



Happy St. Patrick's Day

Chapter eNews

2015 CHAPTER OF THE YEAR

Dear ASTA Member,

ASTA Mid-America is approaching the busiest part of our annual events calendar. 2016 will be even more special with the addition of our annual "All Chapter" Meeting at the famous Greenbrier Resort and our Indianapolis event in conjunction with the 100th running of the Indianapolis 500.

Of course, the four city TravelFest trade shows are the most highly attended membership activities Mid-America ASTA sponsors, bringing together our valued suppliers and our agent community. We have continued to respond to the comments and suggestions of both agents and vendors and we expect to experience continued growth and higher levels of participant satisfaction again in 2016.

I want to go into the specifics of the Chapter "Destination Experience" at the Greenbrier not only because it is our first attempt at an "All Chapter" event, but because we are initiating the first annual Barbara H. Markham Advocacy Award.

Many of you know Barb Markham and are aware of her role as the ASTAPAC Chair for the Mid-America Chapter. In the future this will be a very meaningful honor for the chapter members and I am pleased that Eben Peck our national Vice President of Government Affairs will be in attendance to present the award. Advocacy is one of the most important things we do as an organization and Barb is one of our most long serving and contributing members. I look forward to announcing and recognizing our award recipient in the May newsletter.

In addition to advocacy we will be making special presentations to those ASTA Mid-America agencies who have been members for over 25 years.

As a reminder below are the dates for the events mentioned above.

Calendar of Events

Chapter Events:

TravelFest 2016: Mark your calendars! [Registration](#) is now open!

- **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!](#)

Indy 500 - May 21, 2016 - More details coming soon!

Upcoming ASTA National Events

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

- **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



March 2016 News from Headquarters

ASTA Applauds Hilton for Travel Agent Inclusion in Exclusive Discount Program

[ASTA commended Hilton Worldwide](#) for its recognition of the value trusted travel agents add as an extension of its brand and business. On February 16, Hilton launched a new campaign communicating that Hilton HHonors members can receive discounts on room rates not only when booking through its own channels, but also through preferred corporate travel partners and approved travel agents. The discount is available at more than 4,500 hotels around the world.

"Hilton's recognition of the contribution the agency channel makes to Hilton's success has not gone unnoticed. ASTA applauds Hilton for this action and we look forward to continued dialogue and progress on this and other topics." said ASTA President and CEO Zane Kerby.

ASTA Launches Video Series for Members



In an effort to keep ASTA members current on issues and initiatives that affect agency business, ASTA has launched the "[ASTA Channel](#)." The first of these short videos were filmed during the successful ASTA Premium Business Summit Feb. 2-4 in Charleston, S.C. At the summit, the Chapter Presidents Council (CPC) voted to supplement our consumer awareness initiatives in a significant way. Hear more about that in the video from President and CEO Zane Kerby. Thank you CPC!

ASTA Maui Showcase – Bonus Commission Opportunities!



Attendees at ASTA's Maui Showcase will be receiving special bonus commissions from suppliers in attendance worth hundreds, if not thousands of dollars. Once you [sign up](#) for the Maui Showcase, May 11-15, you will have a chance to experience the islands and become certified as a Hawaii specialist.

[Come network with preferred partners](#) and hear from Hawaii-based ASTA members on the islands' hidden secrets, be honored at a themed dinner party and award ceremonies, and win big ticket industry prizes. Check out our registration page for more details and to [sign up now!](#)

ASTA Connects Members with Consumer Leads

The Trip Request Service on our consumer website, TravelSense.org, offers ASTA members exclusive access to potential business from consumers through our Consumer Leads listings. These consumers complete a Trip Assistance form on TravelSense, and then await a reply from ASTA member travel agents. Grow your business and connect with potential new clients by using this membership benefit.

YPS Podcast Series



Join YPS on March 9th at 1:00 pm EST as we chat with Amber Cretens, Marketing Manager, about the technology tools she can't live without and how she has helped Ambassador Travel increase their followers from 500 to 2300 in just one year! How to join: Details on how to join will be sent on March 9th.

We hope you can join us for this informative podcast.

Upcoming Webinar from ASTA Headquarters

[Webinar - Becoming a Travel Agent - A Great Career Choice](#) | May 17, 2016

Recent ASTA Member Alerts & Press Releases

[ASTA Applauds Hilton for Travel Agent Inclusion in Exclusive Discount Program](#) | February 25, 2016

[Hickory Global Partners Makes Commitment to Support ASTA Global Convention 2016](#) | February 24, 2016

[ASTA Statement on Restoration of Scheduled Flight Service to Cuba](#) | February 16, 2016

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

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

The global advocates for travel. Go with the pros.

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