



COOPERATIVE ASSOCIATION OF RESORT EXCHANGERS STRATEGIC PLAN JANUARY 2016

ACTION PLAN

- I. **Objective:** To increase industry recognition as the premier trade association for direct exchange, wholesale rentals, resales and ancillary products and services of the vacation industry.

Action: Actively participate in ARDA, CRDA, GNEX, ARDA-WIN Advantage, TATOC, and AMDETUR as a member and/or exhibitor.

- a. ARDA
 - a. President to attend ARDA World 2016.
 - b. President to investigate participation on ARDA committees.
 - c. President investigate the possibility to serve on panels at ARDA World.
 - d. President investigate the possibility of reciprocal benefits with ARDA.
 - e. Participate in ARDA regional conferences when feasible.
- b. CRDA
 - a. President to attend 2016 conference.
 - b. President investigate the possibility of reciprocal benefits with CRDA.
- c. AMDETUR – Send one delegate to 2016 conference.
- d. GNEX – President to attend the 2016 annual conference.
- e. ARDA-WIN Advantage – President to attend 2016 WIN annual meeting.
- f. TATOC –
 - a. No attendance at the 2016 conference.
 - b. President investigate the possibility of stronger reciprocal benefits with TATOC.
 - c. Work with TATOC to schedule the C.A.R.E. President to attend the 2017 conference.
 - d. Work with TATOC to have TATOC C.E.O. attend at least one C.A.R.E. Conference in 2016.

- II. **Objective:** Enhance membership growth, retention and conference participation.

Action:

- a) The Administrator, along with the delegate that attends the event, (ARDA, WIN, TATOC, AMDETUR and GNEX) will follow up with letters, phone calls, copies of *Connections* and invitations to future conferences within 30 days of respective shows. The goal is to recruit three new members from each trade show.

- b) The Administrator will communicate via e-blasts and inserts that members will receive \$100.00 for member recruitment with New Member e-blasts, new member packets and at trade shows.
- c) The Administrator distributes monthly press releases.
- d) The Ambassador Committee will follow-up with new member representatives pursuant to committee schedule and will report to the Board.
- e) Continue to promote existing benefits of the C.A.R.E. membership and search for new ones.
- f) Re-introduce one conference versus two in a town hall discussion at the 2016 Spring C.A.R.E. Conference.
- g) Board to investigate hosting an Executive Leadership Breakfast at either the Spring or Fall 2016 C.A.R.E. Conference and invite member company executives to attend and participate.
- h) Membership Co-Chair to survey 3-5 member companies from each of the top five categories outlined in the “Source of Members” section of the Strategic Plan to determine the value of C.A.R.E. to their organization in effort to ascertain how to gain new members in the respective categories. Results to be shared with the Board at the Spring 2016 Conference.
- i) Membership Co-Chair to contact up to five non-traditional timeshare resorts and/or outside property management companies (whole ownership properties) for possible membership recruitment opportunities. Results to be shared with the Board at the Spring 2016 Conference.
- j) Effective with 2016 conferences, C.A.R.E. to decrease non-member conference registration fees from \$850 to \$500 on an early bird basis and/or \$650 thereafter.
- k) Effective with 2016 membership renewals, both membership types (general and associate) will carry the same annual fee in the amount of \$500.00.
- l) Administrator to create mailing to all non-member RCI/II resorts within 200 mile radius of upcoming conferences and extend an invitation to attend one-time at current member registration rate.

III. **Objective:** Continue to expand C.A.R.E.’s use of technology to raise awareness of the organization and to efficiently facilitate the needs of the membership.

Action: To Promote awareness and use of new technology at Spring and Fall C.A.R.E. conference.

- a) Promote C.A.R.E.’s online conference registration
- b) Promote C.A.R.E.’s online membership renewal
- c) Educate members to use the Directory at the conference
- d) Promote social media at every conference
- e) Educate how to use “email blasts” through C.A.R.E. site.
- f) Administrator to advertise and offer training sessions on learning and maximizing the benefits of the C.A.R.E. website.

IV. **Objective:** Continue to enhance and develop membership and “member-only” benefits that would be lost upon non-renewal.

Action: Actively promote all C.A.R.E. member benefits.

- a) Promote accreditation levels at the beginning of the conference.
- b) Increase opportunities to receive discounted attendance at other industry conventions and expositions.
- c) Member Benefits Committee to provide overview of benefits on website.
- d) Administrator to E-Blast membership benefits quarterly.
- e) Include member benefit content in the Connections Magazine

V. **Objective:** Raise awareness of the need for protecting and updating proprietary information.

Action: Educate the members as to the need to protect the proprietary information.

- a) Administrator to add warning on website to prohibit sharing of proprietary information.
- b) The Administrator will send e-blast quarterly reminding of importance of protecting proprietary information.
- c) Provide information regarding the importance of keeping information updated on the landing page of the directory.
- d) Effective with 2016 C.A.R.E. Conferences, the attendee/company information will not be included in the attendee booklet at each conference.

VI. **Objective:** Monitor and record C.A.R.E. historical information.

Action: To collect and store C.A.R.E. historical information.

- a) Administrator to explore and learn options available to store historical data on the back end of the C.A.R.E. website (via yourmembership.com).

VII. **Objective:** To provide education on industry changes and regulatory issues to the membership.

Action: Communicate changes and updates in the industry.

- a) Conference – Speaker Committee will coordinate industry updates at Spring and Fall Conferences when available.
- b) Administrator will provide communication of industry update via e-blasts when available and/or as directed by the President.
- c) Communications committee will publish articles in Connections when available.
- d) Comment periodically and as needed on infractions.

VIII. **Objective:** To monitor and manage completion of all objectives presented in this Action Plan.

Action: Board Secretary will prompt responsible parties of actions and deadlines.