

2017

HAPPY NEW YEAR

Chapter eNews

2014-2015-2016 CHAPTER OF THE YEAR

Dear ASTA Member,

As American citizens we are entering into a year where change will be the rule rather than the exception.

We cannot guess what the sources of these changes will be but we can be assured of the need to be well informed and clear minded when assessing the impact of these changes on our business interests.

The Trump Administration has led us to believe that lower business taxes and fewer regulations will be a reality. Couple that with lower taxes for individuals, an improved job picture and a positive stock market and consumers are likely to increase their spending on good and services, including travel.

This is where ASTA and Chapter come in. Daily emails from National provide up to date information on a variety of topics while our professional staff keeps track of legislative and regulatory issues emanating from Washington DC and various state capitols. If the legislative calendar in Washington DC is as busy as we expect, almost certainly, some of this legislation will impact the travel industry directly. Truthfully, although ASTA National provides important information, it will be up to YOU to make the analysis and implement the actions that will serve your particular business interests.

What I am suggesting is that this may be the time to invest in your business more aggressively. Why not take advantage of an improving economic mood and favorable business of dynamics to build your business and increase your level of client services. In addition to benefits for small businesses, indications are that the "wealth effect" which occurs when job prospects improve and the stock market goes up. Consumers also love bargains and we have every reason to believe that the US dollar will remain strong and that foreign travel, (carefully selected by a professional travel agent) will provide deep and continuing values in 2017.

Lastly, increased marketing, which, as you may be aware, your Chapter has been pursuing for more than a year.

We have used Public Radio to call attention to travel agents in our 7 largest metropolitan areas. Our radio spots direct consumers to www.travelsense.org so they can locate an ASTA travel professional in their most closely matches their location and travel needs.

After examining the programming and reach of our NPR partner stations in WV, PIT, CLE, CMH, CVG, IND and EVV we are convinced that their listners are likely to consider using an ASTA travel professional and that they travel frequently and well. For these reasons we are considering another amaign this spring.

If you have comment about radio, TV, print or other modes of advertising we would love to hear from you. As you can imagine we want to get the mos out of our marketing expenditures in order to drive business to our Chapter members.

CALENDAR OF EVENTS

Upcoming Chapter Events

Have you marked your calendars for these two upcoming Chapter Events?

- **TravelFest** - April 3-6, 2017 - Registration email will be sent out soon!
- **All Chapter Meeting** - June 8-10, 2017 - will take place at the [Nemacolin Woodlands Resort](#) just south of Pittsburgh. Our featured speaker will be Arnie Weissmann, Editor and Chief of Travel Weekly. Arnie is an important and well respected voice for our industry. He can be expected to discuss "big picture" issues that will be important to our business interests in 2017. **All of the details coming soon!**

Upcoming ASTA National Events

ASTA has an exciting line-up of informative, educational and enjoyable events planned through 2017. We hope you will join us for:

- [ASTA Destination Expo with optional Masai Mara Safari](#), February 24-28, 2017 (with optional Masai Mara Safari, February 26-28, 2017)
- [ASTA Capital Summit](#) - June 4-6, 2017, Washington DC; which includes:
For more information, please [join our webinar on January 25](#).
 - [Premium Business Summit](#), Washington DC, June 5-6, 2017
 - CAC Meeting, June 6, 2017, and
 - [ASTA Legislative Day](#), Washington DC, June 7, 2017
- [ASTA / NACTA Bahamas Showcase](#), - June 21-24, 2017
- [ASTA Global Convention](#), San Diego, CA - August 26-29, 2017

May I wish you the best of business success in a year which hold many positive opportunities.

Claudia

Claudia Darling
Chapter President

Board Members:
Barbara Mazzola, 1st Vice President
Pam Faust, 2nd Vice President
Pat Reynolds, Treasurer
Connie Corbett, Secretary



In the News at ASTA.org

- Forbes: [What's Hot In Luxury Travel For 2017 From The Pros](#)
- Boston Globe: [Will doors close on travel to Cuba?](#)
- Travel Pulse: [Is Online Booking a Thing of the Past?](#)
- Houston Chronicle: [Direct from Houston: First flight to Havana takes wing](#)
- Baltimore Sun: [Five Minutes With Jay Ellenby, business travel agency president](#)

Real ID – Tell Your State to Get Compliant!

In January 2018, the U.S. Department of Homeland Security (DHS) will begin implementing the final phase of the so-called REAL ID Act, which sets standards for state-issued driver's licenses and identification cards.



On January 22, 2018, residents of "non-compliant" states will no longer be allowed to present state-issued driver's licenses as identification for air travel, but instead will have to present alternative forms of identification such as a U.S. Passport.

As of today, the eight non-compliant states are: Kentucky, Maine, Minnesota, Missouri, Montana, Pennsylvania, South Carolina and Washington.

It is up to those states, working with the federal government, to come up with a solution to this problem. Not being able to use a driver's license to board an airplane for domestic travel could prove extremely disruptive to these states' residents and the broader travel and tourism industry. If you live in one of these "red" states, please take two minutes to visit our [grassroots portal](#) and ask your legislators to do what they can to get your state into compliance with this law!

Upcoming Webinar from ASTA Headquarters

January 25, 2017 | Advocacy Wrap-up and Legislative Day Look Ahead | 3pm ET

February 8, 2017 | [FAA Presents What to Pack and What to Leave*](#)

February 9, 2017 | [New Members ♦ Making the Most of your ASTA Membership*](#)

* Times are scheduled for 2pm ET

Recent ASTA Member Alerts & Press Releases

January 6, 2017 | [ASTA Statement on Freedom to Travel to Cuba Act of 2017](#)

January 12, 2017 | [ASTA & The Company Dime Join Forces to Research Adoption of Managed Business Travel](#)

The global advocates for travel. Go with the pros.