



**Press Release – For Immediate Release**

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**ATAA Grows Membership 9% at One Event:**

New Members Cite Education Content as Key Factor –  
Member and Non-members Get Early Bird Savings by Booking in May

**Phoenix, AZ – May 2, 2006:** ATAA registered more new members at its TRAMS Technology and Marketing University tradeshow booth in Las Vegas last month than at any other single event in association history. Many new members cited the economically-priced and travel agency-focused training as an important ATAA benefit.

“We’re sending our entire office to ATAA’s Nuts & Bolts Conference because the training is completely geared to the travel industry and to transforming travel agencies into travel consultancies,” said Greg Pearson, president of Travelex, a corporate and leisure agency in Hoffman Estates, Illinois. “Travelex is big enough of an agency to need this type of professional services training, but we’re not large enough to hire our own training department – so ATAA gives us exactly what we need to grow our business.”

“Because ATAA is travel agency-centric, we are able to dig deeply into the topics that can help agencies be successful,” said Scott Cadow, president of ATAA’s board of directors. “For example, at Nuts & Bolts we have Bob Abrames, Captain Ron Neilson and Nolan Burris who will help attendees develop a concrete gameplan for transforming agencies into highly successful travel consultancies. We welcome members and non-members at these events and offer early bird discounts to drive attendance.”

Early Bird registration can save attendees up to \$200 off the regular registration for Nuts and Bolts and \$50 off Seminar at Sea. The ATAA Nuts and Bolts Conference is July 14-16, 2006 in Tucson, Arizona with early bird registration rates available until May 31. The ATAA Seminar at Sea 2006 is September 4-9, 2006 aboard the *CARNIVAL VICTORY* sailing from New York. Cabin prices start at \$250 (per person, double) plus port charges & tax. Agents attending the Seminar at Sea can earn up to 50 credits towards their CLIA certification, along with additional classes taught by industry sales and marketing expert Mike Marchev.

Registrations for both events are available online at [www.ataa.net](http://www.ataa.net). For questions about ATAA call (888) 550-1195.

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**About ATAA**

The Association of Travel Agents of America has one singular goal: Teaching Travel Agents to Succeed. ATAA exists to help travel agents be more profitable and more aware of important changes in our industry. This is accomplished by utilizing experts from inside and outside of the travel industry to deliver educational events in person and over the web. Founded in 1983 as a regional organization, ATAA has significant membership in the western US and is growing to serve travel sellers nationwide. More information about ATAA is available at [www.ataa.net](http://www.ataa.net), via email at [info@ataa.net](mailto:info@ataa.net) or by calling (888) 550 1195.

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