



September 2016

ASTA Mid-America Chapter



Chapter eNews

2015 CHAPTER OF THE YEAR

Dear «First Name»,

As you know the Mid-America Chapter covers a large geographic area. There are significant population areas within Ohio, Western PA, West Virginia and Indiana, the Mid-America board has to conduct activities that are within a reasonable distance of our members with our chapter.

We started by inviting active travel agent leaders to join the board and were fortunate to gain the support of a very capable and hardworking set of individuals whose businesses are located in Cleveland, Columbus, Cincinnati, Evansville and Indianapolis.

Further we can boast that we have "City Chairs" in Pittsburgh, Columbus, Evansville and Ft. Wayne.

These board members and city chairs have been instrumental in organizing and coordinating member events that brought travel agent professionals and valued suppliers together in business, social and educational settings.

We are proud to be able to point to the continued growth and success of our TravelFest events which were attended by over 500 agents and 37 of the suppliers we depend on to build our businesses.

We also want to mention two initiatives we believe are vital to our members and our industry.

First is our chapter's cooperation with the Travel Institute to provide the opportunity for 15 of our members to study and attain their CPA at no cost to the member.

Finally we are running our second Advertising campaign using the facilities of NPR and related public broadcasting stations in Pittsburgh, Cleveland, Columbus, Cincinnati, the entire state of West Virginia, Evansville and Indianapolis.

This campaign is running from 9/15/16 – 10/15/16 and will direct consumers listening to drive time and popular weekend programming to use www.travelsense.org to locate and ASTA member travel agent close to them to discuss their vacation and travel needs.

Calendar of Events

Upcoming Chapter Events:

- **Avanti Destinations Luncheon Presentation** – Wednesday, Oct. 12, 2016.
[deSha's American Tavern & Grille](#) | **Reservations Required.**
Look in your Inbox for the details. RSVP by October 7, 2016
- **Cayman Island Lunch & Learn**, Thursday, Oct. 6, 2016 - 12N - 1:30PM
RSVP by September 30 to jginther@caymanislands.ky
- ASTA Members **"You're Invited to Lunch with the ASTA Board"** - Friday, October 7, 2016. [Brio Tuscan Grille](#) | **Reservations Required**
Look in your Inbox for the details! RSVP by Friday, Sept. 30, 2016

Upcoming ASTA National Events

We hope you'll be joining us at the upcoming Global Convention!

- **ASTA Global Convention** – September 25-28, 2016: Laugh at midnight, dance 'til dawn. Reno Tahoe has all the excitement you can imagine.
- **NACTA National Conference** - Fort Lauderdale, Nov 3-9, 2016.
[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



September 2016
News from Headquarters

ASTA Featured Live on CNN Discussing Cuba

ASTA's VP of Industry Affairs, Mark Meader, was featured LIVE on CNN International's program Money View. Yesterday marked the first direct flight to Cuba from the US in five decades. While scheduled flights are another step in the right direction, there is still a travel embargo in place. What does that mean for U.S. travelers hoping to go to Cuba? How do travel agents play a role in this process? [Check out this clip to find out!](#)

As part of its overall consumer awareness agenda, ASTA will continue to influence these important conversations in the mainstream media.



See you at AGC!

Plan: Plan your daily agenda by locking in your education sessions, "Lunch and Learns", Reno Tahoe sightseeing tours and evening receptions by logging into the [attendee service center](#).



The last day to book your sightseeing tours is August 25th. For a full list of available tours, [click here](#).

Stay: Due to popular demand, the Peppermill Resort has extended our room block and rate until September 7th! Voted 2015 Best of Nevada, the [Peppermill](#) is Reno's Best Casino Hotel and has every amenity you could ask for in a luxury hotel.

Learn: Top 5 Speakers You Don't Want to Miss: [Register NOW!](#)

- Arne Sorensen – President & CEO, Marriott International, Inc.
- Jim Compton – Vice Chairman & Chief Revenue Officer, United
- Samantha Brown – Travel Expert & Television Host
- Peter Greenberg – Emmy Winning Investigative Reporter & Producer
- Chesley (Sully) Sullenberger – Hero Pilot, CBS News Aviation & Safety Expert

Save \$50 if you use the discount code AGC.

ASTA's Young Professionals Head to France for Annual Retreat in October

Join 20 of ASTA's Young Professional Society (YPS) Travel Agent members on a retreat to the beautiful [Club Med Opio en Provence](#) October 14 - 18, 2016. Learn, enjoy and bond together while experiencing all that France and Club Med have to offer. The availability is limited to 20 ASTA Young Professional Travel Agent Members

(double occupancy rooms). The cost is \$75 per person, airfare on your own. All food and beverage is included at Club Med Opio en Provence. The retreat will include Club Med product training, an ASTA update and local day trips. Learn more about the itinerary by visiting thenewbreedoftravelagents.com and RSVP before September 19 by emailing yps@asta.org.

Check out this week's story in TravelPulse featuring ASTA YPS: "[The Next Generation: ASTA's Young Professionals Society Heads to France.](#)"



Help grow ASTAPAC's influence

ASTAPAC has been instrumental in building political influence for the nation's working travel agents for 35 years. Appointed by ASTA's Board Chairman, ASTAPAC's Governing Board oversees the annual fund-raising campaign and distribution of funds to worthy political candidates who promote a strong and healthy travel industry. According to a Washington think tank that monitors PACs, ASTAPAC is the 7th ranking PAC in the lodging and tourism industry. [Click here to help grow ASTAPAC's influence today!](#)

Upcoming Webinar from ASTA Headquarters

[Webinar - ASTA Global Convention 2016](#) | August 30, 2016, 2:00 PM ET

[Webinar - Club Med/YPS Retreat Webinar](#) | September 8, 2016, 2:00 PM ET

[Webinar - Let Hilton Reward You - Learn How You Can Earn Cash Rewards](#) | September 14, 2016, 2:00 PM ET

[Webinar - Scenic Cruises](#) | November 16, 2016, 2:00 PM ET

Recent ASTA Member Alerts & Press Releases

[Update on DOT Ancillary Fee Rulemaking](#) | September 1, 2016

[ASTA Statement on Commencement of Commercial Flights to Cuba](#) | August 31, 2016

[Zika Virus Update](#) | August 2, 2016

[ASTA President and CEO Zane Kerby issues this statement on the earthquake in Italy](#) | August 24, 2016

[ASTA Releases Independent Agents Research Report](#) | August 16, 2016

[ASTA Fights for Removal of Travel Agencies from Labor Blacklist](#) | August 9, 2016

[ASTA Launches Business Integrity and Ethical Standards Course](#) | August 2, 2016

The global advocates for travel. Go with the pros.