

ASTA Southwest Chapter



Four distinct states, one fantastic chapter!

August 9, 2009

Chris Russo, ASTA President and Chair

Don't just be active, be an activist!!

Currently agents are faced with one of the largest issues we have had in quite a long time with United attempting to pass on credit card transaction fees to agents. And yes, only 28 agents have been notified to date but the thing to worry about is who's next?

Why is this issue so important? What if I don't have an ARC number or sell airline tickets? Why should I worry about it? All questions I have been asked and very good ones. The danger with this issue is that it could change the distribution channel as we know it and could also set a precedent for other suppliers as well.

ASTA has been on the forefront of this issue but we need everyone to participate in this battle. It is all of our responsibility to defend the industry. We cannot sit on the sidelines and watch and hope other people take the action. There is an old saying, "there are those watch things happen, those that make things happen and those that wonder,,,"what happened".

Don't wonder what happened, be like ASTA and make things happen.

Visit the [United Airlines Credit Card Merchant Policy Updates and Resources](#) page on www.asta.org for more information.

Fran Lindsey, Chapter President

This summer has flown, and in just a little more than six weeks, **THE TRADESHOW** will open in Las Vegas! This 3-day travel show is designed for you, the travel professional. The comprehensive educational program features the hottest topics in the travel industry: Technology, Home-Based, Destination, Sales & Marketing, Niche and Cruise. Benefit from seminars on increasing your business through social networking, learning new ways to effectively sell yourself. Whether you are "brick and mortar", home-based or corporate there is something just for you. Meet with 300+ exhibitors who are showcasing their destination and newest products. All this for only \$49, with Las Vegas as the exciting backdrop. If you haven't registered, do so today at www.thetradeshow.org.

On Sunday, September 13, the opening night event will take place at Towne Square, just down Las Vegas Boulevard South, past Mandalay Bay. I hope you will come early and join us at 6PM at Brio Tuscan Grille for a drink and lively conversation. hosted by the Southwest ASTA chapter. Chapter members and attendees from

Texas, Oklahoma, New Mexico and Arkansas are welcome. I look forward to seeing you there!

Robbi Hamida, Chapter Vice President

So much to do, so little time. I hope that when you get this newsletter you take the time to read the articles provided by not only our ASTA President, but your board, and new this month, our allied partners.

Also, we hope that you continue to support your local chapter by attending events that are held by some of our top allied partners.

For those attending THETRADESHOW in Las Vegas in a few weeks, make sure you visit those allied sponsors who come from our chapter area and thank them for what they do to support you and ASTA.

Also, for those attending THETRADESHOW who may be under age 40, check out the Young Professionals Track so we can continue to do our part in bringing in the best young professionals we can get to protect our industries future. (You will find more info in your delegate bag at THETRADESHOW.)

Everything we do is a team effort, and whether it's fighting ridiculous policies coming from United, or educating our next generation travel professional, we must do it together.

Melinda Kelly, Chapter Secretary

Hope everyone's summer is going well. Here in Taos, we are welcoming lots of summer visitors from the nearby states of Colorado, Texas and Oklahoma. They come to the high country to cool off in the mountains and see the art and cultural attractions.

Meanwhile, at ASTA we are looking ahead, beyond THETRADESHOW to the next big opportunity for learning, networking, and best of all, foreign travel. The International Destination Expo for 2010 will be held April 19-22 in Istanbul, Turkey. This is a place I have wanted to go for years. Formerly called Constantinople, Istanbul is a crossroads of history and culture. This means great monuments, great bazaars and shopping, great food, and hospitable people. What an opportunity for agents to enjoy 4 days of specially designed programs, meetings, free local sightseeing, and excellent pre and post tours around Turkey. Sign up now by going to www.asta.org/IDE.

See you there. You're going to love it!

Yolanda Meador, Chapter Treasurer

We want to hear from you!!!

Watch your email for an upcoming survey for the 2010 SW Chapter Annual Meeting. Last year the majority of our members indicated they wanted a cruise for the annual meeting and we had no participates. Please let us know where you would like to go to network, get educated and be reiuvenated in an economy that is not

favorable to our industry.

Your option is important!

Featured Allied Member – Susan Hamilton, Ukraine International Airlines



Aside from a brief tenure in advertising and public relations as part of my degree program with the intention to pursue a career in global journalism, I have now worked in the aviation business for more years than I care to admit! My experience over this time has included most aspects of this business with major carriers and in addition a short term working with travel agency commercial sales, reservations and back-office systems.

I have been involved with Ukraine International Airlines (UIA) since its early days March 1993 to be exact when UIA management appointed American Airlines AMR Ground Handling as its GSA for North America. I was then Director of Sales for AMRs GSA group specializing in the CIS and Europe. In 1999 when AMR Ground Handling companies were dissolved I went on to work with UIA direct to continue promoting the airline, increasing sales (and revenue) and to recruit and manage its current sales force, customer service facility, financial, and general activities for North America. In 2004 Panorama Tours was launched as the in-house tour operation for Ukraine International Airlines. In 2006 my position with the parent company was expanded to encompass the sales and marketing for Panorama Tours.

Ukraine International Airlines is Ukraine's leading international carrier. Founded in 1992, UIA was one of the first businesses in Ukraine to attract foreign investment. UIA was the first airline in CIS to introduce Boeing 737 aircraft, to get JAR 145 certification and to be registered by IOSA. Today UIAs fleet consists of 17 modern Boeing 737 aircrafts. The airline connects Ukraine with nearly 3,000 locations of the world, operating about 400 scheduled flights a week.

Last month (July 2009) sees the introduction of one of four B737-800 series scheduled for 2009/2010. Panorama-tours, a subsidiary of UIA with its head office situated in London employs a team of young professionals dedicated to promote tourism to Ukraine. All packages are competitively priced and we offer flexibility allowing you to do what you want, when you want, how you want, and to fit into a budget you control.

Detailed information about UIA is available on the carrier's global website www.flyUIA.com or for North America the agent only website www.uiana.com. Information is also available by calling our toll free number 1-800-876-0114.

Detailed information about Panorama Tours is available through the North American agent website www.uiana.com or direct with Panorama Tours www.Panorama-tours.eu. Information is also available by calling our toll free number 1-800-876-0114. Ukraine International Airlines is a member of IATA/ASTA/TOPS and ATOL.

Save the Dates!

THE TRADE SHOW
Travel Retailing And Destination Expo

September 13-15, 2009



TURKEY Istanbul
April 19-22, 2010

Dedicated to the Business of Selling Travel!