

Eastern Travel Association

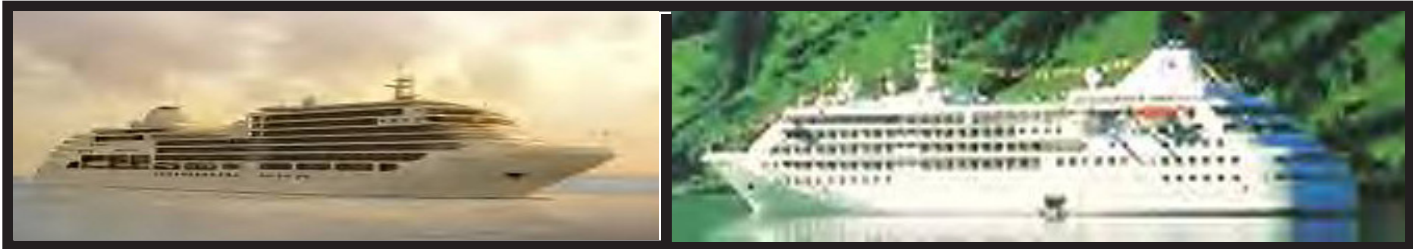
– SUPPORTING TRAVEL AGENTS FOR 50 YEARS –

June 2009

“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 invite you to our June Dinner Meeting
sponsored by 



Onboard a Silversea cruise, you will discover genuine European expertise reflected in every detail, from tranquil all-suite accommodation and uncompromising service to distinctive fine dining and a carefree all-inclusive philosophy.

All-inclusive value begins with complimentary beverages. Aboard the ships of Silversea, a premium assortment of complimentary wines, champagne and spirits are stocked in one of the finest cellars at sea. Savor wine at dinner, a champagne toast in your suite or cocktails as you dance the night away - all courtesy of Silversea. Besides the chilled bottle of champagne that awaits you, every suite includes a beverage cabinet stocked with your preferred assortment of complimentary beverages.

Ships boast the most expansive suites of their class at sea, each providing a panoramic view of ocean, shore and port, and an elegant ambience of unrivalled luxury. About 80 percent of all suites feature a furnished, private teak veranda.

There are no assigned dining times and no assigned tables. When, where and with whom you dine is up to you. Plus, in-suite dining and 24-hour room service are all included in the price of your cruise. A formal dinner served course-by-course, a late-night snack, or a full breakfast delivered at your request - no charge and no tipping. In fact, all onboard gratuities are included in the price of your cruise.

A FLEET OF REMARKABLE SHIPS.

Designed to be your home upon the oceans of the world, Silversea's ships welcome you to relax in refined luxury. Whilst spacious in feel and appearance, each ship is small in comparison to mass-market vessels, making them agile and easily docked in less-visited, more enticing destinations.

ART INSPIRES. AWAKENS YOUR EMOTIONS AND STIMULATES YOUR THOUGHTS.

In the quiet calm of morning, your private veranda becomes a place of true inspiration. Surrounded by the magnificence of the dawning day, at one with the vista of sea and sky, in awe of nature and the vast beauty of this world. The shoreline of the next port slides closer and closer into view, and with it an undeniable anticipation of things to come and the promise of limitless possibilities.

Silversea creates exceptional ocean journeys with unique opportunities to explore remote ports-of-call from an intimate haven of incomparable luxury, each voyage a unique masterpiece. Discover genuine European expertise reflected in every detail, from our tranquil all-suite accommodation and uncompromising service to distinctive fine dining and a carefree all-inclusive philosophy.

Our guests hail from across the globe, yet share an appreciation for the spectrum of choice offered in Silversea's array of exotic destinations and exclusive explorations ashore. By blending these elements together with enrichment experiences, each new port becomes more than a destination, it becomes a state of mind, transcending the traditional concepts of cruising. It is this distinction that has earned Silversea the reputation of World's Best.

Silversea ... The art of travel. The art of good living.

We look forward to seeing you.....

JUNE 15, 16, 17, 2009

Presidents Message:

As ETA prepares for our summer break, I would like to wish you and yours a wonderful and safe summer. This of course will be our last newsletter until September.

When we resume in September with our monthly meetings and the newsletter, we will also be in high gear preparing for our annual trade show in November. At this point we are in discussions with all of the vendors who participated last year as well as some exciting new additions – stay tuned!

But it's your show. And we want to make sure that we talk to and recruit the vendors most important to you. Thank you to all of you who have submitted suggestions already. If anyone has any other suggestions or you have a favorite supplier that you work with that you would like to participate in the show please let us know and we will seek them out.

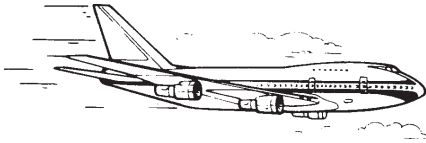
In running any successful organization it is important to always listen to the members needs. ETA is no exception. We want to make the trade show even better this year, and with your help we will. So please let us know by giving that information to your chapter chair or by emailing Jan Brightman at jbrightman@aanorthpenn.com or Sharon Armstrong at samim00@gmail.com.

This month ETA welcomes Jill Orner of Silversea Cruises. Recognized as the defining the elite luxury experience, Silversea is regularly lauded by leading consumer and trade publications. In the U.S., they has been voted "World's Best" by the readers of *Condé Nast Traveler* (nine times) and *Travel & Leisure* (seven times), and rated Number-One luxury cruise line by high-net-worth consumers in the 2008 Luxury Brand Status Index survey.

I will see you there.

Date

Monday - June 15



Location

Sheraton Harrisburg Hershey Hotel

4650 Lindle Road
Harrisburg, PA
Tel: 717-564-5511

RSVP: Cindy Prether 717-763-7878

Email: cindy@holidaytour-travel.com

*(For any cancellations after you RSVP
contact Amy Stambaugh at 717-880-9969)*

Tuesday - June 16

The Woodlands Inn & Resort

1073 Highway 315
Wilkes-Barre, PA
Tel: 570-824-9831

RSVP: Travel Plus 570-383-1599

Email: gromanovich@easterntourtravel.org

Wednesday - June 17

Holiday Inn Conference Center

7736 Adrienne Drive (Rts. 100 & 78)
Breingsville, PA
Tel: 610-391-1000

Allentown Only: 5:30-6:30 pm Registration and Wine & Cheese Reception

RSVP: Maryellen Jandl-Roper 610-481-0208

Email: Mellenbones@aol.com

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| | DINNER/MEETING | 6:30PM |
| 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 JUNE 2009

Agents and ETA Vendors,

A dear friend and member of ETA, Janice Alt has recently suffered an incredible catastrophe. Her house caught fire and burned completely to the ground. In it she lost 29 years of travel reference books in addition to all her personal items . If you or if you know of anyone that has extras in their office or have replaced their old 2008 with 2009 and still have the old ones hanging around, she could surely use some travel guides. Caribbean Gold book, travel agent reference guides, travel books, hotel index, hotel guides. oag's etc.

If you or anyone can help Janice out, please contact her at:

Janice Alt
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 Hackettstown, NJ 07840
 908-751-3756 Home Office
 908-952-7081 Main Office

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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

2009 ETA Sponsorship

JUNE

Silversea Cruises

SEPTEMBER

Travel Bound

OCTOBER

Disney Destinations

NOVEMBER

Trade Show

Mark your calendars now
 for this year and plan
 to attend as many
 ETA meetings as you can!!

