



C.A.R.E.'s 2019 Conference Registration Opens in January

Harrisonburg, VA-December 2018 – C.A.R.E., The Cooperative Association of Resort Exchangers, is preparing to launch registration in January for their 2019 Conference to be held at the Westin Indianapolis in Indiana from May 4-7. All industry professionals are encouraged to attend and while members receive preferred registration rates, all registration rates are very affordable and budget friendly, for those that may be interested in attending to see what C.A.R.E. is all about.

In case you missed its recent month announcements C.A.R.E. has engaged three keynote speakers making this a, sure to be, blockbuster event. On Sunday, May 5th, Emmy Award Winning Executive Producer **Bill Stainton** will headline with ***“The 5 Best Decisions the Beatles Ever Made...and Why You Should Make Them, Too!”*** Stainton will combine music, video, and hilarious audience interaction to help you take your own team to the “top of the charts!” This presentation will answer questions like...What does a seriously award-winning team look like? What does it take to lead them? And, ultimately, what does it take for them to really make it to the top? Bill says, *“Success is not a result of “luck”, “a fluke”, or “the breaks.” It’s the result of specific decisions – decisions that every leader needs to make!”*

Next up on Monday, May 6th, with a Master of Arts (MA) in Human Resource Development and Marketing, **Andy Masters, MA, CSP** will show attendees how to ***“Kiss Your Customer: 77 Reasons Why Sales & Service Are Just Like Dating & Relationships.”*** With first hand travel industry experience and knowledge, Masters will take attendees on a journey through the highs-and-lows world of relationship-building, utilizing the clever irony between business and romance. Andy will prove that we must create a transformation from doing a job to creating a bond. Today's customers want to hire experts they can TRUST, who can truly HELP them. However, customers also hire people they LIKE.

With a host city of Indianapolis, Indiana, C.A.R.E. is excited to have **RCI's** participation in the city where their headquarters were established nearly 45 years ago. Monday, May 6th will be deemed **“RCI Monday”** to include a tour of the RCI Call Center and immediately following a mini-keynote address by RCI's Sr. Learning & Development Specialist **Adrian Garrett**. Garrett will share some Key Objectives to Bias in the Workplace: Working Together to Create an Inclusive Culture highlighted with some tips for Women Empowerment. RCI's Affiliate **Endless Vacation Rentals** will then host dinner for attendees at an off-site local venue.

C.A.R.E. Member **Dave Heine, Timeshare Escrow & Title** will share his insight with C.A.R.E. attendees on ***“Traveling with Animals...Service Versus Emotional Support.”*** Knowing and understanding the difference between Service and Emotional Support Animals has become very relevant in the travel industry. Heine will share first-hand experience in guiding attendees to a

better understanding of this subject and provide takeaways to assist with many questions that hospitality providers are faced with daily. What's the difference in a Service Animal and an Emotional Support Animal? Am I required to allow both classifications to check into my resort? If so, what all am I required to do to accommodate them? How do I know what compliance guidelines I am to follow? This presentation is sure to assist you and your staff in better ascertaining when and how to accommodate specialty classed animals.

In addition to these great presentations, C.A.R.E.'s 2019 Conference will include multiple networking opportunities and all meals are included with each conference registration. Attendees will be treated to some true Hoosier Hospitality and History with a visit to the Indianapolis Motor Speedway and Museum. Your conference registration will also include a *"Kiss the Bricks"* Tour to include taking a track lap with a stop on the "Yard of Bricks" and a tour of the museum. "Kiss the Bricks" is a tradition that started back in 1996 and C.A.R.E. attendees will get to "pucker up" and participate!

Save the date if you haven't already, registration opens in January 2019! For more information please visit www.care-online.org or email us at info@care-online.org if you'd like to be added to our conference update email list.

About C.A.R.E.

Established in 1985, (C.A.R.E.), 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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