



February 2016

ASTA Mid America Chapter



## Chapter eNews

# 2015 CHAPTER OF THE YEAR

Dear «First Name»,

As we head into one of the busiest parts of ASTA Mid-America's calendar I wanted to remind you of our upcoming events so that you will have time to examine your schedule in advance and attend any of our April and May events that interest you.

In that regard, here are some of the activities we would like for you to consider: TravelFest 2016 Tradeshows in these cities: Pittsburgh, Cleveland, Columbus and Indianapolis. Dates and locations are listed below. [View flyer here](#).

Our first annual [Chapter Destination Experience](#) is scheduled for April 29 – May 1, 2016 at the Greenbrier Resort in White Sulphur Springs, WV. We will use this opportunity to honor our 5, 10, 15, 20, 25 and 30 year members with a special award ceremony. We will also present ASTA Mid-America's first annual Barbara H. Markham Advocacy Award. Loraine Ball, our featured speaker, will guide us through the use of social media as it relates to the travel industry. After lunch the Hawaii Visitors and Convention Bureau will offer their Hawaii Specialist program. We are still working on a few surprises.

There is a cocktail party on Friday evening and on Saturday Breakfast lunch and dinner are sponsored by our vendor partners and ASTA Mid-America is subsidizing the standard room rates to create a really special opportunity to enjoy "America's Resort".

Finally, we are offering a scholarship to the Maui Showcase, Destination Expo in Seville Spain and the Global Convention in Reno. The lucky recipient will receive a monetary award to help cover the costs of attending these exciting meetings. If you are interested in any of the scholarships please [contact me](#) for an application.

Thank you for your interest and participation in this year's ASTA Mid-America's Spring events.

### Calendar of Events

#### **Chapter Events:**

TravelFest 2016: Mark your calendars! Details coming soon in your inbox!

- **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 Pkwy 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!

- **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: Its 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.](#)

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



## February 2016 News from Headquarters

### **WESTA Backs ASTA with Membership Agreement**

ASTA just announced that the Western Association of Travel Agencies (WESTA), recognizing what we do for our members and the agency community as a whole, has chosen to subsidize membership in ASTA for WESTA members. The member-owned marketing cooperative, which has approximately 150 agency members mainly in California, Oregon and Washington, is making it possible for a WESTA agency member to belong to ASTA for \$199 per year if their annual sales are under \$5 million or \$399 per year if their annual sales are between \$5 million and \$10 million.

WESTA's support will broaden ASTA's reach on the West Coast and build on successful advocacy campaigns such as one last year that pushed the Washington legislature to keep in place a special tax rate for travel agent commission income.

### **ASTA Premium Members Wrap Up Successful Business Summit in**

**Charleston, S.C.** We're happy to report that the Premium Business Summit was a huge success! Premium members spent two days in Charleston, S.C., hearing from some of the biggest names in our industry. At the summit, we took a look at the future of travel technology and what disruption agents are seeing from new airline distribution cost charges, hotel book direct campaigns and short-term rentals, to name a few. We spent some time hearing from high-profile speakers from GDSs, airlines, cruise lines, travel insurance companies, the government and of course, ASTA's staff experts and our own travel agency and consortia members. Premium members also enjoyed a reception with Charleston Mayor John Tecklenburg where they enjoyed some low-country cooking and gospel and bluegrass music at the Lowndes Grove Plantation thanks to the Charleston Convention and Visitors Bureau.

Just prior to the meeting, ASTA's Chapter Presidents met and approved a plan to allow ASTA staff to spend a significant amount of ASTA chapter funds on consumer

awareness for all travel agents. Thank you CPC!

Finally, ASTAPAC had a tremendous showing at the Premium Business Summit, raising almost \$20,000 on site...big thanks to everyone who has contributed this year, in Charleston and across the country!

### **Hero Pilot to Inspire as Keynote Speaker at ASTA Global Convention**

The American Society of Travel Agents (ASTA) revealed at Premium Business Summit that Capt. Chesley "Sully" Sullenberger will offer the keynote address at the 2016 ASTA Global Convention (AGC) in Reno Tahoe.

Capt. Sullenberger is often referred to as the "Hero of the Hudson" for his grace under pressure on January 15, 2009, when he saved 155 lives by skillfully maneuvering his aircraft to land on the surface of the Hudson River. He is a safety expert, author, consultant, and serves as the CBS News Aviation and Safety Expert. He is also the founder and CEO of Safety Reliability Methods, Inc. Capt. Sullenberger has a video message for all ASTA members and others who are considering attending the convention in Reno Tahoe Sept. 25-28, which will take place three weeks after the scheduled release of a movie about his life, directed by Clint Eastwood, and starring Tom Hanks as Capt. Sullenberger.

This year's conference, which celebrates ASTA's 85th Anniversary, will be held at the Four Diamond Peppermill Resort. Attendees will have numerous opportunities to be outdoors and explore the entire area, such as on a cruise of the pristine waters of Lake Tahoe, a fun brew bicycle tour, a serene Thunderbird Lodge kayak Tour, and a unique aerial tram of Squaw Valley.

Those who wish to attend AGC 2016 should register before March 1 when rates will increase. There will be many opportunities for frontline selling agents to gain a new destination specialty, and learn from other educational sessions. International Members will benefit from networking with their U.S.-based counterparts, especially during a Global Travel Exchange @AGC, and exhibitors will meet with hundreds of agency owners and managers. ASTA's Premium and Corporate Advisory Council members also will be holding separate meetings during the conference.

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

[Hero Pilot to Inspire as Keynote Speaker at ASTA Global Convention](#) | February 4, 2016

[ASTA Creates Hotel Distribution Advisory Committee](#) | February 1, 2016

[WESTA Backs ASTA with Membership Agreement](#) | January 28, 216

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

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