



January 2016

ASTA Mid-America Chapter

HAPPY NEW YEAR 2016

Chapter eNews

2015 CHAPTER OF THE YEAR

Dear «First Name»,

2015 brought a great deal of positive recognition to our chapter and highlighted the breadth of participation of our members. 2016 will be an excellent time to build on that high level of participations. Studies suggest that many people are drawn to an organization due to a recommendation by a current member. Therefore I am asking you to recommend ASTA Mid-America to travel professionals in your community that are not currently members of our organization.

As you consider my request it is likely you will take into account your own reasons for being an active member of ASTA mid-America. If you can answer "yes" to the following questions, I hope you will tell others. If not, please tell me where we are falling short.

1. Is the organization relevant to your business interests?
2. Is the organization providing services and information you can't easily elsewhere?
3. Is the cost of the membership reasonable when compared to the benefits provided?
4. When I have an issue or concern can I reach someone easily and obtain a meaningful response quickly?
5. Does the organization provide opportunities to network with my industry peers?

Since I am asking for your help, here are some specific events that you can mention when making a recommendation.

- We are sponsoring an NPR radio campaign in 5 of our major chapter markets.
- We are holding our first annual chapter "Destination Experience" in April at the Greenbrier in White Sulphur Springs WV.

As always, thank you for the active support and participation in our chapter events. 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.](#)

Claudia

Claudia Darling
Chapter President

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



January 2016 News from Headquarters

There is No Slowing Down for ASTA in 2016!

In mid-2016 ASTA will create a new Independent Contractor (IC) membership category of \$199 per year for ICs who are affiliated with an ASTA Premium Agency Member and who sign a two-year agreement, or who are already a National Association of Career Travel Agents (NACTA) member. "For the past two years ASTA's large consortia members have been showing an enhanced commitment to the association by subsidizing and mandating membership. We believe a tiered membership structure is the best way for members to pay according to their ability based on sales, and the new IC category is another way to help those agents who want to join ASTA to do so," said President and CEO Zane Kerby. Travel agents will see more details about this new membership category, which was approved by the ASTA national Board of Directors on Dec. 15, in the coming weeks.

CPC Allocates Funds to Champion Consumer Awareness Campaign

Regarding travel agent consumer awareness efforts, ASTA's Chapter Presidents Council (CPC) has voted to allocate money from chapter funds to ASTA headquarters for projects that will promote the use of ASTA member agents. "Widely promoting trusted travel agents and the incredible work they do is one of our top priorities in 2016," said Kerby. This will include a revamped TravelSense.org consumer website that connects travelers with ASTA members. "Just last week a board member told me he made a \$23,000 commission from a trip quote requested by a TravelSense.org user. This is a major member benefit we hope to enhance next year that puts money directly in ASTA members' pockets."

Have You Registered for the 2016 Premium Business Summit?

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 Andrew Stuart, President and CEO of Norwegian Cruise Line; 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. 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

[ASTA Charts Travel Agent Advocacy Priorities, Other Initiatives for 2016](#) - Dec. 22, 2015

[ASTA Statement on Restoring Commercial Flights to Cuba](#) - December 17, 2015

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

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