



June 2016

ASTA Mid-America Chapter



2015 CHAPTER OF THE YEAR

Dear «First Name»,

Toward the end of last month's newsletter I mentioned that ASTA Mid-America was working with the Travel Institute to help our members reach their CTA designation. Mid-America's board set aside money to sponsor scholarships to help pay for the cost of this education.

ASTA at the national level points to the extra level of expertise and education that ASTA agents provide to the traveling public.

As of today, 13 Mid-America members have signed up to take advantage of our special program. CTA/CTC are recognized designations that reflect a persons extra level of knowledge and commitment to our industry.

What a great way to set yourself apart from the great majority of part time and full time agents who do not hold these mark of professionalism.

Some will say that designations alone do not mean those individuals are better agents. This of course is true, however, in such a competitive business environment people who go the extra mile are also likely to be hardworking and dedicated to doing things right.

Let's be honest, many agents do not have any idea what the CTA/CTC curriculum covers and therefore do not know how valuable the learning contained in these programs could be.

Just between you and me if you have not considered obtaining a professional travel designation go to the Travel Institute's website and examine the explanations of the CTA/CTC curriculums.

Beyond that, if you are an owner or manager with hiring responsibility think about what it says about that Potential hire who has taken the time to get their designation could bring to your organization.

Let's stand together for the setting the highest standard of education and knowledge for our members.

Thank you for considering my position on this important matter.

Calendar of Events

Upcoming Chapter Events:

Join us on June 22, 2016 for the [NACTA / ASTA Travel Information Night](#). Reservations required; click the above link for all the details.

Look in your inbox this week and next for a [Special Invitation](#) to an evening or luncheon presentation hosted by: Sharon Pendergast, C&H International & TripPro; Mary Margaret Reuther, AMA Waterways; Roger Kraemer, CIE Tours; Kathy Peters, Ciao Italy; and Chuck Passwaters, All About Hawaii, etal.

Five select locations in Indiana starting Monday, July 11 - Thursday, July 14, 2016. Free to all ASTA & Non-ASTA Members. Registration required. [Click here for all the details](#).

Upcoming ASTA National Events

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

- **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



June 2016 News from Headquarters

ASTA Global Convention- a must attend event!

ASTA Global Convention 2016 is the annual convention of the American Society of Travel Agents (ASTA), the leading global advocate for travel agents, the travel industry and the traveling public. This annual event is where travel industry professionals obtain in-depth, interactive training on multiple fronts, including the most recent industry, government affairs and legal developments impacting the travel industry, an area in which only ASTA excels. Equally as important, it is where travel agents learn how to stay a step ahead and develop and grow their businesses through expert educational sessions, network with global travel suppliers and exchange ideas with their travel agent peers. With constant changes in the industry coupled with the potential volatility of today's world, the ASTA Global Convention is a "Must Attend" for every travel agent regardless of size or focus. [Register here](#)

Why Wouldn't You Use a Travel Agent?



We at ASTA have observed a fundamental shift in the marketplace over the past few years, from consumers asking "why would I use a travel agent?." to "why wouldn't I use one?." Here are two new resources that illuminate that shift and make clear that using an agent to book your travel is the way to go. The first is a [video we commissioned](#) featuring Craig Sechler of the HBO series Veep.

The second comes from the good people at the American Association of Retired Persons (AARP), whose recent magazine featured an article entitled "[4 Reasons to Hire a Travel Agent.](#)" In the article, AARP asks "Why hire a travel agent when you can [book an airline ticket](#), a [Caribbean cruise](#) or even a grand [European tour](#) yourself? Because agents are still the experts, and, bottom line, they know more about travel and have access to more deals than your average vacationer." AARP recommends using an agent because they save time, save money, address your specific needs and solve your problems.

AARP to 36 Million Readers: Use an Agent, Make Sure They're with ASTA

ASTA's behind the scenes work with the American Association of Retired Persons (AARP) on the benefits of using a travel agent bore fruit with a recent piece in their monthly magazine entitled "[4 Reasons to Hire a Travel Agent.](#)"

In the article, AARP asks "Why hire a travel agent when you can book an airline ticket, a Caribbean cruise or even a grand European tour yourself? Because agents are still the experts, and, bottom line, they know more about travel and have access to more deals than your average vacationer." AARP recommends using an agent because they save time, save money, address your specific needs and solve your problems (all of which we know to be true from our extensive consumer research). Importantly, AARP recommends that "Any agent you choose should be a member of ASTA (the American Society of Travel Agents)." AARP: The Magazine reaches 35.9 million readers. [Learn more and apply today.](#)

ASTA/Tourism Cares New Stars Program Deadline June 19!



We are excited to be partnering with Tourism Cares on the ASTA New Stars program, which will support the professional development of promising new travel agents sending them to the [ASTA Global Convention](#) where they'll experience applied learning and exposure to veterans and leaders. The first 30 applications to the program will be considered for 12 awards of \$1,250 towards the cost of attending AGC. To qualify, you must be a U.S. or Canadian citizen or permanent resident, a new travel agent within the last 5 years or under 45 years of age, have a letter of reference from a supervisor and create a personal statement supporting your request for the award. Applicants will be reviewed and scored based on their compelling case for a travel agent career and their learning objectives. If you're interested, apply online by [June 19](#) through [Tourism Cares](#).

Upcoming Webinar from ASTA Headquarters

[Webinar - Safe & Enjoyable Experience in Rio \(2016 Olympics\)](#) | June 16, 2016
[Webinar - Scenic Eclipse – World's First Luxury Discovery Yacht](#) | June 22, 2016
[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

[DOL Issues Final Overtime Rule](#) | May 18, 2016
[Action Requested – 7 Days Left to Push Insurance Bill Over the Finish Line](#) | June 2, 2016
[ASTA Announces Another First Class Upgrade to ASTA Global 2016](#) | June 2, 2016
[ASTA Releases Research Study on Time and Money Travel Agents Save Consumers](#) | June 2, 2016
[ASTA Responds to Consumer Reports Article on Travel Agents and Insurance](#) | June 10, 2016

The global advocates for travel. Go with the pros.

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