

# Eastern Travel Association

- SUPPORTING TRAVEL AGENTS FOR 50 YEARS -

January 2010

## "The Pursuit of Travel Excellence through Education"

**MISSION STATEMENT** *The Eastern Travel Association is centered on the need to provide professional, quality educational programs and seminars to our members. Our intent is to foster and promote professionalism within the travel industry. As members we will make every attempt to educate the general public of specific products, service and destinations, which support our industry.*

*ETA is proud to invite you to our January Dinner Meeting*

*sponsored by:*



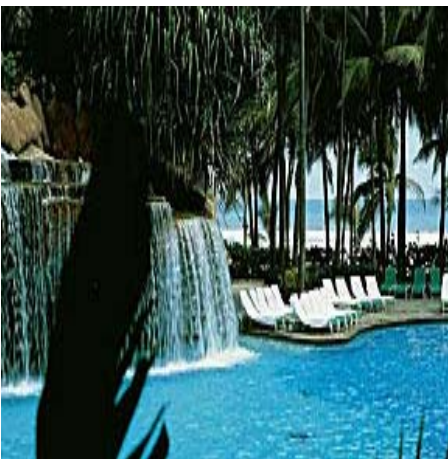
Barceló Hotels & Resorts is one of the 25 largest hotel companies in the world. An international hotel chain for both holiday and business hotels, with a medium-high positioning within the different locations where it is found.

Barceló Hotels & Resorts is an authentic specialist and pioneer in the construction and management of spectacular hotel complexes located in exceptional surroundings, perfectly integrated into their natural environment and with an ample variety of services.

In our resorts, you can enjoy a complete "all inclusive" service. This service allows you to enjoy your holidays with all the comfort and tranquility you can demand without thinking of how much it costs to have dinner, to drink or to practice aquatic sports or any other leisure activity.

Barceló Hotels & Resorts has been one of the first companies to include the "all inclusive" concept to its own hotels.

In Barceló Maya Beach Resort with 5 hotels, 14 restaurants in addition to a complete offer of sports and entertainment (bars, aquatic sports such as snorkeling, kayaking, windsurfing, sailing, etc..., day and night entertainment programs, free entrance to discos and other shows), you will enjoy your best vacations.



- Just concentrate on enjoying yourself at our · all-inclusive hotels and · resorts*
- Relax in the sea breeze at our · beach hotels*
- Practice your swing while on vacation at our · golf hotels*
- Enjoy a genuine Oasis of health and wellness at our · hotels with spa*
- Fun and tranquility for the entire · family*
- Perfect ideas to share with your · partner*
- Stunning · city locations for both · business and pleasure*
- Go · diving and discover the wonders of our underwater world*

*We look forward to seeing you.....*  
**JANUARY 18, 19, 20, 2010**

## Presidents Message:

Happy New Year!

What a great year it was for ETA, thanks again to all of the individuals who gave so much of their time and energy into insuring the success of the trade show, the monthly meetings and ETA as a whole.

During the trade show we received the last of the ballots for the election of officers to the board of ETA. We are very pleased to announce the results of that election.

Reelected to the Board are: Bonnie Kreil, Janice Brightman, Gail Romanovich and myself.

Newly elected to the Board is: Anna-Maria Lorang. Anna has been a great supporter of ETA throughout the years with Sceptre Tours and she will be a great asset to the leadership of this organization. Welcome Anna!

I would also like to take this opportunity to acknowledge Walter Strohmayer and Anthony Agostinelli for their service to the board and to ETA and wish them well as they are leaving our board. Thank you gentlemen for your service, we wish you well.

I am confident that 2010 will again be a great year for ETA under the leadership and direction of these very talented people and I am honored to again serve with them.

This New Year will certainly be a challenging one for all of us. In this type of economy it is more important than ever to partner with the right vendors. Having personal relationships and contacts you can trust at quality companies makes all the difference. As we have in the past, ETA will continue to provide the opportunity for you to make those connections month after month with quality vendors.

This month's meeting in January is sponsored by Barceló Hotels and Resorts. They were so warmly welcomed by all of you at the trade show and interest from our membership in their offering was so high, they have decided to sponsor this month's meeting in January. They are wonderful supporters of ETA and deserving of your support.

Wishing you all a Happy, Healthy and Prosperous New Year!

Tom

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<b>Date</b>	<b>Location</b>
<b><i>Monday - January 18</i></b>	<b>Radisson Penn Harris Convention Center</b> 1150 Camp Hill Bypass Camp Hill, PA Tel: 717-763-7117 <b>RSVP:</b> Cindy Prether 717-763-7878 <b>Email:</b> cindy@holidaytour-travel.com <i>(for any cancellations after you RSVP contact Amy Stambaugh at 717-880-9969)</i>
<b><i>Tuesday - January 19</i></b>	<b>Radisson Lackawanna Station Hotel</b> 700 Lackawanna Avenue Scranton, PA Tel: 570-342-8300 <b>RSVP:</b> Travel Plus 570-383-1599 <b>Email:</b> gromanovich@eastertravel.org
<b><i>Wednesday - January 20</i></b>	<b>Four Points Sheraton</b> 3400 Airport road Allentown, PA Tel: 610-266-1000 <b>RSVP:</b> Maryellen Jaindel-Roper 610-481-0208 <b>Email:</b> Mellenbones@aol.com

	<b>DINNER/MEETING</b>	<b>6:30PM</b>
Dinner cost:	Agent Members	\$15.00
	Tourism Students	\$15.00
	Supplier Members	\$25.00
	Non-Members	\$30.00

**WE WILL BILL FOR NO-SHOW AND CANCELLATIONS MADE PAST THE DEADLINE DATE!!!!!!**

# TRAVELINE JANUARY 2010

## HAPPY NEW YEARS!!

Welcome back for another great ETA year. Thanks to all the Vendors and agents who made the November Trade Shows in Harrisburg, Wilkes-Barre and Allentown the best ever. We're already gearing up for 2010. If you have any feedback, recommendations or complaints please email me at [gordon@unitedtvl.webmail.com](mailto:gordon@unitedtvl.webmail.com) and it will be forwarded to the ETA Board.

Congratulations to the following being elected to a 3-year term on the ETA Board  
Tom Buehler - Anna Maria Long - Bonnie Kreil - Gail Romanovich - Janice Brightman

One note to Allentown Agents - the January meeting at the Four Poinrs Sheraton will have a cash bar So BYOB (only kidding)!

### 2010 ETA BOARD MEMBERS

**Tom Buehler**, President  
*Travel & Transport* 610-691-1085

**Jim Verano**, Treasurer  
*Abington Travel* 570-586-1666

**Gail Romanovich**, Secretary, AVP Chapter Chair  
*Travel Plus, Inc.* 570-383-1599

**Sharon Armstrong**, MDT Chapter Chair  
samim00@gmail.com

**Margaret Persia**  
*E. Stroudsburg University  
Tourism Dept.* 570-422-3762

**Gordon Reese**, Newsletter  
*United World Travel Service* 610-966-5966

**Fran McBride**, Membership  
*United Airlines* 610-250-0823  
fmcbride@easternttravel.org

**Deborah Calhoun**  
*A M Best Company* 908-439-2200 ext 5041

**Bonnie Kreil**  
*AAA East Penn* 610-434-5141

**Sal Prezioso**  
*Sky Bird Travel & Tours* 717-337-9266

**Anna Maria Long**  
*Sceptre Tours* 516-456-5432

**Janice Brightman, CTA**  
*AAA Travel North Penn* 570-282-1390

### Advertising ADS

are available in our newsletter  
Information submitted by 25th of  
the prior month.

¼ page AD ..... \$30

½ page AD ..... \$60

Full page AD ..... \$100

Full page

2 side Insert ..... \$200

*Front cover is FREE with  
sponsorship of meeting*

Contact: Gordon Reese  
610-966-5966  
e mail:  
[gordon@unitedtvl.webmail.com](mailto:gordon@unitedtvl.webmail.com)

### 2010

### ETA Sponsorship

#### JANUARY

Barcelo Hotels & Resorts  
January, 18, 19, 20

#### FEBRUARY

Holland Anmerica  
February, 15, 16, 17

#### MARCH

CIE Tours  
March, 15, 16, 17

#### APRIL

Regent Seven Seas Cruises  
Oceania Cruise Lines  
April, 19, 20, 21

#### MAY

Apple Vacations  
May, 17, 18, 19

#### JUNE

Shawnee Inn  
June, 23 joint meeting

#### SEPTEMBER

Royal Caribbean  
Cramers Airport Parking  
September, 20, 21, 22

#### OCTOBER

Barbados Tourism Authority  
Almond Resorts  
October, 18, 19, 20

#### NOVEMBER

Trade Show  
November, 15, 16, 17  
Mark your calendars now  
for this year and plan  
to attend as many  
ETA meetings as you can!!

