



August 2016

ASTA Mid-America Chapter



Chapter eNews

2015 CHAPTER OF THE YEAR

Dear «First Name»,

We all try to do our very best for our clients. Every time we pick up the phone or receive an email our knowledge, expertise and ability to respond quickly and effectively may be challenged. Most of the time our only recognition is maintaining a healthy, profitable customer relationship. Really that occasionally we get something extra in the form of recognition by others.

I am pleased to note that our chapter has received favorable comment in two areas that rank at the top of our priorities as a chapter. They are:

1. The advancement of professional education for our members
2. Broad participation by our members in support of our ASTAPAC goals.

To me when ASTA National and the Travel Institute see fit to write about our chapter's results in fund raising and professional education we should all feel good about what our chapter has accomplished and is accomplishing!

We are not just meeting goals, we are setting new standards for ourselves and others. Exceeded our 2016 ASTAPAC goals by 43% and attracting 15 candidates into the Travel Institute's CTA program is something for which we can be proud. AND WE ARE!

Like most high performing organizations we are pleased but not satisfied. We have already put out a notice to our members offering additional scholarships in concert with the Travel Institute. With their strong support and our chapter's contribution we hope to interest another 15 candidates to participate in this valuable career opportunity, which upon successful completion will be 100% free to the candidate.

It seems logical that individuals that invest in their own careers and their own industry will be the kind of people who will bring growth and excellence to the travel profession.

We at ASTA Mid-America want to be an integral part of that effort.

Calendar of Events

Upcoming Chapter Events:

- **John Glenn Columbus Intl. Airport Tour** – Wednesday, August 24, 2016
Pre Registration Required - Space is Limited - [Register Today!](#)
- **Avanti Destinations Luncheon Presentation** – Wednesday, Oct. 12, 2016. More Details Coming Soon!

Upcoming ASTA National Events

We hope you'll be joining us at the upcoming Global Convention!

- **ASTA Global Convention** – September 25-28, 2016: Laugh at midnight, dance 'til dawn. Reno Tahoe has all the excitement you can imagine. [Register here](#).
- **NACTA National Conference** - Fort Lauderdale, Nov 3-9, 2016.
[Register here](#).

Kind Regards,

Claudia

Claudia Darling
Chapter President

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



August 2016 News from Headquarters

ASTA Global Convention 2016 is a "Must Attend" Event For Every Travel Agent

At [ASTA's Global Convention](#) you will obtain in-depth, interactive, training on multiple fronts- including the most recent industry, government affairs and legal developments impacting the travel industry, an area in which only ASTA excels. Learn how to stay a step ahead in your businesses through expert educational sessions. Network with global travel suppliers and exchange ideas with your travel peers.

Top 5 Speakers You Don't Want to Miss: [Register NOW!](#)

- Arne Sorensen – President & CEO, Marriott International, Inc.
- Jim Compton – Vice Chairman & Chief Revenue Officer, United
- Samantha Brown – Travel Expert & Television Host
- Peter Greenberg – Emmy Winning Investigative Reporter & Producer
- Chesley (Sully) Sullenberger – Hero Pilot, CBS News Aviation & Safety Expert



Save \$50 if you use the discount code AGC.

ASTA Launches New Ethics Course

In case you haven't heard, we've launched our new [Business Integrity and Ethical Standards](#) course, an in-depth study of critical ethical considerations facing travel agents and the industry as a whole in the twenty-first century. Growing your business? Concerned about lawsuits? You'll need this tool. It will help you avoid major legal pitfalls, build trust with consumer and grow your brand.

Sponsored by Hilton Worldwide, Inc., the [Business Integrity and Ethical Standards course](#) is designed to address the key ethical issues impacting travel agents, agency relationships, fiduciary duties, legal compliance, and dispute resolution.



The course includes a 60-page handbook, instructional video and a 40-question knowledge test. Pricing for the course starts at \$39 for ASTA members. another agent you know who has gone the Extra Mile for a client.

Agents Praise ASTA's New Volunteer Responder Program

ASTA recently added to its website a contact list of volunteer agents who are willing to assist travelers in case of an emergency event, such as a terror attack. Volunteer



agents have called the new program "brilliant," and they are glad that they signed up so that they can use their expertise to serve others in their time of need.

Check out the [full story featured in Travel Market Report](#) and if you're interested in being an ASTA Volunteer Responder, email pr@asta.org.

Why does ASTAPAC matter?

A PAC, or political action committee, provides a unique and effective way for travel agents to become actively involved in the political process which shapes our country. A strong PAC indicates the Society's determination to be a major component in the democratic process and identifies the travel agency community as a recognizable force in seeking good government for the industry and the small business community at large. In pooling resources, a PAC provides greater impact for delivering what we send to Congress – it is one voice representing many.

[Click here](#) to make your voice heard today.

Upcoming Webinar from ASTA Headquarters

[Webinar: Scenic Cruises](#) | November 16, 2016

Recent ASTA Member Alerts & Press Releases

[Zika Virus Update](#) | August 2, 2016

[ASTA Launches Business Integrity and Ethical Standards Course](#) | August 2, 2016

[American Society of Travel Agents Announces Staff Changes](#) | July 27, 2016

[American Society of Travel Agents \(ASTA\) President and CEO Zane Kerby issues this statement regarding yesterday's attack in Nice, France](#) | July 15, 2016 FAA

[Reauthorization Update](#) | July 8, 2016

The global advocates for travel. Go with the pros.

To decline all e-mails from this chapter, [click here](#).