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July 2017

ASTA Mid-America Chapter



2014-2015-2016 CHAPTER OF THE YEAR

Dear ASTA Member,

ASTA Mid-America members, Let's watch some Public Television and while we are at it, how about tuning into NPR National Public Radio?



Those of you that follow this newsletter will recall the previous radio campaigns that we have run across our chapter.

In those efforts we have run hundreds of radio spots recommending that listeners planning vacations or other travel reach out to an ASTA Member agency in their area. They do this by accessing www.travelsense.org where they will find contact information and agents with specific areas of expertise. Hopefully you have posted and updated on your personal profile. [Click here](#) for what listeners hear when they are tuned to various NPR stations around our chapter.

ASTA HQ created and maintains this site. ASTA Mid-America has spent Chapter funds to aim ASTA's message at potential clients in our specific geographic area. We firmly believe that www.travelsense.org is a valuable tool, but when it is only done at the national level it's impact is too hard to track!

As we move into our third NPR campaign we can state that ASTA Mid-America member agencies have bookings that believe have come through www.travelsense.org and the messaging done by ASTA Mid-America.

Be sure your www.travelsense.org profile is up to date with all of the pertinent information a potential client might need. Since I am sure that you ask potential "new" clients how they heard of you or your agency, just add, "did you find us on www.travelsense.org?"

As with any other marketing platform, vendor supported or your own, you want to know whether the money you spend produces the results you are seeking. We do as well!

Let's take this a step further. Because ASTA Mid-America has built favorable relationships with the NPR marketing executives, we have been offered and have accepted the chance to have our message put forward on a local television campaign. To help defray the cost and to share our good fortune with valued vendors, we have invited Royal Caribbean Cruise Line to join us in this effort. A big "Thank You" goes to Vickie Freed, Senior Vice President and Laurie Bohn, Director of Trade Sales and National raining for making this happen in the short amount of time that we had.

During the promotion of BBC Earth's production of "Wild Alaska" our message directing listeners to www.travelsense.org, will be mentioned every time this program is advertised, both on NPR and PBS. We all know how many times TV stations repeat their advertisements, especially for programs with broad public appeal like "Wild Alaska".

We are pleased to have been given this opportunity to showcase our ASTA Mid-America members and we will be tracking its impact very closely.

I know you have heard organizations say: "This is what you membership dues pay for." However, you may not know that your chapter does not directly receive any financial support from your membership dues. I want you to know it is your support of ASTA Mid-America ~ TravelFest, city events, the "All Chapter" meeting, regional meetings and all of the other "calls to action" that make our marketing campaigns, professional development, and awards, such as the "Nancy Stewart Scholarship Fund" possible.

It is your active participation that has enabled ASTA Mid-America to achieve three consecutive "Chapter of the Year" awards and we are working hard to make it four in a row!

To date in 2017, with your support, *your* chapter has accomplished the following:

- ASTAPAC donations are up by 118% since we took office in 2013.
- We have raised \$32,334.00 since January 2014 – December 2016.
- We have held 25 meeting across the chapter in the 2017 calendar year.
- Sponsored 4 Trade Shows.
- Met with Susan Brooks the US House Representative from the 5th District of Indiana to further strengthen our Advocacy efforts. (this was our 2nd meeting with Ms. Brooks)
- Held our 2nd Annual "All Chapter" meeting at Nemaquin Woodlands Resort, featuring Arnie Weissmann as our keynote speaker.
- 2nd annual Barbara H. Markham, was presented by Peter Lobasso, General Counsel of ASTA.
- We are sponsoring our 3rd chapter wide NPR campaign and our 1st TV campaign.
- We facilitated 18 of our members in obtaining their CTA designation from the Travel Institute.

To guide these efforts, your board of directors has held 6 board meeting where quorums of the board decided on a wide variety of issues. As a board we were able to work efficiently and effectively because we held to our vision of being a truly member centered management group, where we always asked ourselves "does this expenditure advance the interest of our members?"

This then, is a good time to continue thanking our current board members.

Connie Corbett, our Secretary. Connie is the manager of Ambassador Travel in Evansville. She has served as our Secretary for 2 years. Connie keeps us on the straight and narrow and always makes sure that we have accurate records of our meetings to go back to for clarification. It is a big job putting everything that is discussed in a clear concise document. We have profited from her creative ideas and great organizational skills! She has been in the business for ??? years and a member of ASTA for 37 years.

Patrick Reynolds, our Treasurer. Pat is Vice President of Reynolds Travel in Columbus Ohio. He has served as our Treasure for over 2 years. Pat makes sure that we stick to our budget, (that is a tough job with four women giving ideas of things we should do). He writes all of the checks, balances the checkbook, files all of the necessary paperwork for our taxes and makes it look easy! He spends his fall weekends taking groups to Ohio State football games. He has grown up in the travel business and has been a member of ASTA for 3 years.

Thank you all,

Claudia

Claudia Darling
Chapter President

Board Members:

Barbara Mazzola, 1st Vice President

Pam Faust, 2nd Vice President

Pat Reynolds, Treasurer

Connie Corbett, Secretary



CALENDAR OF UPCOMING CHAPTER & NATIONAL EVENTS

ASTA Mid-America Chapter

- **ASTA Mid-America Seminar Events in July** - Join us for lunch or dinner in your city to learn more about what exciting news Avalon Waterways, Royal Caribbean, Insight Vacations, Central Holidays, Celebrity Cruises, and Princess Cruises, have to share with you! Meetings begin July 18 thru July 20, 2017. [Registration is required and is now open](#). Don't miss out on these exciting and informative meetings.

ASTA National

ASTA National continues their exciting line-up of informative, educational and enjoyable events planned from August through November 2017. Hope you will join them for:

- [ASTA Global Convention](#), San Diego, CA - August 26-29, 2017
- [NACTA Annual Conference 2017](#), Anchorage, AK - September 13-16, 2017

- [ASTA China Summit 2017](#), Guiyang, China - November 8-12, 2017

The global advocates for travel. Go with the pros.