

COCKTAIL RECEPTION

DINNER

Parmesan Cup
With Chiffonade of Romaine Lettuce
And Honey Balsamic Vinaigrette

Merlot Braised Short Rib of Beef
And Miso Glazed Sea Bass
Wilted Spinach, Potato Gratin
and Medley of Baby Carrots

Chocolate Mousse Dome
Vanilla Crème Brulee
Hazelnut Crisp

Freshly Brewed Coffee
Decaffeinated Coffee
Gourmet Teas
Pinot Grigio
Merlot

WELCOME TO THE 6TH ANNUAL ADVOCACY DINNER CELEBRATION.



This year's dinner is set against the backdrop of an economic and industry climate that is among the most remarkable any of us has ever seen. The continued turmoil in global financial markets, sharply changed cultural attitudes about business travel, a newly-elected Congress with an appetite for government intervention in private industry, revenue-hungry state legislatures, and a radical proposal from a major airline have combined to make 2009 an extraordinarily challenging year for our industry.

Tonight, it is my distinct pleasure to acknowledge and honor your dedication and commitment in supporting ASTA's advocacy agenda. Your passion and continued involvement have made a tremendous difference, and send a strong signal to our allies and our opponents alike: we can do amazing things when we work together.

Thank you for joining us, and we hope you enjoy the evening.

Chris Russo, President & Chair, ASTA

ASTA'S CORPORATE ADVISORY COUNCIL

Since its founding in 2002, the Corporate Advisory Council has provided guidance and direction on many of the crucial issues facing the travel agency industry. For the past five years, it has provided charitable matching funds to support ASTAPAC's fundraising efforts.

ADTRAV Travel Management
Advantage Performance Network
Altour
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Best Travel & Tours
Casto
Ensemble Travel
Expedia, Inc.
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Sabre Travel Network
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ASTA CHAPTER SUPPORT

The following chapters are recognized for their generous contributions in support of the operational costs of ASTAPAC: Midwest; South Florida; Michigan; Missouri Valley; New England; Mid-America. Hawaii; New York; Northern California; Rocky Mountain; Upstate New York; Southwest; and Arizona.

ASTA PROUD PARTNERS

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Auto Europe
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Business Travel News
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South African Tourism
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Travel Weekly
Travelport
Turkish Culture and Tourist Office

GOLD

American Express
Enterprise Holdings
Hertz
The Hilton Family

SILVER

AirTran Airways
Amadeus
CCRA International
Nexion
Tourism Cares
Travel Insured International
TravelAge West

2009 ASTA Advocacy Dinner



Monday, September 14, 2009, 7:00pm
Bellagio Hotel, Monet Ballroom

SPOTLIGHT ON

THE UNITED CREDIT CARD POLICY: THE IMPORTANCE OF GRASSROOTS INVOLVEMENT

In late June, ASTA learned that United Airlines was notifying a select number of travel agencies across the country that they would soon no longer be permitted to use United's merchant account for processing ticket sales by credit card. In response, ASTA began an aggressive lobbying and public relations campaign to educate Members of Congress, the media, and other interested parties of the threat posed by United's actions.

One element of the effort was a coordinated grassroots campaign in which ASTA Member travel agents wrote, called, and e-mailed their elected representatives to request their help in stopping or delaying the United policy. ASTA and its industry allies believed that the most severe danger in the short term was that United would expand the policy to all travel agencies, and that the other airlines would quickly follow suit. Within a matter of days, ASTA's advocacy efforts were being covered by BusinessWeek, the New York Post, USA Today, Travel Weekly, and MSNBC.

ASTA has met with some success in the critical first round of this ongoing fight. With very little time to digest and respond to a complicated issue, a total of nineteen Members of Congress responded to ASTA's concerns by writing to United CEO Glenn Tilton to request a 60-day delay in implementing the policy. Under pressure from ASTA, the press, and Congress, United agreed to grant the delay.

The fight goes on; ASTA's current focus is on persuading Congress to hold a hearing on this issue and its troubling implications for the future of the travel distribution marketplace.



ASTA'S 2009 FEDERAL LEGISLATIVE PRIORITIES

During this time of extraordinary challenges to the travel community, ASTA is working at the federal level

to shape public policy to benefit travel agents and to protect them from legislation, regulation and taxation that would cause them harm. During 2008, these efforts included:

- Working with the House Small Business Committee concerning the implementation of new small business lending programs contained in the economic stimulus package;
- Expanding ASTA's base of allies among the membership of the House and Senate, from newly-elected freshmen to the highest levels of leadership;
- Ensuring that Congress and various federal agencies take the needs of the travel and tourism industry into account when formulating a government-wide response to the swine flu pandemic;
- Succeeding in removing from the House version of the FAA Reauthorization Act a provision that would have required travel agents to disclose any and all pesticide applications on passenger flights;
- Conveying the perspective of the travel agency industry on the need for robust passenger rights protections for air travellers;
- Working with the Transportation Security Administration to ensure that travel agents have a voice in the implementation of the Secure Flight program;
- Working with allies in the small business community to request that the Senate version of the Credit Cardholders' Bill of Rights contain explicit protections for users of small business credit cards; and
- Leading a nationwide grassroots and direct Congressional advocacy campaign to convince Members of Congress to investigate and delay United Airlines' new policy of shifting credit card fees and risk onto travel agents and consumers.



ASTA'S 2009 STATE ACTIVITIES

As in previous years, ASTA directed grassroots legislative efforts to combat proposed tax increases in multiple states, including:

Minnesota: ASTA members responded to the call and intervened directly with Governor Tim Pawlenty.

Result: Tax not enacted.

Massachusetts: In January, ASTA's Government Affairs Department learned that the Governor of Massachusetts had included in his draft 2010 budget a provision that would apply hotel occupancy taxes to travel agent service fees. Working with a small group of dedicated members of the New England Chapter, blanketed the Governor's office with letters from travel agents requesting that the Governor not impose a hotel occupancy tax on travel agent service fees.

Result: Tax removed from Governor's budget proposal before submitted.

Florida: ASTA was informed that the Florida state legislature was on the brink of introducing a new service fee tax. With mere days' notice, ASTA Member Mike Greenwald flew to Tallahassee to testify before a legislative panel to convince the legislators not to impose the tax.

Result: Tax not enacted.

New York: In late June, the New York City Council passed, and Mayor Mike Bloomberg signed, a bill that would apply hotel occupancy taxes to all travel agent fees and commissions for any New York City hotel bookings. The law was rushed through without a hearing or public comment period of any kind. ASTA is currently fighting this law in hopes of its being repealed.

ASTA extends special thanks to the Interactive Travel Services Association (ITSA) and the Business Travel Network (BTN) for their financial and lobbying assistance and guidance on various federal and state issues in 2009.

ASTAPAC SALUTES THE 2009 DONORS

Through ASTA's lobbying arm and our political action committee, the legislative concerns of travel agents are being heard where they count the most. Our political influence is sustained by the travel leaders listed below, and we are extremely grateful for their support.

~ Bill Coyle, 2009 ASTAPAC Chair

SUPERNOVAS

Sabre, Inc. PAC

NOVAS

Enterprise Rent-A-Car Company PAC
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Lovell, John

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Maloney, William
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Mangas, Deborah

Matthews, Laurie
Maxwell, Lynda
Pinheiro, Scott
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Russo, Chris
Sattler, Monique
Strauss, Tina

TEAM 100

| | | |
|---------------------|--------------------|-------------------|
| Aft, Susan | Hill, Angela | Sanchez, Jorge |
| Albright, Cynthia | Hill, John | Schwartz, Richard |
| Allegra, Marilyn | Howes, Lois | Shachnow, Douglas |
| Bernacchi, Guy | Janowski, Joseph | Spinelli, Mike |
| Bettridge, Ellen | Karuhn, Laurette | Stahl, Edward |
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| Castoria, Salvatore | Maloney, Marcia | Sturm, Walter |
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| Giampa, Joanne | Paczosa, Susan | Wagner, Ralph |
| Gray, Ruth Ann | Pederson, Emily | Wallace, Duane |
| Guntner, Talula | Platter, Samira | Wallace, K. |
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| Hall, Judy | Rees, Joan | Weingart, Mike |
| Hash, Jerry | Reuther, Mary | Werner, John |
| Haymaker, Richard | Rhines, Janet | West, Lloyd |
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PATRIOTS

| | | |
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| Burger, Les | Trettin, Teri | Richer, Sheri |
| Colombo, Barbara | Wolak, Elizabeth | Risser, Doug |
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| Platter, Samira | Kelly, Kimberly | Delaney, Els |
| Powers, Steve | London, Daniel | Schwartz, Roselind |



Politically **EMPOWERS** travel agents
Provides necessary **ACCESS** to key lawmakers
Produces legislative **RESULTS**

The American Society of Travel Agents Political Action Committee (ASTAPAC) is a special fund established under the federal election laws to allow ASTA to collect personal, voluntary contributions from travel agent members for the purpose of supporting political candidates and parties.

Established in 1979, ASTAPAC has succeeded in building political influence for the Society. Congress realizes that ASTA's strength comes from the thousands of individual travel agents who contribute to its PAC program.