



September 2015

ASTA Mid America Chapter



## 2015 CHAPTER OF THE YEAR

Dear,

At the ASTA Global Convention, just concluded, in Washington DC, your chapter was selected for two major awards.

The first award recognized Mid-America for its accomplishments in support of ASTA's National Political Advocacy Program.

The Silver Advocacy Award was presented at the Advocacy dinner in front of 300 attendees. Our members were specifically recognized for achieving an over 50% chapter participation rate, an aggressive email and calling campaign opposing sales tax increases, "showing up" to testify in front of the Ohio legislature, and one of the highest per member donation amounts of any of the 26 chapters.

The second award was the 2015 Chapter of the Year award, presented at the convention's final session.

As you know this is the 2nd year in a row that ASTA Mid-America has been selected as ASTA's most outstanding chapter.

What you might not know is that this award is based on eight categories, each of which has a point system published at the beginning of the year, so that chapters can be judged on their actual achievements and actions, rather than on some subjective basis. In other words, your attendance at ASTA chapter events, your active support of chapter initiatives, and your willingness to volunteer, to donate, to advocate for our chapter is recognized nationally and appreciated by your chapter's board.

As I mentioned after Mid-America was selected in 2014, we would have to "step up our game" to repeat as Chapter of the Year in 2015 and we did it!

Thank you for all you have done. We hope to reward you with the kind of programs that you will value and enjoy.

### **Calendar of Events**

#### **Chapter Events:**

Mark your calendars for TravelFest 2016 - Dates will be April 18-21, 2016.  
Keep watching for more information on the [website](#) and in your email inbox!

#### **Recommended Webinars:**

- Say Aloha to ASTA in Maui! Wednesday, September 23, 2015 2PM-3PM, [Register Here!](#)
- ASTAPAC - Representing Travel Agents, Thursday, October 8, 2015 2PM-3PM, [Register Here!](#)

## National Events:

- **ASTA Maui Showcase – May 11-15, 2016:** It's always a good time to go to Maui! Space will be limited. [Register today.](#)
- **ASTA Destination Expo – June 2-5, 2016:** Nothing beats actually being there. ASTA returns to Europe in a big way, Seville, Spain. [Register here.](#)
- **ASTA Global Convention – September 25-28, 2016:** Laugh at midnight, dance 'til dawn. Reno Tahoe has all the excitement you can imagine. Online [registration form](#) is now available.

Best Regards,

*Claudia*

Claudia Darling  
Chapter President

Board Members:

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



## September 2015 News from Headquarters

### ASTA Welcomes More Than 900 Attendees to the Global Convention in D.C.

The buzz was almost audible, the vibe was electric and ASTA delegates to the 2015 AGC were agreeing—ASTA is back. The convention program was diverse, and in fact drew [heavy press coverage](#) of travel agent issues during and after the show. Among the many highlights – a panel of consortia executives, an intergenerational discussion by well-known industry members, and a keynote address on branding and social media by an animated speaker from outside the travel industry, Sasha Strauss.

For international members, networking was the key focus of ASTA's Global Travel Exchange (GTE). ASTA chapters from Kenya and Nigeria had a particularly large contingent at GTE, connecting with American agents who are in a position to send them business. The tradeshow floor was also sold out on both Monday and Tuesday, where attendees were able to connect with more than 125 exhibitors. And, for the first time in almost 20 years, three top airline executives from Delta, United, and American [appeared on stage](#) at the opening session. In the spirit of forging new relationships, Bob Somers of Delta Air Lines said, "Shame on us for being absent for so long [but] the importance of the travel agent was never lost on us. You have our commitment to have your back and provide you with the service you need."

### Registration Opens for 2016 ASTA Events

As you may already know, we have opened registration for three shows next year where you can see all Hawaii has to offer, learn to Flamenco dance in Spain or possibly soar in a hot air balloon over Reno and see lovely Lake Tahoe. We hope you'll join us at one of our 2016 shows.

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**ASTA's Latest Press Releases:**

- [ASTA Hosts Moroccan Tourism Delegation](#) — *August 6, 2014*
- [ASTA Welcomes Moroccan Prime Minister To Washington](#) — *August 8, 2014*
- [ASTA Elects New Board Members, Announces Chapter Election Results](#) — *August 12, 2014*
- [ASTA Launches 'My Travel Agent Rocks!' Blog](#) — *August 15, 2014*
- [DOT Hazardous Materials Rule Fix is Victory for Agents and Consumers](#) — *August 28, 2014*
- [Agencies Report Robust Revenue and Sales for First Half of 2014](#) — *September 4, 2014*

**The global advocates for travel. Go with the pros.**

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