



July 2016

ASTA Mid-America Chapter



2015 CHAPTER OF THE YEAR

Dear «First Name»,

"Big Picture Politics" come into focus this month as the Republicans hold their convention in Cleveland and the Democrats theirs in Philadelphia. Each party will make their platforms and their full slate of candidates public.

Some of our more recent election cycles have not captured the interest of voters and world figures the way this one has. I have recently returned from an extended trip around Italy and I was amazed at the level of awareness the average Italian citizen possessed.

In truth, even though we often tire of the rancor between our political figures, most of the world looks to us as a true democracy and defender of human rights.

I have often heard people say our system is not perfect, but it is the best one that exists and we need to do everything we can to make it better.

For those of us in the travel industry that means taking an active role in standing up for consumers. Our voice must also be heard on behalf of the businesses that provide the products and services that we recommend and sell. Our vendors recognize ASTA for its role in defending their interests in Washington as well as ours.

The way to make our commitments really work is to support our political action committees, ASTAPAC and to communicate with our elected officials at the National, State and local levels.

If we do not pool our resources and craft our message effectively we will not obtain the results we must have to truly be protectors and defenders of our industry.

My specific message and request to all of our members is for each of you to make your opinions known to your ASTA leadership and that you back your beliefs with your donation to ASTAPAC. [Donate Here](#)

Thank you for your professionalism and your support of ASTA Mid-America.

Calendar of Events

Upcoming Chapter Events: None at this time

Upcoming ASTA National Events

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

- **ASTA/NACTA Florida Summit & FAM trip**- July 31- August 3, 2016. [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 Darling
Chapter President

Board Members:
Barbara Mazzola, 1st Vice President

Pam Faust, 2nd Vice President
Pat Reynolds, Treasurer
Connie Corbett, Secretary



July 2016 News from Headquarters

Success in Seville!

A big thank you to everyone who attended our 2016 Destination Expo in Seville!

Over 300 travel professionals took part in our immersive educational programs.

At our networking receptions and on the tradeshow floor, attendees forged new business relationships with international vendors. We came. We experienced. We learned. Now ASTA agents are ready to create amazing travel packages for their clients! Make sure you check out our online photo gallery for a recap.



Extra Mile Award

How have you gone...the Extra Mile? [PLEASE SHARE A STORY](#) about you or another agent you know who has gone the Extra Mile for a client.

Thousands of travel agents have a multitude of stories to share about the extraordinary level of service provided to a client in their time of need, and we want to hear from you. ASTA wants to recognize those agents who have gone above and beyond by providing exceptional service to their clients. ASTA's Extra Mile Award is our way of highlighting and showing appreciation for these amazing individuals.



Calling All Future ASTA Leaders!

Board of Directors

The 2016 election period has begun and will run through September. This year ASTA voting members will elect five (5) National Directors to serve on the Board of Directors. Qualified candidates must send a letter of intent to elections@ASTA.org between **July 5 and July 13 by 5:00pm ET**. Learn more about the Board of Directors election process and qualifications [here](#).

Area Director

In June of 2016 the Board of Directors voted to create three (3) Area Director positions. Each of the three (3) positions will be filled by election by the chapter presidents in the geographic region in which the candidate resides and seeks to represent. Area Directors will serve on the Board of Directors and their term of office is two years. Qualified candidates must send a letter of intent to elections@asta.org between **July 5 and July 22 by 5:00pm ET**. Learn more about the Area Director role and qualifications [here](#).

Chapter Presidents (Domestic & International)

In March of 2016 the Board of Directors voted to move from chapter elections to an application and appointment process for Chapter Presidents. Qualified candidates must send a letter of intent, along with a completed [Chapter Presidents Agreement](#) to elections@asta.org between **July 5 and July 22 by 5:00pm ET**. To learn more about the process and to download an application visit the [ASTA Elections page](#).

Interested in starting your own chapter? Learn more about starting an ASTA Chapter on the [Chapter Elections page](#).

Do you have a strategy to convert today's consumers who don't use agents into customers?

In 2016, ASTA research confirmed consumers who use travel agents save both significant time and money when booking travel.

Surprisingly, the same study confirmed Millennials are the growth sector and will continue to remain so.

Where do Millennials find travel agents? The answer may surprise you.



If they aren't already a target audience, you need to attend the Travel Agency Value Proposition session. Come learn how to reshape your business strategies by refining your areas of focus.

[Reserve your seat today!](#) Sign-up for this session when you register for ASTA Global Convention.

Save \$50 by using discount code: **AGC**

Upcoming Webinar from ASTA Headquarters

[Webinar: ICELAND - A Trending Destination](#) | July 13, 2016

[Webinar: 2016 Consumer Research Findings](#) | July 14, 2016

[Webinar: Travel Smart, Travel Safe](#) | July 21, 2016

[Webinar: New Department of Labor \(DOL\) Overtime Rule](#) | July 27, 2016

Recent ASTA Member Alerts & Press Releases

[Cuba Vote This Week – Act Now!](#) | June 23, 2016

[ASTA Statement on Cuba Travel Amendment](#) June 22, 2016

[ASTA Responds to Consumer Reports Article on Travel Agents & Insurance](#) | June 10, 2016

[Action Requested: 7 Days Left to Push Insurance Bill Over the Finish Line](#) | June 2, 2016

The global advocates for travel. Go with the pros.

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