



February 2015

ASTA Mid America Chapter



## CHAPTER OF THE YEAR 2014

Dear «First Name»,

As I noted in our January newsletter, Roger Block, ASTA's new Chairman, has sounded the call for a larger, younger, more engaged membership with a solid grassroots orientation.

Roger said that ASTA National Directors and full time staff are willing resources that should be called on to directly support chapter activities. Roger is especially interested in better coordination between National and local legislative activities.

As "Chapter of the Year" ASTA Mid-America wants to be an active participant in this initiative, by approaching and hopefully partnering with local offices of our congressional representatives in West Virginia, Pennsylvania, Ohio and Indiana. We are planning activities designed to reach voters and build support for mutually beneficial political agendas.

I believe ASTA travel professionals, whether as voters or small business people we have a "purpose" and a "presence" that our political representatives will be anxious to work with.

As a Chapter, we look forward to building positive working relationships with our elected representatives and to build our financial clout through our donations to ASTAPAC. Truthfully, our local efforts are magnified many times over by ASTA National's legislative experts. They are skilled at communication goals that matter most to our industry.

This is a great time to be working hand in hand with our National leadership, especially since Roger has made it clear that they want to work with us.

I want to welcome our newest ASTA Mid America member:

Sharon Dull  
Passport Travel, Inc.  
[Sharon@passporttravelvalpo.com](mailto:Sharon@passporttravelvalpo.com)

Kari Jevert  
Around The World Vacations (DBA All About Vacations)  
[kari@allaboutvacations.info](mailto:kari@allaboutvacations.info)

Mary RaKoczy  
Travel Hut  
[travelhuthighlandin@yahoo.com](mailto:travelhuthighlandin@yahoo.com)

Jeffrey Underwood  
Underwood Travel Associates Inc.  
[jeffu@tzelluta.com](mailto:jeffu@tzelluta.com)

Be sure to read [Ike's Legislative Landing](#) page where Ike Reynolds has provided us with

updates that are happening throughout our Chapter and what's going on in your State.

### **Calendar of Events**

#### **Chapter Events:**

Recommended Webinars and upcoming March webinars are now listed on the website and below at the bottom.

#### **TravelFest Dates:** Save the Dates - More details coming soon!

April 20 - Pittsburgh at [The Rivers Casino](#), 777 Casino Drive, Pittsburgh, PA 15212

April 21 - Cleveland at [St. Michael's Woodside Center](#), 5025 E Mill Road,  
Broadview Hts, OH 44147

April 22 - Columbus at [Bridgewater Conference Center](#), 10561 Sawmill Drive, OH 43065

April 23 - Indianapolis at [The Mansion at Oak Hill](#), 5801 E 116th St., Carmel IN 46033

#### **National Events:**

[ASTA Destination Expo | Feb 26 - Mar 1, 2015 | Marrakech, Morocco](#)

[ASTA Legislative Day | March 19, 2015 | Washington DC](#)

[ASTA Premium Business Summit | June 8-9, 2015 | Chicago](#)

[ASTA Global Convention | Aug 29 - Sept 1, 2015 | Washington DC](#)

Kind Regards,



Claudia Darling  
Chapter President

#### Board Members:

Dan Lanser, 1st Vice President

Barbara Mazzola, 2nd Vice President

Ann Waters, Treasurer

Pam Faust, Secretary



## **February 2015**

If you are joining ASTA in Morocco at the end of this month, you are in for a great experience. Make the most of your time while in this amazing destination so you can turn this experience into sales.

Remember, ASTA represents the entire travel agency community and there is an event or program for every agent. So, if you've thought, "How can I get more from my ASTA membership?" here are a few events coming up this year that will help you do just that:

### **[ASTA Legislative Day](#) | March 19 | Washington DC**

You have an inspiring story to tell, and Washington needs to hear it. Join us for this important ASTA Member-only event. Together, we will make our voices heard in the halls of Congress. We have a great program planned that includes one-on-one meetings with elected officials and staff so you can inform and influence them on issues important to the industry, and presentations by travel industry government relations experts. The event kicks off with an evening reception on Capitol Hill on March 18. **Space is limited to the first 75 agents, so register early.**



### **[Business Travel Exchange](#) | April 13 | San Francisco**

This event is specifically designed for agencies that are already selling some unmanaged corporate travel. The focus – technology and how it improves the business travel experience, as well as what tools you need to serve those customers. We'll take a glimpse into the future of agency technology; touch on how enhanced mobility can improve communication instead of hinder it; and look at the resources, insights and tools you need to create a culture of collaboration and support for your clients. **Use our chapter's special promo code [MIDAMERICA](#) to save \$25.**

### **[Premium Business Summit](#) | June 8-9 | Chicago**

What you can expect – a carefully crafted agenda that will be inspiring and insightful, hitting on pressing industry issues; a featured presentation by well-known travel company consultant and author Dr. Robert Joselyn; networking time with the top agency owners and players in the industry; and one of the first looks at the NEW Virgin hotel. This event is for Premium Members only. **Interested in upgrading to Premium Membership – Contact, Pamela Bonin at [pbonin@asta.org](mailto:pbonin@asta.org).**

### **[ASTA Global Convention](#) | August 29 - September 1 | Washington DC**

This event is THE gathering for our industry and will include ASTA's Advocacy Dinner, Premium Business Meeting, a new Global Travel Exchange, an International Summit, and much more. Don't miss it. In addition to exploring the Washington Metropolitan area, there will be programs, education and networking for owners/managers, front line agents and everyone in between. **Register by May 1 and save.**

We look forward to seeing you this year. Please reach out to myself or [ASTA Headquarters](#) if you have any questions about your ASTA membership, programs or benefits. We are always happy to help.

## **Upcoming Webinars from ASTA Headquarters**

[Scenic Cruises - The Most All Inclusive Luxury River Cruise Company](#) | March 10, 2015 | 2pm ET

[Selling Travel to Cuba](#) | March 11, 2015 | 2pm ET

Get More from Your ASTA Membership | March 24, 2015 | 2pm ET - *Registration Opening Soon!*

## **Recent ASTA Member Alerts & Press Releases**

[Virginia Legislative Update - Senate Votes Down Hotel Tax Bill](#) | Feb 6, 2015

[ASTA Chapters, Members Make a Difference in Their Communities](#) | Feb 5, 2015

[Nebraska Member Update - Travel Insurance Reform Bill to be Heard Tomorrow](#) | Feb 2, 2015

[ASTA Applauds Bipartisan Senate Bill to Repeal Cuba Travel Ban](#) | Jan 30, 2015

[ASTA Announces Promotion of Eben Peck, Other Staff Changes](#) | Jan 26, 2015

[ASTA Lays Out 2015 Advocacy Agenda, Highlights 2014 "Wins"](#) | Jan 8, 2015

**The global advocates for travel. Go with the pros.**

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

