



## **C.A.R.E. President Linda Mayhugh Attends VO-Con '18**

President Linda Mayhugh just returned a few weeks ago from Blue Mountain, Ontario, Canada where she represented C.A.R.E. at the Canadian Vacation Ownership Association's 2018 Conference. She reports that VO-Con18 boasted 75 attendees and that she talked with several new member prospects that she'll be following up with over the next several weeks with hopes of bringing on some new members! While there she also networked with C.A.R.E. Members as well as our industry trade association partners in attendance.

President Mayhugh also participated in the conference by acting as VO- Con 18's co-emcee alongside Greg Crist, CEO of the Association of Vacation Owners. In addition, Mayhugh was given the opportunity to sit on a panel discussion titled Changing Secondary Market Paradigms. So C.A.R.E. was very well represented in Canada at VO-Con18.

Next up for trade association events is ARDA Fall in Washington, D.C in November. This year's event will be the first time C.A.R.E. has attended an ARDA Fall and President Mayhugh is excited for the opportunity to continue strengthening association partnerships to the benefit of all C.A.R.E. members and the association as a whole. Mayhugh's willingness and ability to travel so extensively, and C.A.R.E. members support through our marketing fundraisers have made it possible for C.A.R.E. to be more present, prominent, recognizable and respected. Attendance at ARDA Fall will mark Mayhugh's sixth trade show event representing C.A.R.E. in 2018.