



December 2015

ASTA Mid-America Chapter



2015 CHAPTER OF THE YEAR

Dear «First Name»,

Holiday Seasons should be about celebration. A time of year to remind ourselves of the many positive things about our traditions, our society, our nation and the many good things that we experience each year in our personal and business lives. I hope and trust that your list grows longer and is filled with satisfaction.

Likewise, your Chapter has many thing to be grateful for and positive about. At the very top is the response of our membership to Chapter events and initiatives as well as the hard work of many volunteers. Those efforts have been recognized at the National level by our 2nd consecutive "Chapter of the Year" award. Our special ASTAPAC award for high levels of participation in ASTA's National and local legislative efforts and our best ever 2015 trade show participation and earnings. Again Thank You to volunteers, agents, and vendors who made it so successful.

From the very start of our term your board listened, analyzed your comments and learned that members wanted and expected a stronger connection between their direct cost of membership and the direct benefits of that membership. We believe in order to make that connection real to our members we must concentrate Chapter and National resources back to the agents and communities in which this chapter operates.

Therefore, ASTA Mid-America will begin a coordinated advertising campaign with major NPR radio stations in Pittsburgh, Cleveland, Columbus, Cincinnati and Indianapolis. This effort will cover drive time spots and station website space directing their listeners to ASTA agencies in their area, that can be located on www.travelsense.org. **PLEASE NOTE** for this to be most effective it will require that your agency's profile on www.travelsense.org be up to date with your agency's latest information and niche expertise for which you want to be recognized. The campaign will begin across above mentioned markets in January, however, we will track activity on www.travelsense.org before the campaign and after the 4 weeks are completed. If there is a credible increase in leads from the campaign we will consider repeating later in 2016 and possibly expanding its reach to our other markets.

In addition ASTA Mid-America will hold the very first "All Chapter Meeting." It will be called ASTA Mid-America Destination Experience. We plan to make this an annual event. This first year it will be held at the Greenbrier in White Sulphur Springs WV from April 29 – May 1, 2016. Travel professionals and a guest will be invited to be a part of a truly outstanding event at a truly outstanding venue.

Event rates at the Greenbrier will be very favorable compared to their rack room rate during that time and the Chapter has hired a highly regarded expert in social media to make a presentation tailored to the travel business. The ASTA Mid-America member rate will start at \$200.00 per person for the entire weekend. We want this event to be a GREAT value, but and especially GREAT value and experience for our ASTA Mid-America members.

It is our intent in 2016 to demonstrate direct, measurable, significant value to our loyal members. We are proud to have you and your agency as a member and we will continue to look for ways to make that appreciation clear, relevant and meaningful.

We hope to meet more of you personally in 2016.

CALENDAR OF EVENTS

Chapter Events:

TravelFest 2016: Mark your calendars! More Details coming soon!

- **Pittsburgh** - Monday, April 18, 2016
Three Rivers Casino, 777 Casino Drive, Pittsburgh, PA 15212
- **Cleveland** - Tuesday, April 19, 2016
St. Michael's Woodside Conference Center, 5025 East Mill Road,
Broadview Heights, OH 441476
- **Columbus** - Wednesday, April 20, 2016
Bridgewater Banquet-Conference Center, 10561 Sawmill Pkway
Powell, OH 43065
- **Indianapolis** - Thursday, April 21, 2016
Ritz Charles, 12156 N Meridian St, Carmel, IN 46032

Springtime at the Greenbrier - April 29, 2016 - May 1, 2016

Join us for a weekend of Education and Relaxation at America's Resort! Registration is Required! [Click here for more details and to Register Today!](#)

Upcoming ASTA National Events

We hope you'll join us at one of our upcoming shows!

- **Premium Business Summit** – February 2-4, 2016: Seize this opportunity to interact with key industry players as we collectively protect and grow our industry at this important and exclusive event. Registration opens November 2015.
- **Legislative Day** – March 14-15, 2016: Held at the Westin Georgetown in Washington, D.C. At this exclusive event, open to ASTA members only, you will converge on Capitol Hill to speak directly to lawmakers about issues that impact travel agents and the broader travel and tourism industry. Use promo code "**CPCLeg16**" to receive a \$20 savings on the [registration](#) fee.
- **ASTA Maui Showcase** – May 11-15, 2016: It's always a good time to go to Maui! Space is limited. [Register today!](#)
- **ASTA Destination Expo** – June 2-5, 2016: There are already over 100 registered attendees signed up for next year's ADE in Seville, Spain! Nothing

beats actually being there. [Register here!](#)

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

Merry Christmas / Happy Holidays,

Claudia

Claudia Darling
Chapter President

Board Members:

Barbara Mazzola, 1st Vice President

Pam Faust, 2nd Vice President

Pat Reynolds, Treasurer

Connie Corbett, Secretary



December 2015 News from Headquarters

ASTA Updating Member Security Protocols

Attending Legislative Day is a great way to make sure we are at the table! As part of an upgrade to our database, all members will need a seven-character password to log into their account on ASTA.org. Notices were sent to the 8% of our members who did not have seven-character passwords. If you are one of those members, and you miss the Nov. 28 deadline, do not worry. You can simply use the "forgot my password" function to reset your password, at which time you will need to create a new one with seven characters.



Premium Members Prepare to Meet the Disruptors

Who are the biggest disruptors in our industry today? That and many other questions will be answered at the [ASTA Premium Business Summit](#) Feb. 2-4 in Charleston, S.C., which will focus on disruption (and the disruptors) in the travel space.

At the summit, we will take a look at the future of travel technology and disruption, take an analytical view of both the airlines and cruise line sectors, and hear high-profile speakers such as Sean Menke, president of Sabre Travel Network and EVP of Sabre; Ninan Chacko, CEO of Travel Leaders Group, as well as The Lufthansa Group's VP of the Americas Juergen Siebenrock. We'll also discuss changes to federal labor regulations on overtime and independent contractors, and what some hotel brands are intending to convey to the traveling public with their new marketing campaigns. Premium members are encouraged to [reserve their complimentary seat at this exclusive event today!](#) Not a Premium but want to check out a Premium meeting? There's an option for you too.

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Upcoming Webinars from ASTA Headquarters

[ASTA Maui Showcase - Live with Robin Basso](#) from Hawaii - January 6, 2016 - 2:00PM EST

Recent ASTA Member Alerts & Press Releases

[Vague Government Travel Alerts Offer Little Guidance to Travelers](#) - December 1, 2015

[ASTA Travel Agents Bullish on Holiday Travel Season](#) - November 20, 2015

[ASTA Statement on Paris Terrorist Attacks](#) - November 13, 2015

[ASTA Meets with Key Congressional Members to Discuss Workforce Issues, Independent Contractors](#) - October 16, 2015