

## C.A.R.E. Opens Registration for 2018 Conference!

**Harrisonburg, VA-February 2018 - C.A.R.E., the Cooperative Association of Resort Exchangers** registration is now open for its inaugural annual conference in Austin, Texas from April 7-10, 2018 at the Renaissance Austin Hotel. This milestone will calendar C.A.R.E.'s 66<sup>th</sup> Conference since the association was established in 1985. The C.A.R.E. Board of Directors and Conference Committee are truly striving to make their annual conference bigger and better than their previous platform of semi-annual conferences in years past. All industry colleagues are invited to attend, so get online and get registered today! Early bird rates expire on February 23<sup>rd</sup>!

C.A.R.E.'s featured presentation will take place on Sunday, April 8<sup>th</sup> when Grammy and Emmy nominated, CMA Award Winning hit songwriter, **Billy Kirsch** and **Kidbilly Music** presents **Teambuilding Through Song**. Billy says, *"you do not have to be a singer or an extrovert to love this program. We just ask that you suspend disbelief and show up. We'll make you comfortable, we'll make you laugh. We'll bring you a collaborative and creative activity that gets results."* Participants are sure to create powerful take-aways as they bond with attendees and share fun; building trust and teamwork while creating new relationships and experience creativity like no other event you've attended. C.A.R.E. Attendees will co-write their own song! [www.kidbillymusic.com](http://www.kidbillymusic.com)

The first of many announcements of change to its conference agenda, is the procurement of not one, but two exciting keynote speakers that have engaged with C.A.R.E. for their 2018 Conference. C.A.R.E. is set to highlight its second keynote program on Monday April 9<sup>th</sup> by introducing **Jim Comer** with **Comer Communications** with **The Message is You!** In addition to a Keynote Speaker...Jim is an Executive Speech Coach, Workshop Leader and Author. He says, *"In this interactive presentation, you'll learn to share your individuality to connect with audiences, employees and customers. You'll learn practical techniques to gain confidence, build rapport and make your message unforgettable."* [www.comercommunications.com](http://www.comercommunications.com)

The stage is set for great networking events throughout the agenda, including a city tour of Austin and an all-inclusive resort panel, and an interactive session with C.A.R.E. President Linda Mayhugh interviewing key executives from AMDETUR, ARDA, CVOA and NTOA to talk about their strategic partnerships and the state of our industry.

To find out more about this (or a future) event, sponsorship or membership, please visit [www.care-online.org](http://www.care-online.org), contact C.A.R.E. via e-mail at [info@care-online.org](mailto:info@care-online.org) or call 800-636-5646.

### About C.A.R.E.

Established in 1985, (C.A.R.E.), [www.care-online.org](http://www.care-online.org), 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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