



## **C.A.R.E. Announces Second Keynote Speaker for 2019 Conference**

**Harrisonburg, VA-September 2018** – C.A.R.E., The Cooperative Association of Resort Exchangers, has selected a second keynote speaker for their 2019 Conference to be held in Indianapolis, Indiana from May 4<sup>th</sup>-7<sup>th</sup> at The Westin Indianapolis. C.A.R.E.'s inaugural annual conference this past April in Austin, Texas ranked higher in attendee satisfaction than C.A.R.E.'s previous four semi-annual events. When asked what she felt contributed to the higher ratings President Linda Mayhugh stated, *“Our Board of Directors and Administrator worked diligently for over a year to meticulously boost agenda content, conference attendance, sponsorship and overall attendee satisfaction for our inaugural annual conference. We simply extended our agenda by a few hours and loaded it with nearly everything attendees would have received attending two conferences per year. The ultimate goal was to make it bigger and better than two and we feel we did just that. You can expect more of the same in 2019!”*

C.A.R.E. announced just last month that they signed **Bill Stainton** ([www.billstainton.com](http://www.billstainton.com)) as their lead 2019 Conference Keynote Speaker and now are excitedly revealing a second speaker...**Andy Masters, MA, CSP**. Andy began his career at Maritz Travel Company in St. Louis in the 1990's and is now an award-winning author and international speaker who has written 5 books, earned 4 degrees, and has presented over 670+ Leadership, Sales/Service, and personal development programs. His books include *“Things LEADERS Say: A Daily Guide to Help Every Leader Empower & Inspire”*, and *“Kiss Your Customer: 77 Reasons Why Sales & Service Are Just Like Dating & Relationships”*. Andy has been featured on several major media outlets, including Lifetime Television, Corporate & Incentive Travel Magazine, and Investor's Business Daily. Andy achieved Distinguished Graduate honors at Webster University, earning an M.A.-Human Resources Development, and another M.A.-Marketing. Andy has received the prestigious "CSP" award/designation of the National Speakers Association (NSA), the highest international recognition for professional speakers, in which only 10% of over 5,000+ speakers worldwide have achieved. Learn more at [www.Andy-Masters.com](http://www.Andy-Masters.com).

Andy will present his flagship keynote program (from his award-winning book), *“Kiss Your Customer: 77 Reasons Why Sales & Service Are Just Like Dating & Relationships”*, to C.A.R.E.'s 2019 Conference Attendees. He'll 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. He also shares examples from the Travel & Hospitality industry on how to make amazing connections, drive repeats & referrals, and implement memorable strategies to overcome that one dangerously dissatisfied customer. Andy's creative approaches to proven principles impact sales and improve customer loyalty

immediately, while also leaving a mark on our personal lives. Attendees are sure to enjoy this entertaining, inspirational, and impactful program from Andy Masters, MA, CSP.

Save the date and be ready to attend C.A.R.E.'s 2019 Conference in Indianapolis next May; registration opens in January 2019!

### **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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