



November 2016

ASTA Mid-America Chapter



2016 CHAPTER OF THE YEAR

Dear «First Name»,

Please forgive me for talking about our chapter's third straight "Chapter of the Year" award, but I admit to some shameless pride combined with a genuine belief that many of the things that the "Chapter Blue Print" actually measures are important to the accountability that all chapter leadership groups should be held to. We have tried not only to communicate accountability but to actually be accountable to our members.

Some examples of this accountability that have been documented in three successive Chapter Blueprints are growth of membership, growth in the number of meetings held, growth in overall programs, growth in member participation in TravelFest and ASTAPAC donations.

Other items that are not currently measured:

1. Efforts to increase professional credentials through acquisition of CTA designations by our new agents. (As an aside we are very pleased with the content of those programs and level of interest and effort demonstrated by our members)
2. Efforts to build and strengthen Chapter leadership by involving more members in meaningful and expanded responsibilities within the chapter.
3. Efforts to connect more members across our large geographic region to each other by means of "All Chapter" meetings planned and executed annually.
4. Efforts to expand our charitable giving through chapter monetary support of selected local charities in each of our substantial markets. These would be charities that do not attract national support and when possible have some connection with the travel industry.
5. Efforts to expand our ASTAPAC involvement through:
 - a. Supporting the newly created "Barbara H. Markham Advocacy Award"
 - b. Support our effort to contact local offices of politicians that support small business and/or travel industry issues.
 - c. Direct giving to ASTAPAC campaigns that help us defend our industry.
6. Efforts to expand our social media presence. [Click here](#) to visit our Facebook page.

These are just a few ideas, I'll bet many of you can come up with ideas on which we could agree and benefit from.

We have asked for your input before an members have responded. How about us your ideas one more time?

CALENDAR OF EVENTS

Upcoming Chapter Events

- **Ohio Fall Road Trip** - November 28, 29, 2016 & December 1, 2016
REGISTRATIONS CLOSE MONDAY NOV. 21! DON'T MISS OUT ON THIS EXCITING PRESENTATION! [Register Today!](#)
- **Holiday Celebration - Cincinnati**
December 1, 2016 - Firehouse Grill, Cincinnati - RSVP Pam Faust at 513.752.1950 or via email Pam.Faust@ASTAMidAmerica.org by Monday, Nov. 21
- **NACTA Travel Information Night** - December 7, 2016 - [Click Here for the details.](#)
- **Holiday Celebrations in Cleveland & Evansville** - December 12 & 15, 2016, respectively. Look for your invitation in your inbox next week! Mark your calendars; reservations are required.

Mark Your Calendars for these 2 upcoming Chapter Events in 2017!

- **TravelFest** - April 3-6, 2017 - Registration email will be sent out after the first of the year.
- **All Chapter Meeting** - June 8-10, 2017
Keynote Speaker: Arnie Weissmann, Editor in Chief, Travel Weekly

Upcoming ASTA National Events

We hope you'll be joining us at these upcoming events!

- [ASTA Destination Expo with optional Masai Mara Safari](#), February 24-28, 2017
- [ASTA Premium Business Summit](#), Washington DC, June 5-6, 2017
- [ASTA Legislative Day](#), Washington DC, June 7, 2017
- [ASTA / NACTA Bahamas Showcase](#), June 21-24, 2017
- [ASTA Global Convention](#), San Diego, August 26-29, 2017

Happy Thanksgiving to you and your famiy,

Claudia

Claudia Darling
Chapter President

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



Upcoming Webinar from ASTA Headquarters

[Webinar - Israel - Land of Creation](#) | December 15, 2016 2:00 PM ET

Recent ASTA Member Alerts & Press Releases

[Best in Class 2016: ASTA Recognizes Travel Industry Superstars](#) | October 26, 2016

[ASTA Statement on DOT Rulemaking](#) | October 19, 2016

[ASTA Names Christopher Elliott Journalist of the Year](#) | October 17, 2016

The global advocates for travel. Go with the pros.

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