



SOCIETY OF AMERICAN TRAVEL WRITERS
TRAVEL'S MOST TRUSTED VOICES

SATW Associates Council Meeting Minutes

Held during the PRSA-SATW Travel & Tourism Conference

Houston, Texas

Monday, May 23, 2016 — 5:45 p.m.

Welcome

Deborah Wakefield, Associates Council chair, called the meeting to order, welcomed everyone and thanked the Associates for attending. She recognized the new Associates in attendance.

Treasurer's Report

The Chair reported on the balance as of March 31 (see below), and said that she and Associates Council Treasurer Molly Blaisdell continue to work with HQ to move our accounts under the SATW umbrella and to attempt to get regular financial reports.

- March 31, 2016, balance—\$18,011.30 cash + \$39,346.07 in four CDs = \$57,357.37

SATW Convention Update

The Chair reviewed details about the 2016 China convention and several associates reported on the ease of getting their visas prepared and completed for the trip. That said, Deborah suggested that anyone planning to attend the convention should apply for her/his visa immediately. Deborah also said that the agency she used (Shanghai Spring International Travel) to assist with the visa paperwork was very efficient and helpful. She reviewed registration costs for the convention, as well as airline arrangements. She reminded associates that registration opens on May 24.

New/Old Business

Marketplace Attendance by Emeritus Members

The chair discussed the new Emeritus membership category and that these members are eligible to participate in Marketplace in China. After the China conference, the chair will share the number of Emeritus members who participated in Marketplace. She then plans to poll the full Associates Council membership to get a consensus on whether this practice should continue.

Some Associate members said it might be difficult for destinations to host so many non-journalists (which means more planning and logistics and related costs). However, the chair pointed out that:

- These members are required now to pay the highest conference registration price, which helps cover the costs of the conference and subsidize other membership categories.
- The number of then Senior and Alumni members at recent conventions has been so small that their effect on conventions is negligible. Only 5 percent of the Iceland convention attendees were Alumni, and only a few of those asked to attend Marketplace. In Biloxi, only 2 percent of the Mississippi Gulf Coast convention attendees were Alumni.
- The tiny number of appointments that might be booked at Marketplace by Emeritus members is negligible and has almost no impact on other members.

- The argument that no other society or association has a retired member category is untrue, as ***MOST*** professional societies and associations do have such a category.

Adjournment

Marcus Hibdon moved to adjourn the meeting; Jayne Scarborough seconded. The motion passed.