

ASTA Southwest Chapter



Four distinct states, one fantastic chapter!

June 1, 2009

Fran Lindsey, Chapter President

After an exciting month of weird weather and "swine flu" I hope you are all busy and healthy.

Please complete the Chapter Survey that we sent. It will help us so much with operating the chapter in the way that most benefits its members. I have heard that we have had a good number of "abandons", meaning you opened the survey and did not start it, or did not complete it. It is perfectly ok to skip any question, including your name and ASTA ID. We just want to hear your views.

We had little response to the ASTA Cruise Retreat in August, so we have decided to simply do it for fun, no chapter meeting (although we will still have the cocktail party), no education. It is still LOTS OF FUN!!! We have a few cabins still available, so let me know by June 5 if you want to go.

Melinda Kelly, Chapter Secretary

Since there's nothing else to worry about at the moment, I've been wondering about the references I keep seeing to "Secure Flight". The name sounds a little ominous plus it seems like extra work for travel agents, so I thought I'd better investigate.

Luckily, instead of heading to Wikipedia for information, I was able to get the facts from ASTA. Went on the website, headed for E Library, signed in, typed "secure flight" and there was the information at my fingertips. Not only a definition, but a Travel Agent's Guide and printable Consumer Fact Sheet, along with ASTA's responses to the situation.

Secure Flight is a plan developed by TSA to identify terrorists and prevent them from flying. To implement this, all travelers will soon have to provide enhanced information to their travel agent or airline. Beginning this month, airlines are required to have full names exactly as they appear on the ID which will be used. In August, date of birth and gender information must also be provided. So get ready. And get the facts straight from ASTA.



Show your ASTA pride. Display the 2009 ASTA Member Window Decal. Decals are for the exclusive use of ASTA members. The opaque static cling decal, which adheres to the inside of window glass, measures 4.25 in. x 4 in. There is no limit on the number of decals that may be ordered by an ASTA member.

Yolanda Meador, Chapter Treasurer

The Southwest Chapter will be in Las Vegas for this year's **THETRADESHOW**. Will you?

This year in Las Vegas, you can keep in on some great business skills such as Better Listening for Better Business. Have you ever found yourself listening to a client and suddenly realize you have no idea what they've just said? Or read something and, at the end, discovered that you recall nothing? Don't think it's just you. It's happening to everyone. Join John Bateman, MCC, for 'Better Listening Skills for Better Business' brought to you by CLIA and worth 10 credits toward your MCC or ACC certification requirements. In this essential seminar, you'll find out what behaviors you must avoid to protect your ability to concentrate and you'll learn dozens of proven, practical strategies to reinforce your ability to recall, pay attention and really listen. Take advantage of this seminar and many more at [THETRADESHOW](#) – offering more than 60 educational sessions to increase your profits.

Robbi Hamida, Chapter Vice President

Usually I would write a long boring article that most people don't read. Now that I said that, everyone will read this!

But I just wanted to give everyone a few reminders from ASTA HQ on some great webinars coming your way.

ASTA Webinars in June

June 3, 2PM ET, 1PM CT, 12N MT

Secure Flight: Paul Leyh, Program Director — Secure Flight, Transportation Security Administration
Secure Flight is a program created to enhance the security of domestic and international commercial air travel by establishing uniform watch list matching by TSA. Under this program, airlines will require additional information from passengers when making a reservation. As a liaison between airlines and your corporate passengers, you play a key role in the airline's reservation process. Sign up for this webinar [here](#), you can't miss this!

June 10, 2PM ET, 1PM CT, 12N MT

Search Engine Optimization 101 for Travel Agents, Part II - Join Anne Parnell, ASTA's webmaster, as she demonstrates the techniques that will help consumers find your Web site. Part 2 of our Search Engine Optimization series will review some of the information discussed in Part I as well as demonstrate a real example of optimizing a Web page for search. Sign up for this webinar [here](#) taking place June 10 at 2 p.m. ET. If you missed Part 1, catch up by listening to it in ASTA's audio/video library: [Search Engine Optimization 101 for Travel Agents Part 1](#)

Make sure if you would like to attend that you register as soon as possible!

Dawn Ellzey, ASTAPAC Chair

As we begin 2009 Travel Agents should be concerned about politics and our role in the governing process both nationally and on the State level. As your ASTAPAC Chapter Chair your support is more important than ever. I realize that the industry and the Nation are in turmoil and we must find a way to pull together and turn things around.

ASTAPAC represents One Voice in the travel industry before Congress and with the New Administration. Without the voluntary participation of you and your colleagues, we are just another "interest Group" in DC. With your active support, ASTAPAC becomes One Voce Representing Many, including constituents whom elected representatives listen to and look for support from.

I hope you will work with me to continue to build political influence for the travel agency community. We have the power to make a difference and it begins with you deciding to support ASTAPAC. I'm asking each member to donate at least \$25.00 (that's only 2 dollars a month). Please make your personal check to ASTAPAC and mail it back to me at the address below, I will send it to Washington for you.

Dawn Ellzey, ASTAPAC Chair
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Save the Dates!

THE TRADESHOW
Travel Retailing And Destination Expo

September 13-15, 2009



TURKEY Istanbul
April 19-22, 2010

Dedicated to the Business of Selling Travel!

