



COMMITTEE REPORTS

Destin, FL

May 3-6, 2014

Your C.A.R.E. committees are working hard to ensure our continued growth and success!

Ambassador Committee Co-Chairs: Debbie Sansom and Vikki Shatney
Members: Joanie Brouwer, Emily Ceruzzi, Carol Demler, Michael LaCoy, Melanie Gring, Sonya Halladay, Alexis Nolte, Diane Sharp, Tina Stafford, Ryan Bier, Jim Wehrle, Amy Stark, Judy Moe

The goal of the Ambassador Committee is to make new C.A.R.E. member companies and first time attendees feel welcome and make sure they are aware of all benefits and tools we offer to enhance their respective businesses. Understanding C.A.R.E. is beneficial to current and new members, and will help membership retention in the years to come. Ambassadors are assigned to companies once they have been accepted into C.A.R.E. to assist and guide them for the first year or at least their first two conferences or if a seasoned C.A.R.E. company sends someone new to a conference, we will be sure to take them under our wing to and make sure that they don't feel left out! Our objective is to foster lasting industry relationships.

Have you been around C.A.R.E. long enough to become an Ambassador? If so, we sure could use a few more good soldiers!

Please feel free to invite any 1st time attendees to our New Member Orientation at the Sandestin Golf and Beach Resort at 5:00 pm on May 3, 2014 – All Ambassadors, Members and 1st time attendees are welcome and encouraged to attend.

Awards CommitteeChairperson: Debbie Sansom
Members: Steve Moody, Dave Dawson, Alain Carr and Jim Wehrle

The goal of the Awards Committee is to recognize and reward C.A.R.E. members for their sponsorship, participation and professionalism.
C.A.R.E. Squared and Sponsorship Recognition awards will be presented on Sunday night, 7:00 pm at the Sandestin Golf and Beach Resort.

BTB (*Better Trade Bureau*)..... Chairperson: Debbie Sansom
No members are required

The BTB is similar to the Better Business Bureau; except complaints can only be filed by C.A.R.E. Member companies against other C.A.R.E. or Non-C.A.R.E. companies. Companies can receive a Satisfactory, Unsatisfactory, or Pending Status rating. Please contact Debbie Sansom (dsansom@care-online.org) for a complete list of policies and procedures as well as the BTB Complaint Form.

Communications Committee.....Chairpersons: Alain Carr and Bonnie Kosco
Members: Jeanette Bunn, Linda Yori, Linda Mayhugh, Paul Mattimoe, Debbie Slack

The purpose of the Communications Committee is to provide growth and improvement of communication within C.A.R.E. The 2014 Winter Edition of Connections was distributed in January.

One of our goals of the committee is to increase distribution and sales of ads of *Connections* while producing an informative and quality publication. A new article assignment form explaining procedures involved in the editing of articles has been devised.

The committee is still working to improve communication through e-blasts and surveys. C.A.R.E. Member Representatives and Committee members are encouraged to present topics that should be e-blasted throughout C.A.R.E. Ideas should be sent to the Communications Committee Chairperson and/or President, and must be approved by the President prior to dissemination. Volunteers wishing to contribute new ideas and perspectives are always welcome!

Conference CommitteeCo-Chairs: Bonnie Kosco, Vicki DiFabio, Alain Carr
Members: Tina Stafford, Dave Dawson, Abby Bettinger, Carol Demler, Debbie Sansom, Linda Yori, Andrea Najarian, Andrea Bivens, Claire Young, Jere Keiser, Tina Hill, Linda Stockwell

The purpose of the committee is to solicit and propose future conference locations as well as provide suggestions for the improvement of conferences. Our goal is to maximize and promote conference attendance by offering affordable accommodation opportunities in attractive destinations while providing a positive and worthwhile conference experience for all attendees.

Upcoming conferences are as follows:

**Spring 2014: Sandestin Golf and Beach Resort
Destin, FL
May 03-06, 2014**

**Fall 2014: Renaissance Seattle Hotel
Seattle, WA
October 18-21, 2014**

**Spring 2014: Westin Annapolis
Annapolis, MD
May 02-05, 2015**

Selections for C.A.R.E.'s 2015 fall conference are:

**Hilton Sedona Resort and Spa
Sedona, AZ
September 26-29, 2015**

Or

**The Westin Denver Downtown
Denver, CO
September 26-29, 2015**

Conference Set- Up CommitteeCo-Chairs: Bonnie Kosco and Vikki Shatney
Members: *Vicki DiFabio*

The purpose of this committee is to prepare for conference. Members usually meet the Thursday or Friday before the conference to assemble registration materials and work together at registration.

Ethics CommitteeChairperson: Alain Carr
Members: *Dave Dawson, Jorgen Brich, Linda Mayhuh and Marla Lawlor. Members are appointed by the C.A.R.E. President.*

The Ethics Committee is responsible for:

- Reviewing or recommending changes in the Code of Standards and Ethics
- Reviewing inquiries regarding the Code of Standards and Ethics, and where appropriate issuing "Interpreting Guidelines".
- Enforcement of the Code of Standards and Ethics by reviewing challenges

There are currently no pending ethics complaints working.

If you are a C.A.R.E. member in good standing, and have a grievance with another member of C.A.R.E, Article VII, Section B of the Bylaws for the regulation of the Cooperative Association of Resort Exchangers, Inc. states that “Interpretations or complaints may be submitted by an by any Member that is subject to the Code; or they may be initiated by the Chairman, members of the Committee, or the Board when they have information that forms the basis for an Interpretation or Complaint.”

Going Green Committee.....Co-Chairs: Jeanette Bunn and Claire de Ruiter
Members: Alain Carr, Bonnie Kosco, Marcia McGinley, Andrea Najarian, Kelli Brazier, Diane Wright, Steve Moody, Rebeca Denning and Bonnie Raschka

The Green Committee was established to promote awareness, foster ideas, and offer resources to assist and encourage our C.A.R.E. member companies in choosing greener processes within their organizations and in their communities.

Special consideration will be given resorts/locations that already have green programs in place, or that are in the process of making changes to help the environment. Hilton Sandestin Beach Golf Resort & Spa is committed to adopting green practices to conserve natural resources.

Sandestin Beach Golf Resort & Spa’s property has recently invested more than \$9 million in capital improvements to go green –indoors and out.

Throughout the resort they have made electrical upgrades to LEED lighting and A/C enhancements totally \$2.5 million that resulted in a \$50,000 rebate check from Gulf Power in recognition of their extreme conservation efforts. This was their largest check to date and marked Gulf Power’s first rebate given from their customized incentive program for customers who undertake environmentally friendly improvements.

Sandestin Beach Golf Resort & Spa has recruited *Sunny the Sea Turtle*, a cute and informative companion to help educate guests about the endangered turtles that call their sugar-white sands home. They share information about protecting mother turtles as they lay eggs and hatchlings journey back to the ocean. They recently did a renovation project on the resort deck areas made of MoistureShield, an environmentally friendly decking composite. The resort also installed \$250,000 in habitat friendly lighting to protect sea turtles and other waterfront animals and planted more than 30,000 new sea oats to protect the dunes.

In response to requests by the Green Committee and a number of others, we are now only emailing invitations to the member base per conference, and mailing invitations only when necessary. The conference registration, sponsorship, membership renewal and even new member applications are accommodated online at www.care-online.org. At this year’s conference in Sandestin, FL we will only print the Attendee booklet, conference evaluation, and a roll call form.

If you have any questions on how your company can be more “Green,” please let us know; we are happy to give suggestions.

IT Committee ... Chairpersons: Alain Carr and Jim Wehrle
Members: Bonnie Kosco, Mary Erthal Myers, Quentin Smith, Sharon Gundrom, Mike Ashton, Guillermo Davilla

The “**IT Committee**” serves to improve all aspects of C.A.R.E.’s information technology in addition to C.A.R.E.’s overall web presence. The committee works throughout the year to improve the facilitation on the association’s business. The committee is also charged with insuring that accurate information regarding the organization is provided online to our existing C.A.R.E. members as well as anyone interested in becoming a new member.

Since the Sonoma conference, the committee has successfully launched C.A.R.E.’s new website using the *Yourmembership* platform. The new site facilitates membership renewals, conference registrations, and supports a directory containing every C.A.R.E. Member Company. But most importantly, it includes many advances for C.A.R.E. in the way of storing and managing both current and historical information for the organization.

The Ad Service which was being hosted by Merlin software is suspended until we have determined if we have a need for it on the new site. Some features already contained within the site may serve in the same capacity we had hoped the Ad Service would.

Another area C.A.R.E.’s IT committee is extremely interested in is social media. Jim Wehrle of the VIP Vacation Club heads and manages C.A.R.E.’s FaceBook page. The new site also supports features that can link C.A.R.E. member companies profile to their respective FaceBook or Twitter accounts.

C.A.R.E. will again be offering a website workshop prior to the spring 2014 conference held in Destin, Florida. There is also a full session planned during the conference to help attendees learn what new options they have for their companies and their employees within the new website.

The IT Committee is always interested in new members. If you are IT minded and have some great ideas, we welcome your thoughts and encourage you to join us for our open committee meeting to be held at the upcoming conference or contact us at info@care-online.org

Membership CommitteeChairpersons: Linda Mayhugh and Tina Hill
 Members: *Claire de Ruiter, Kristine Gafka, Bonnie Kosco, Hannah Mantoath, Vicki DiFabio, Bob Bandy*

C.A.R.E. Membership Information
 As of April 29, 2014

Total Active Members	140
General Members	109
Associate Members	31
Pending Memberships	5
New Processed Since Fall 2013	1
Total Non-Renewals 2014	14
Non-Renewals/General Members	9
Non-Renewals/Associate Members	5

C.A.R.E. Member Companies are committed to the highest standards by agreeing to be bound by a Code of Standards and Ethics and unparalleled in the industry.

If you are doing business with an industry related company and they are not members of C.A.R.E. why not consider inviting them to join you as a member and share the benefits of membership in a great organization-all while putting cash in YOUR pocket!

Any non-Board representative of a C.A.R.E. member company already receives \$100.00 for each new member they sponsor for membership. In 2014 the C.A.R.E. Board of Directors challenges you to sign up more new members by offering to DOUBLE your referral rewards! The sponsoring individual always receives the cash (not the C.A.R.E. member company.)

The representative that sponsors the most new members in 2014 will not only receive \$100.00 for each new member but will receive DOUBLE their rewards.

C.A.R.E. will pay a match referral reward equal to the total annual payout if you are the top referring participant! For example, if the most members sponsored by one individual to join C.A.R.E. in 2014 is five (5) and all were sponsored by you....you would have received \$500.00 throughout the year would receive a bonus of \$500.00 at the end of the challenge!

Member Benefits Committee.....Chairperson: Vikki Shatney
Members: Dave Dawson, Emily Ceruzzi, Bonnie Kosco

This committee is tasked with adding more value to C.A.R.E. membership. C.A.R.E.ers, an employment service function on the C.A.R.E. site – to give potential candidates a tool to advise of their availability and member companies an avenue to obtain skilled staff for whom they can readily obtain references within our industry, is up and y running.

We are always looking for those members interested in being on the cutting edge of providing more value to their fellow C.A.R.E. members.

Marketing / Revenue GenerationChairpersons: Jeanette Bunn and Dave Dawson
Members: Alain Carr, Vicki DiFabio, Shawnah Sheehy, Linda Yori, Tina Stafford, Linda Stockwell, Crystal Sowers, Steve Luba, Tina Williams, Spence Witten, Alexis Nolte, Donna Hisel, Heather Guffin, Bob Bandy

The purpose of the committee is to generate funds that allow us to advertise and promote C.A.R.E. to the vacation and timeshare industries in order to attract new members.

Advertising:

C.A.R.E. has executed an advertising contract with ARDA for (3) full page and (3) ½ page color ads to appear in *Developments* (ARDA publication) throughout 2014. In addition C.A.R.E. received collateral advertising from Perspective International magazine in return for its sponsorship of the 2014 GNEX conference.

Media Sponsors:

Media Sponsors provide in-kind sponsorship of media advertising services in return for complimentary C.A.R.E. associate membership and conference registration.

Current Media Sponsors include:

- The Resort Trades Magazine – 4 full page ads and (7) ½ page ads printed and online editions, plus monthly directory listing in The Resort Trades and a banner ad on AskMando.com
- CARE proudly recognizes Perspective International as a ***Preferred Media Sponsor***. As a ***Preferred Media Sponsor***, Perspective International provides C.A.R.E. with the following: Two full page advertisements in all regional versions of Perspective Magazine; 6 months banner advertising for conferences on PerspectiveMagazine.com; dedicated email blasts to entire active global database of more than 24,000 industry professionals; double page review of C.A.R.E. conferences.

Revenue Generation:

A goal of \$20,000 was set by the committee for 2014 for the purpose of promoting C.A.R.E. within the industry and defraying conference costs for members. It is anticipated that the majority of the annual goal will be achieved at the spring conference Silent/Live Auction and 50/50 raffle.

C.A.R.E. MarketPlaceChairpersons: Jeanette Bunn and Dave Dawson
Members: Teresa Knapp, Debbie Sansom, Vicki DiFabio

The purpose of the MarketPlace committee is to provide exposure to members through a “mini-trade show” segment at each conference and provide marketing revenue to C.A.R.E. MarketPlace opportunities consist of exhibit space adjacent to the general meeting hall for companies to promote their products and services, and Media MarketPlace which provides participants with a 15 minute segment on the conference agenda during which to promote their resorts, products and services. There are both MarketPlace exhibitors and Media MarketPlace participants scheduled for the Destin conference.

Speaker CommitteeChairperson: Dave Dawson
Members: Vicki Difabio, Bonnie Kosco, Kristine Gafka, Steve Luba, Andrea Bivens, Todd Rogers, Alain Carr, Sabine Brill

This committee plans the conference keynote presentations, panel and roundtable discussions. Participation in conference presentations is a great way to share knowledge with C.A.R.E. members while promoting individual participants and their organizations within the association and is highly encouraged.

The fall conference will feature a keynote presentation by Shutopa Das, Welk Resorts, “Interactive Culture & Generational Differences-Creating a Harmonious Workplace”, and a panel discussion moderated by Dave Dawson entitled “Next Generation Customer Service.”

C.A.R.E. members are encouraged to suggest topics of interest and possible speakers for future conference presentations.

Sponsorship CommitteeChairpersons: Tina Hill and Linda Mayhugh
Members: Hannah Mantooth, Dave Dawson, Abby Bettinger, Melanie Munoz, Donna Hisel, Kathy Brown, Shawnah Sheehy, Samantha Warren, Corina Violette

The purpose of this committee is to generate funds to create great conferences while keeping our conference fees as low as possible. Recruiting sponsors and sponsorship funds allows for the best speakers and networking opportunities resulting in the continued growth of the C.A.R.E. organization.

While the Sponsorship Committee focuses on keeping the quality of conferences high and the fees low, we are always looking at new ways to promote and reward sponsor

companies. We are obviously doing something right, because this committee raised nearly **\$70,000** for the Spring 2014 Conference in Destin, FL! That's a record high...we THANK our SPONSORS and will continue to do so, until we start our Fall 2014 Campaign for Seattle, WA!

Speaking of Seattle, WA - we have offered early bird sponsorship opportunities for the last several years now and attribute that to part of our increased success in raising sponsorship funds. Thank you to those that have shown their confidence in the C.A.R.E. organization to extend an advance commitment so that the Conference Committee can plan greater events, even further in advance than they have been allowed in the past! While in Destin get out a pen, checkbook, credit card or find a sponsorship co-chair and we'll supply everything you need...except the cash, you still gotta bring that! It's true...the early bird gets the worm or in this case...the perk!

If you have never sponsored and wonder what all the fuss is about, just take a look at our website and see what our sponsors gain! Also, take a peek at the member testimonials on Page 13 of the Winter 2014 C.A.R.E. Connections Magazine!

We are always open to the suggestions and comments of our sponsors; let us know what you like about the benefits of sponsoring or maybe where you would like to see more recognition for your contributions! If you have never sponsored, let us know what we can do to get you involved and reaping the rewards that so many other C.A.R.E. member companies benefit from!

**We need volunteers to help raise sponsorship funds for each conference.
Please consider joining our committee and helping us help C.A.R.E. thrive!**

We need more volunteers to help the Sponsorship Committee raise funds for each conference...please consider joining our committee and helping us help C.A.R.E. thrive!

Strategic Planning CommitteeChairperson: Alain Carr
Members: Dave Dawson, Debbie Sansom, Jim Wehrle, Vikki Shatney and Bonnie Kosco

This committee researches industry trends and issues of importance to C.A.R.E. and subsequently formulates an Action Plan to meet the objectives that are determined to be import to the growth of the organization.

The committee meets annually to evaluate industry data just prior to the Board first Quarter Meeting. Strengths, weaknesses, and opportunities are identified. Pursuant to these findings, goals, objectives and strategies are used to update a "living" action plan for C.A.R.E.'s Board of Directors to follow.

The committee did meet on Friday January 10th, preceding the Board's Annual First Quarter Meeting in Dunedin, Florida at Beso Del Sol courtesy of Global Connections to

discuss and focus specifically on the goals and objectives of C.A.R.E. as a trade association. While the meeting did most certainly affirm that C.A.R.E. was indeed on course with its objectives, there were more revisions made the Strategic Plan to further focus the Plan on the objectives of the organization. These objectives include but are not limited to enhancing membership benefits, facilitating the sharing of best business practices in our industry, and improving the exposure of C.A.R.E. as a trade association.

C.A.R.E.'s 2014 Strategic Plan and Executive Summary will also be made available online at www.care-online.org

Trade Association Committee.....Chairperson: Jim Wehrle
Members: Melanie Gring, Debbie Sansom, Bonnie Kosco, Linda Yori, Linda Mayhugh, Dave Dawson

The Mission of the C.A.R.E. Trade Association Committee is to promote the Mission and the Vision of C.A.R.E. through participation in and cooperation with other mutually beneficial trade associations in the travel industry.

The 2014 Trade Association budget reflects some significant changes in focus and strategy and follows the same plan as the 2013 budget. Due to the large shipping expenses and decreased time on the floor of a booth at the ARDA annual convention, the Board decided to NOT participate in the annual ARDA conference with a booth. The new strategy is to send the President and one additional person to the annual conference with a pre-scheduled agenda of meetings. This was done at the ARDA conference both last year and this year with mixed results but we did learn some things for next year. The money that was spent previously is being used to attend regional ARDA meetings that are more personal and similar to C.A.R.E. conferences and where we feel we make more personal contact with developers. Board members attended 4 ARDA Regionals last year and have great comments. We are following this strategy again in 2014.

We participated in the June 2013 AMDETUR conference as Members in Mexico City we look forward to spreading the word about C.A.R.E. and affiliating many Latin American companies with C.A.R.E. as a result of this association. We will be attending the 2014 AMDETUR Conference in Los Cabos in June.

Our President, Alain Carr, attended the GNEX conference this year and made some great new contacts. He also attended the TATOC Conference in the U.K. in March.

Also, please try to attend the Trade Association meetings at the Santa Rosa Conference so we can get your ideas, suggestions and input.

Travel Club Committee..... Co-Chairs: Linda Mayhugh and Jeanette Bunn
Members: Alain Carr, Kristine Gafka, Patrick Hartough, Jim Wehrle, Diane Sharp, Tina Hill, Melanie Gring, Christy Spensberger, Darcy Robinson, Tommy Middaugh, Janice Crowder, Dave Dougherty

The purpose of the Travel Club Committee is to monitor proposed travel club legislation and communicate such initiatives to the C.A.R.E. membership as well as to promote C.A.R.E.'s Code of Standards and Ethics for the vacation and travel club industry. In addition the committee will act in an advisory capacity to encourage ethical sales and business practices in order to maintain good relations within the industry and with our consumers. Our goal is to be recognized by ARDA and for its adoption of the C.A.R.E. Code of Standards and Ethics as it relates to the travel club industry; to be the liaison for ARDA and regulatory agencies when addressing travel club issues; and to continue informing and educating the C.A.R.E. membership of existing and new regulations and practices affecting the travel club industry.

C.A.R.E. Vice President's Dave Dawson, Jeanette Bunn and Linda Mayhugh are still participating members of the ARDA Travel Club Task Force (as are about 20 other industry professionals including some C.A.R.E. Members). Howard Nusbaum, ARDA's President/C.E.O. spoke during a task force conference call on March 27, 2014 and encouraged task force members to have a proposed guideline of "Best Practices" for the Travel Club industry ready for presentation at an ARDA Board of Directors Meeting in June of 2014. So that's what we are working toward, stay tuned!

To the best of our knowledge, there is no pending travel club legislation that needs to be addressed at this time. The Travel Club Committee will continue to do our best to keep you informed on any new or pending legislation issues in the industry. If you become aware of any updates that you feel would benefit other C.A.R.E. Member Companies, please email lmayhugh@care-online.org or jbunn@care-online.org.

C.A.R.E. Committees are always looking for input, new ideas and perspectives!

To volunteer your talents and time (as little or as much as you choose) please contact the applicable Committee Chairperson or Co-Chair!