



C.A.R.E. 2018 Conference Highlights

Harrisonburg, VA-May 2018 – C.A.R.E., The Cooperative Association of Resort Exchangers, hosted its 66th, inaugural annual, conference this past April in Austin, Texas at the Renaissance Austin Hotel. C.A.R.E. challenged itself to make their annual conference bigger and better than their previous 65 semi-annual events. Reviews have indicated that they did just that. C.A.R.E. President Linda Mayhugh stated, *“with our highest average rating over our last four conferences and nearly 98% of attendees rating this conference as very good or excellent, I’d say we proudly accomplished our goal. The plan is to continue improving our conferences with expanded agendas, uniquely improved networking opportunities and continued overall value to attract more attendees’ year over year.”*

The 2018 C.A.R.E. Conference agenda boasted not one, but two, keynote sessions which were the highest rated individual sessions of the entire conference. Day one, under the guidance of Grammy and Emmy nominated, CMA Award Winning hit songwriter, **Billy Kirsch** and **Kidbilly Music**, attendees co-wrote a C.A.R.E. song titled *“Our Last Resort”* during the ***Teambuilding Through Song*** keynote session. On day two, **Jim Comer (Comer Communications)**, an Executive Speech Coach, Workshop Leader and Author, energetically and interactively coached attendees through his ***You Are The Message!*** keynote. Attendees learned valuable techniques to find their individuality and personally connect with audiences, employees and customers.

Other highlights included a panel discussion on All-Inclusive Vacations and industry trade association executives joining forces to share insights regarding the S.W.O.T. (Strengths, Weaknesses, Opportunities, Threats) of our industry.

Also, at this conference, **Don Killingback (Endless Vacation Rentals)** was awarded the prestigious Richard Gallardo Award for invaluable service, dedication and support of C.A.R.E. and **Dave Heine (Timeshare Escrow and Title, LLC)** received C.A.R.E. Rookie of the Year honors for his exemplary support as one of the association’s newer member companies.

Throw in a couple of highly rated evening events in awesome venues with a gorgeous lakeview sunset, live entertainment, dancing, karaoke, great food and comradery and the conference cake has been iced! Congratulations to C.A.R.E. on a great event!

To wrap up the event the membership voted on Philadelphia (PA) as the location of its 2020 Conference. C.A.R.E. has begun strategizing with partners and planning its next event to be held at the Westin Indianapolis (IN) from May 4-7, 2019. Be sure to save the date and watch for emerging details over the next several months.

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.

Contact: President Linda Mayhugh / lmayhugh@care-online.org / 800-636-5646 ext.700 / www.care-online.org