



Press Release – For Immediate Release

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**ATAA Hosts Consultancy Education ‘By Travel Agents and For Travel Agents’:
Early Bird Discounts Available Until May for Land and Sea Experiences**

Phoenix, AZ – March 28, 2006: Experiential travel is the hot new topic in the industry, and the best way for travel professionals to learn about travel is to experience it firsthand while developing the consultant skill set needed to excel. The Association of Travel Agents of America (ATAA) is making experience and education available to travel agents again this year through their annual Nuts and Bolts Conference and their Seminar at Sea. Agents can learn how to take their travel consultancy to the next level while earning up to 50 credits towards their CLIA certification.

“Travel agents that want to become travel consultants need new skills and a new way of thinking that moves beyond just product training,” said Scott Caddow, president of ATAA’s board of directors. “Because ATAA is driven ‘by travel agents for travel agents,’ we know that continuing education and first hand travel experience is crucial to success.”

Nuts and Bolts Conference – July 14-16, Tucson

The ATAA Nuts and Bolts Conference will take place from July 14 through July 16 at the Tucson Starr Pass Resort in Tucson, Arizona. The registration deadline for this year’s conference is July 10, and early bird registration rates are available until May 31. Registration details are as follows:

EARLY BIRD REGISTRATION – By May 31st

- ATAA Member Registration \$199
- Non-Member Registration \$299
- Hotel Rate \$89

REGULAR REGISTRATION – May 31st – July 10th

- ATAA Member Registration \$299
- Non-Member Registration \$499
- Hotel Rate \$119

The conference schedule includes the following session topics and speakers:

- “*One Canoe, One Destination, BIG Changes*” presented by Bob Abrames,
- “*The Nuts & Bolts of a Buyer’s Personality*” presented by Bob Abrames,

(more)

- “*Transforming Fear to Flight*” presented by Capt. Ron Neilson, author of *Chicken Soup for the Fearful Flyer*,
- “*Transformational Consulting with the Zones*” presented by Nolan Burris,
- “*Travel Agency Transformation*” presented by Nolan Burris,
- “*Touching Your Way To Profits*” presented by Bob Abrames, and
- “*Completing the Consulting Transformation...from Agency to Consultancy*” presented by Nolan Burris.

Seminar at Sea, Sept. 4-9, New York – Canada – New York

The ATAA Seminar at Sea 2006 will take place from September 4th through September 9th aboard the *CARNIVAL VICTORY*. Attendees will board in *New York, NY* and will travel from New York to Saint John and Halifax then back to New York. Cabin prices start at \$250 (per person, double) plus port charges & tax. Registration details are as follows:

EARLY BIRD REGISTRATION – Until May 1st

- ATAA Member Registration \$149
- Non-Member Registration \$299

REGULAR REGISTRATION – Until July 1st

- ATAA Member Registration \$199
- Non-Member Registration \$349

Several courses in the Seminar at Sea program will be led by Mike Marchev:

- “How to Never Worry Again About Finding New Clients”
- “How to Turn that One Time Buyer into a Lifetime Customer”
- “How to Become Slightly Famous in Your Marketplace”
- “Four Rules Required to Double Your Business”

Tom Cogan, director of training for CLIA, will lead the CLIA courses including:

- “Choosing Champions: How to Find, Motivate and Keep your Employees”
- “Understanding Groups”
- “Effective Presentation Skills”
- “Building Customer Loyalty” (optional)

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

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, via email at info@ataa.net or by calling (888) 550 1195.