



C.A.R.E. Announces 2017 Award Winners

Harrisonburg, VA-June 2017 – C.A.R.E., the Cooperative Association of Resort Exchangers, recently held its 64th Conference at the Wyndham Virginia Beach Oceanfront in Virginia Beach, VA from May 6-9, 2017. During this conference C.A.R.E. hosted a seafaring awards night at **Nauticus**, a world-class attraction with engaging and interactive maritime exhibits including a self-guided tour of the **Battleship Wisconsin**. Along with recognizing its valued conference sponsors, C.A.R.E. recognized three outstanding industry professionals at this event as the 2017 Pinnacle, Richard Gallardo and Rookie of the Year Award Recipients.

The C.A.R.E. Pinnacle Award honors an individual who has attained the highest level of excellence in the vacation industry for their achievements and has had a positive impact on the direction and standards of the industry and of the C.A.R.E. organization. The winner of this lifetime achievement award must have demonstrated their commitment to the community through philanthropic activities and possess characteristics of leadership, integrity, quality standards and ethics, and have participated in the vacation industry for a minimum of 15 years.

Joe Nahman, recipient of the 2017 Pinnacle Award, exemplifies the best characteristics of a true innovator in the vacation industry. Through a career spanning nearly 30 years as owner of **RMC Resort Management**, Joe's actions exemplify an individual who cares about the industry. He has established himself as a trustworthy, community-minded individual who has earned the respect of clients, colleagues and friends all across the industry, making him a worthy recipient of this prestigious C.A.R.E. Award.

The Richard Gallardo Award, selected by the C.A.R.E. Board of Directors, has been presented at spring conferences since 1997 in recognition of outstanding volunteer service to C.A.R.E.

Paul Williams with **Myrtle Beach Resort Vacations** was named the 2017 Richard Gallardo Award Recipient and joins a long list of esteemed C.A.R.E. Member Representatives that have previously received this prestigious award. Paul's consistent participation on committees, assistance at conferences as photographer and support of C.A.R.E. by helping in any capacity whenever needed makes him a worthy recipient of C.A.R.E.'s oldest and highly coveted award.

The Rookie of the Year Award is also selected by the C.A.R.E. Board of Directors and is presented to a new member who has hit the ground running and contributed to the success of C.A.R.E. through participation on committees, panel discussions or in any capacity that benefits conference attendees or the organization as a whole.

Resort Management Services Company Founder, **Douglas R. Murray**, has more than 30 years of experience in the leisure resort and vacation ownership industry and joined C.A.R.E. in 2016. Since that time, Doug has enthusiastically attended each conference, been a conference sponsor and has actively participated on committees.

Congratulations to the winners and most of all, sincere thanks to them for setting such extraordinary examples in our highly scrutinized industry.

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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