

## C.A.R.E. Announces 2017 Fall Conference Agenda

**Harrisonburg, VA-July 2017- C.A.R.E., the Cooperative Association of Resort Exchangers,** has opened registration for its 65<sup>th</sup> conference to be held at the Anaheim Marriott Suites, Garden Grove, CA from October 14-17, 2017. Resort Developers, Property Managers, Service Providers, Travel Clubs, Travel Agencies and Wholesalers will find that the conference is the perfect forum for exceptional networking and educational experiences while providing unlimited opportunities to forge valuable business relationships.

The conference will begin with a “**C.A.R.E. Gives Back**” event. In an effort to support and show gratitude for the communities that host C.A.R.E. conferences, C.A.R.E. volunteers give back by participating in philanthropic projects. In Anaheim, volunteers will act as production assistants and support the transformation of eight breast cancer survivors with **Send Me On Vacation’s (SMOV) “Mermaid Journey”**; a wellness program that guides survivors to let go of the fear and anger that battling breast cancer brings and create a more abundant life. Volunteers will not only assist in the physical transformation of the survivors, but will also act as photographers, videographers, posing coaches and scrap bookers to help chronicle the survivors’ experiences. Chairman/Founder of SMOV, Cathy Backus says, “*The project is "A Day in the Life of a Mermaid". We transform each survivor into a beautiful Mermaid and take a photo of her at the pool as a memory of her new strong and beautiful self for her scrapbook.*”

C.A.R.E.’s keynote speaker for the conference will be **Rebecca Taylor Shaw, CCH, CMT**, a premier thought leader on the topic of success strategies and personal development. As founder and Director of the **Charleston Hypnosis Center**, Shaw has created programs designed to help clients break through stress and mental roadblocks to unleash individual brilliance, achieve peak performance and make an impact on the world. In her keynote session, “***The Secret Energy of Money***”, Shaw will lead conference attendees through several exercises to help identify hidden money blocks and then teach them to unlock the secret energy of money thus enabling participants to break through the glass ceiling of their earning potentials and take their businesses and careers to the next level.

**Caleb Dixon, QM Resorts’** Corporate Revenue & Reservations Manager, will lead a discussion, ***To Rent or Not to Rent: A Guide to the World of OTA’s***. During C.A.R.E.’s 2016 fall conference in Lake Tahoe, Caleb was a lively and knowledgeable audience participant of the highly popular panel discussion, ***Impact and Opportunities of Alternative Lodging OTA’s***, and as a result, Dixon will share his personal experience of entering the retail sector via the world of OTA’s. He will share industry statistics, viable options and action plans relating to OTA’s and discuss why the health of C.A.R.E. companies and the industry depends on successful OTA integration when it comes to maximizing inventory utilization.

C.A.R.E.’s awards night will take place on the historic **Queen Mary**, the legendary cruise liner launched in 1936 and once known as the grandest ocean liner in the world. In deference to the Queen Mary’s reputation as “One of the Top 10 Most Haunted Places in America”, conference attendees will have the opportunity to participate in a private ***Haunted Encounters Tour*** of the ship. The tour will be followed by cocktails, dinner and the presentation of awards to conference sponsors in the elegant Verandah Grille aboard the **Queen Mary**.

Early Bird registration rates are good through August 14, 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](http://www.care-online.org), contact C.A.R.E. via e-mail at [info@care-online.org](mailto:info@care-online.org) or call 800-636-5646.

### **About Send Me On Vacation**

Send Me On Vacation (SMOV), [www.sendmeonvacation.org](http://www.sendmeonvacation.org), is a 501(C) (3) charity whose mission is to provide much needed vacations to breast cancer survivors who need to rejuvenate and heal their minds, bodies and spirits. The organization brings together travel industry professionals to contribute accommodations, airlines, cruises, and dollars to change the lives of survivors. Over the past five years, SMOV has awarded richly-deserved healing vacations to over 300 survivors throughout the United States, Mexico, Canada and Bermuda.

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

Established in 1985, (C.A.R.E.), [www.care-online.org](http://www.care-online.org), the Cooperative Association of Resort Exchangers, is one of the industry's leading associations in ethical standards and value propositions. 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 by attending C.A.R.E. 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 and return.

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