> Semi-Annual Conference in Lake Tahoe/Incline Village, NV from October 22-25, 2016 at the Hyatt Regency Lake Tahoe Resort, Spa and Casino – A Lake Tahoe Resort Nestled in the Sierra Mountains...an alpine paradise! C.A.R.E. boasts a long standing tradition of invaluable networking and enjoyable, but effective, conference environments in the industry. While C.A.R.E. encourages new memberships they have lowered their non-member conference registration rates and encourage anyone who has ever wanted to attend a conference and see what they are all about, so get involved in their 2016 movement by attending their upcoming Fall Conference in Lake Tahoe, early bird registrations are valid until July 21, 2016.

***About C.A.R.E.***

C.A.R.E. ([www.care-online.org](http://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.

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