



Renaissance Chicago
Downtown Hotel
1 W Wacker Dr.
Chicago, Illinois

28th ANNUAL
MAST CONFERENCE
APRIL 11 - 14, 2019

PROGRAM





Name Badge Color Code



M
Member

S
Sponsor

G
Guest

SPK
Speaker

STAFF
MAST Staff

Registration Materials Sponsored by



MASTTravelNetwork



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A Special Thank You to Our Sponsors

Registration Materials

CIE Tours International

Conference App

Norwegian Cruise Line

Thursday Lunch

Norwegian Cruise Line

Thursday Welcome Dinner

Avanti Destinations

Norwegian Cruise Line

Thursday Program: Breakout Seminars, Opening General Sessions, Executive Panel, Welcome Reception

AIG Travel

Bedsonline | TravelBound

Disney Destinations

Enterprise Holdings

AzAmazing Evening, Fadó Irish Pub

Azamara Club Cruises

Gene Siskel Film Center Program, Supplier Product Classes

Classic Vacations

Celebrity Cruises

Globus family of brands

Holland America Line

Iberostar Hotels & Resorts

The Islands of the Bahamas

Viking®

Ya'lla Tours USA

Untitled Supper Club

AMResorts

Apple Vacations

Barcelo Hotel Group

RIU Hotels & Resorts

Travel Impressions

Saturday Breakfast & Morning General Session

Collette

Las Vegas Convention & Visitors Authority

Mayflower Cruises & Tours

Pleasant Holidays

Princess Cruises

50th Anniversary Evening at the Palmer House

Hawaii Tourism United States

Insight Vacations / Luxury Gold

Playa Hotels & Resorts

Royal Caribbean Intl

Uniworld Boutique River Cruise Collection / U River Cruises

Participating Sponsors

All About Tours

AmaWaterways

Amtrak Vacations / Yankee Holidays / Railbookers

Azamara Club Cruises

Club Med

Cosmopolitan Travel Services (CTS Fares)

Delta Vacations

Down Under Answers

Hurtigruten

Knightly Tours

MSC Cruises

TourCrafters

Travelex Insurance Services

Upcoming Events

2019 International Travel Forum

June 20, 2019

Hamburger University at McDonald's Campus
Oak Brook, IL

2019 Summer Workshops

August 2019

Dates & Locations TBD

Member Appreciation Day / Worldwide Destination Workshop

September 16, 2019

Chicago Shakespeare Theater
Chicago, IL

2019 All Star Trip

October 6 – 10, 2019

Vancouver, B.C. to Banff, Alberta, CA
Sponsored by: Rocky Mountaineer

2019 Sales Sensation

November 19, 2019

Drury Lane Theatre & Conference Center
Oakbrook Terrace, IL

2020 Annual MAST Conference

April 23 – 26, 2020

Galt House Hotel
Louisville, KY

2021 Annual MAST Conference

April 28 – May 2, 2021

Hyatt Regency Coconut Point
Resort & Spa
Bonita Springs, FL

Conference Communications

Make sure to share your experience with your fellow MAST Members and Suppliers! Post any photos you would like to share on the MAST Travel Network social media pages or on your personal and agency pages. Just make sure to use the hashtag **#MASTConf2019** somewhere in your message. Let's show everyone what a great travel family we have at MAST!

Stay in the Loop



Check your email for the Conference Daily for live news and updates from Chicago!



Don't miss out on any of the action! Watch for text messages featuring scheduled updates, meeting locations, and transportation departure times throughout the Conference. (Not receiving these text messages? Email your cell phone number to bob.sharer@mvptravel.com)



Download our Conference App! Digital versions of the Agenda, Conference venues, speaker bios, and seminar information will be available on the Conference App.
Sponsored by: Norwegian Cruise Line
(see page 4 for downloading instructions)

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Conference Mobile App



- ✓ Conference Schedule
- ✓ Speaker Information
- ✓ Handouts & Documents
- ✓ Post & Share Event Photos
- ✓ Event Updates & Information



How to Download The MAST Conference App

NEW TO YAPP

Go to the App Store on your device to search for and Download the “[Yapp App](#)”

OR - Type <http://my.yapp.us> into your internet browser on your device and follow the instructions.

- If prompted to “Allow Yapp to send you notifications,” please **ACCEPT** or reject.
(We recommend “Accepting” to allow notifications during the Conference)
- Click on **Add an Existing Yapp?**
 - If you do not already have a Yapp Account, you will need to create one
 - Sign Up by filling out your Name, Email, and create a Password
 - Or, you can Log In if you already have an account
 - Enter the **Yapp ID Code: My.yapp.us/MASTConf2019**

If You're Already a Yapp User

- Open the Yapp App on your device
- Click on the green “+” at the top right of your screen to add a new App
- Enter our Conference Yapp ID Code: My.yapp.us/MASTConf2019
- Click **Confirm or Approve** to add the app to your Yapp

To View the 2019 Conference App on Yapp

After you have added our event to your Yapp app, you will see our event thumbnail on your Yapp home screen. Click the thumbnail image, and the 2019 MAST Conference app will load.

To view all pages of information on the app, make sure to click on the “**More**” link (3 dots above the word More) in the bottom menu at the right side of the screen. Then you should see a list of all the pages of app content for the Conference.

Letter from the President & COO

Dear MAST Members, Preferred Suppliers and Industry Partners,

As MAST celebrates 50 years in business, We would like to thank you so much for your support, friendship, and all that you have done to make MAST the success that it is today. We are a community of travel professionals who share our knowledge, resources, and skills. We have common goals and common challenges.

Having the Annual Conference in Chicago this year is especially exciting because our roots are in Chicago. "Sweet Home Chicago" is our theme for the Conference and we will give you an experience you have not had here even though you may have lived here all of your life. Whether you have been here many times or only a few times, Chicago always has something new to offer as a world class city.

There will be many firsts at this Conference. Some of the business sessions will be held at venues other than the main Conference hotel. Some food functions are being served by prominent caterers in the city. The Gala Night, a celebration of MAST's 50th Anniversary features a popular band for dancing and formal attire, black-tie optional. Stop by the Instagram pop-up photo area throughout the weekend to capture promotional pictures for your social media marketing.

Breakout seminars presented Thursday morning by Steve Gillick and Ryan McElroy kick off three days of learning and networking. The Opening General Session is also a first for MAST, as we welcome senior sales executives from five preferred suppliers to an all-female panel, moderated by Mary Pat Sullivan. I am so thankful to Vicki Freed of Royal Caribbean International, Paula Hayes of Globus family of brands, Eva Jenner of Holland America Line, Camille Olivere of Norwegian Cruise Line, and Jaclyn Leibl-Cote of Collette for accepting our invitation to be a part of our 50th Anniversary Celebration.

Other VIPs include John Chernesky of Princess Cruises & Cunard Line, John Grutzner of Insight Vacations / Luxury Gold.

Friday morning offers eight product seminars presented by preferred suppliers. Also for the first time, there are three supplier education tracks spread over two days so MAST members and suppliers have more opportunity to learn and interact than last year. The private business appointments are back as well.

Many of Chicago's most iconic sites and activities are a part of our Conference experience. The Gene Siskel Film Center, The Second City, Untitled Supper Cub (Speakeasy), the Grand Ballroom of the Palmer House, The House of Blues Gospel Brunch, the Fulton Market area in the West Loop, and Chicago's famous rooftop bars.

Thank you for taking the time to celebrate this special milestone in MAST's life. You will learn a lot and be inspired by our speakers, panelists, executives, sponsors, suppliers and one another. Have fun, enjoy this unique city, and welcome to Chicago and MAST's 28th Annual Conference.



John Werner, CTC
President & COO
MAST Travel Network

Letter from the Chairman & CEO

Dear MAST Members, Preferred Suppliers and guests,

On behalf of the MAST Board of Directors and myself, we want to welcome each and every one of you to the 28th Annual MAST Conference, and the Celebration of 50 years of MAST!

This year we have brought the Conference back to where MAST began in Chicago. We have many exciting things planned for you, so be ready to see Chicago as you have never seen it before, and celebrate you a valued MAST Member.

We have a weekend filled with educational opportunities, networking with both suppliers and other travel advisors, a great line up of speakers as well as evening social events that will wow you! I encourage each of you to participate in everything offered to you. The knowledge gained and networking available is well worth the time you have put aside to be here this weekend. I know each of you will go back to your offices with a renewed sense of excitement that can only be gained at this Conference.

All of us at MAST are excited to have you here for this great event. This promises to be the best MAST Conference yet!

Let the 50th Celebration continue!



Neelie Kruse, CTC
Chairman & CEO
MAST Travel Network

MAST Staff



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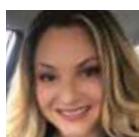
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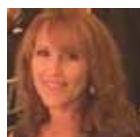
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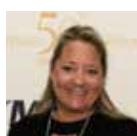
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50 Years After Founding, MAST Travel Network Thriving



The year was 1969, a time of changing in the world as well as in travel. The Concorde first took to the air; Pan Am was still a year away from inaugurating New York-London service on its 747. Cunard Line's Queen Elizabeth 2 made its maiden voyage. It was the year that some 20 to 30 travel agency owners in Chicago formed MAST Travel Network, a regional consortium.

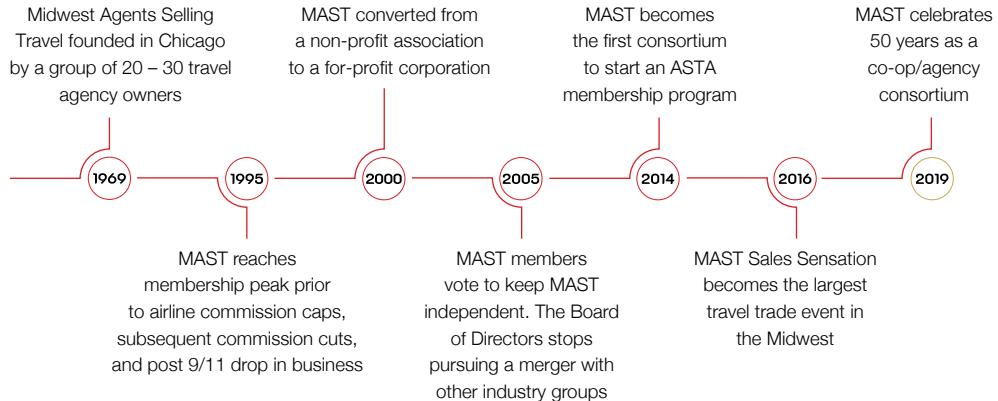
Despite the changing face of the industry and rampant consolidation in the years since then, MAST remains a stalwart presence in the Midwest and beyond. Today, it is home to 225 agency locations.

MAST, headquartered in Oakbrook Terrace, IL, near Chicago, is one of the few regional consortia left in the U.S. Part of MAST's identity is staying small. At its peak, MAST had about 350 member agency locations. That number was whittled down by the commission cuts of the 1990s and the effects that the 9/11 attacks had on the travel industry. In the time after those events, MAST members did consider joining a larger organization, but the membership voted and decided to remain independent and to stick together and rebuild the group.

Since then, sales have grown, and membership has been on an uptick with the objective to have more clout being a collective organization. While that still remains part of the consortium business today, the groups, including MAST, have evolved to offer much more. First came education, training and networking in the early years. Then, consortia started to embark upon marketing initiatives in the 1990s. That space would get progressively more detailed and sophisticated over the years, especially as the internet, and later, social media became commonplace.

There are four “pillars” that help set MAST apart today. First, the group is goal-orientated and focused on selling only its preferred suppliers. The second pillar is ensuring that each agency is seen as the travel brand and the expert that its community looks to when planning travel. Third is offering customized solutions for each member, and fourth is MAST’s internal community atmosphere.

MAST Timeline



Agenda

Wednesday, April 10, 2019

4:00 pm – 7:00 pm	Registration and Information Renaissance Chicago Downtown Hotel - Discover Foyer (2nd Floor) <i>Sponsor: CIE Tours International</i>
7:00 pm – 10:00 pm	Event for Early Arrivals: AzAmazing Evening Fadó Irish Pub <i>For MAST Travel Advisors Only and by Invitation Only</i> <i>Transportation on own / Walking distance (est. 10-min walk)</i>

Thursday, April 11, 2019

7:00 am – 5:45 pm	Registration and Information, Luggage Check Renaissance Chicago Downtown Hotel - Discover Foyer (2nd Floor) <i>Sponsor: CIE Tours International</i>
7:00 am – 8:30 am	Breakfast for Early Arrivals / Arrivals Throughout the Day Renaissance Chicago Downtown Hotel - Explore Room (2nd Floor) <i>For Conference Package Registrants Only - Not Included with Day Pass</i>
9:30 am – 10:15 am	Breakout Seminars Renaissance Chicago Downtown Hotel - Cloud Gate Ballroom (3rd floor) Telling and Selling: Energizing Your Sales, Captivating Your Clients, and Having Fun in the Process! (Rooms 1 & 2) <i>Steve Gillick, President, Taking Travel</i> How to Create a Digital Marketing Machine (Rooms 3 & 4) <i>Ryan McElroy, CEO, Travel Agency Tribes</i>
10:15 am – 10:30 am	Refreshment Break
10:30 am – 11:15 am	Repeat Breakout Seminars Renaissance Chicago Downtown Hotel - Cloud Gate Ballroom (3rd Floor)
11:30 am – 12:30 pm	Lunch Renaissance Chicago Downtown Hotel - Explore Room (2nd floor) <i>For Travel Advisor Conference Package Registrants, Travel Advisor Thursday Day Pass holders, and Thursday Day Sponsors Only</i> <i>Sponsor: Norwegian Cruise Line</i>

1:00 pm – 3:00 pm	Opening General Session with Keynote Speaker and Executive Panel
	Renaissance Chicago Downtown Hotel - Grand Ballroom (2nd floor)
	<i>For All Conference Package Registrants, and Thursday Day Pass holders</i>
	Sponsors: AIG Travel, Disney Destinations, Bedsonline TravelBound, Enterprise Holdings
	<i>Entertainment provided by: Old Town School of Folk Music</i>
	Keynote: Vicki Freed , Senior V.P., Sales Trade Support & Service, Royal Caribbean Intl.
	<i>Executive Panel Moderator: Mary Pat Sullivan, President, Sullivan Marketing Advisors</i>
	<ul style="list-style-type: none"> • Vicki Freed, Senior V.P., Sales, Trade Support & Service, Royal Caribbean Intl. • Camille Olivere, Senior V.P. of Sales, Norwegian Cruise Line • Paula Hayes, V.P. of Sales, Globus family of brands • Eva Jenner, V.P. of Sales, Holland America Line • Jaclyn Leibl-Cote, President, Collette
3:15 pm – 4:00 pm	Welcome Reception
	Renaissance Chicago Downtown Hotel - Explore Room (2nd floor)
	<i>For All Conference Package Registrants, and Thursday Day Pass holders</i>
	Sponsors: AIG Travel, Disney Destinations, Bedsonline TravelBound, Enterprise Holdings
4:00 pm – 5:45 pm	Dedicated MAST Hotel Check-In Desk
	Discover Room Foyer (2nd Floor)
	<i>For those staying at the Renaissance Chicago Downtown Hotel who submitted a credit card authorization form in advance may pick up their room key at the dedicated MAST check in desk in the Discover Room foyer from 4:00 pm to 5:45 pm. Please note this will only be open on Thursday. Those checking in other days should proceed to the main check in desk.</i>
5:45 pm – 7:00 pm	Welcome Dinner
	Renaissance Chicago Downtown Hotel - Grand Ballroom (2nd Floor)
	<i>For Conference Package Registrants Only - Not Included with Day Pass</i>
	Sponsors: Avanti Destinations, Norwegian Cruise Line
7:00 pm	Buses Depart for The Second City
	<i>Buses depart the Renaissance Chicago Downtown Hotel from the corner of Wacker Dr. and State St.</i>
8:00 pm - 10:00 pm	Comedy Performance at The Second City
	<i>For Conference Package Registrants Only - Not Included with Day Pass, Tickets Not Available</i>
10:30 pm	Arrival at the Renaissance Chicago Downtown Hotel

Friday, April 12, 2019

7:00 am – 5:00 pm	Registration and Information Renaissance Chicago Downtown Hotel - Discover Foyer (2nd Floor) <i>Sponsor: CIE Tours International</i>
7:00 am – 8:30 am	Breakfast Renaissance Chicago Downtown Hotel - Grand Ballroom (2nd Floor) <i>For Conference Package Registrants Only - Not Included with Day Pass</i>
9:00 am – 11:30 am	Supplier Product Classes Gene Siskel Film Center <i>Transportation on own / Walking distance (est. 5 min walk)</i> Sponsors: Viking®, Classic Vacations, The Islands of the Bahamas, Iberostar Hotels & Resorts, Globus family of brands, Holland America Line, Celebrity Cruises, Ya'lla Tours USA
9:45 am – 10:05 am Refreshment Break Theater 2	
10:05 am – 10:25 am Refreshment Break Theater 1	
12:00 pm – 12:45 pm	Chicago Signature Dish Lunch Renaissance Chicago Downtown Hotel - Grand Ballroom (2nd Floor) <i>For All Conference Package Registrants and Friday Day Pass holders</i>
12:45 pm – 1:15 pm	Refreshment Break
1:15 pm – 3:15 pm	Supplier Education Tracks, Round I Renaissance Hotel Downtown Chicago <ul style="list-style-type: none">• Popular Resort & Cruise Vacations: Grand Ballroom (2nd Floor)• Worldwide Cruising & Land Tours: Explore Room (2nd Floor) (Ends 3:30 pm)• Immersive Trips for Seasoned & Upscale Travelers: Cloud Gate Ballroom (3rd Floor)
3:15 pm – 3:45 pm	Refreshment Break
3:45 pm – 5:15 pm	Private Business Appointments Renaissance Chicago Downtown Hotel - Grand Ballroom (2nd Floor)

6:15 pm	Walk to Untitled Supper Club Speakeasy Event <i>Transportation on own / Walking distance (est. 7-min walk - Small bus available for anyone with mobility issues departing the Renaissance Chicago Downtown Hotel at 6:15 pm and 6:30 pm from the corner of Wacker Dr. and State St. and Departing from Untitled back to the Renaissance at 8:45 pm and 9:00 pm.)</i>
6:30 pm – 9:00 pm	Roaring 20's and Prohibition Party at Untitled Supper Club <i>For All Conference Package Registrants and Ticket holders - Not Included with Day Pass</i> Sponsors: Apple Vacations, Travel Impressions, RIU Hotels & Resorts, AMResorts, Barcelo Hotel Group
9:00 pm	Walk Back to the Renaissance Chicago Downtown Hotel <i>Transportation on own / Walking distance (est. 7-min walk)</i>
9:15 pm	Informal Gatherings - Nearby Rooftop Bars

Saturday, April 13, 2019

7:00 am – 1:30 pm	Registration and Information Renaissance Chicago Downtown Hotel - Discover Foyer (2nd Floor) Sponsor: CIE Tours International
7:00 am – 8:15 am	Breakfast Renaissance Chicago Downtown Hotel - Grand Ballroom (2nd Floor) <i>For Conference Package Registrants Only - Not Included with Day Pass</i> Sponsors: Las Vegas Convention & Visitors Authority, Collette, Pleasant Holidays, Princess Cruises, Mayflower Cruises & Tours
8:15 am – 9:30 am	Morning General Session with Keynote Speaker Renaissance Chicago Downtown Hotel - Grand Ballroom (2nd Floor) <i>For All Conference Package Registrants and Saturday Day Pass holders</i> Sponsors: Las Vegas Convention & Visitors Authority, Collette, Pleasant Holidays, Princess Cruises, Mayflower Cruises & Tours Keynote: John Chernesky, Senior Vice President, North America Sales & Trade Marketing, Princess Cruises & Cunard Line
9:30 am – 10:00 am	Refreshment Break

10:00 am – 12:00 pm	Supplier Education Tracks, Round II Renaissance Chicago Downtown Hotel <ul style="list-style-type: none"> • Popular Resort & Cruise Vacations: Grand Ballroom (2nd Floor) • Worldwide Cruising & Land Tours: Explore Room (2nd Floor) (Ends 12:15 pm) • Immersive Trips for Seasoned & Upscale Travelers: Cloud Gate Ballroom (3rd Floor)
12:15 pm – 1:00 pm	Chicago Signature Dish Lunch Renaissance Chicago Downtown Hotel - Grand Ballroom (2nd Floor) <i>For All Conference Package Registrants and Saturday Day Pass holders</i>
1:30 pm – 4:30 pm	“My Kind of Town” Saturday Afternoon Excursions <i>For Conference Package Registrants Only - Not Included with Day Pass, Tickets Not Available</i> <ul style="list-style-type: none"> • Macy's Dine & Demo • Historic Chicago Walking Bar Tour • Loop Interior Architecture Walking Tour with Pedway • Devil in the White City Tour • Chicago's History of Jazz & Blues Tour • Gateway to the West Loop Food Tasting • SPIN Ping Pong Social Club <p><i>Excursions meet by 1:25 pm in Grand Ballroom Foyer</i></p>
6:15 pm	Buses Depart for Gala Evening - Closing Reception & Dinner Palmer House <i>Buses depart the Renaissance Chicago Downtown Hotel from the corner of Wacker Dr. and State St.</i>
6:30 pm – 7:15 pm	Closing Reception Palmer House - State Ballroom (4th Floor) <i>For All Conference Package Registrants and Ticket holders - Not Included with Day Pass</i>
7:15 pm – 10:00 pm	50th Anniversary Gala Evening Palmer House - Grand Ballroom (4th Floor) <i>For All Conference Package Registrants and Ticket holders - Not Included with Day Pass</i> Sponsors: Playa Hotels & Resorts, Insight Vacations, Hawaii Tourism United States, Uniworld Boutique River Cruise Collection / U River Cruises, Royal Caribbean International <i>Entertainment provided by: Phase IV (Band)</i>
9:15 pm – 10:30 pm	Shuttle Buses Return to the Renaissance Chicago Downtown Hotel

Sunday, April 14, 2019

7:00 am – 10:00 am	Registration and Information Renaissance Chicago Downtown Hotel - Discover Foyer (2nd Floor) <i>Sponsor: CIE Tours International</i>
7:45 am	Gather for Charity Event <i>The Charity Walk will depart the Renaissance Chicago Downtown Hotel from the corner of Wacker Dr. and State St.</i>
8:00 am - 8:45 am	Charity Event: Wood Family Foundation Fun Walk <i>1.5-mile loop to Millennium Park and back to the Renaissance (\$25 entry fee / donation)</i>
10:00 am or 12:30 pm	House of Blues Gospel Brunch for Ticket Holders <i>Not Included in any Registration Package. Ticket Purchase Required. Meet MAST Staff for tickets in House of Blues lobby. Lobby doors open at 9:00 am. Transportation on own / Walking distance (est. 5 min walk)</i>

Daily Details

Wednesday, April 10, 2019

4:00 pm – 7:00 pm | Registration and Information

Renaissance Chicago Downtown Hotel - Discover Room Foyer (2nd Floor)

Sponsor: CIE Tours International

7:00 pm – 10:00 pm | AzAmazing Evening hosted by Azamara Club Cruises

Fadó Irish Pub, 100 W Grand Ave

For MAST Travel Advisors Only and by Invitation Only

Transportation on own / Walking distance (est. 10-min walk)

AzAmazing Evenings celebrate the uniqueness of a culture. Join us as we celebrate Irish culture in Chicago. This event will take place Wednesday April, 10 for the early arrivals from 7:00 pm - 10:00 pm.

This cultural and educational evening will highlight the food, music, dance and libations from Ireland and the British Isles. In 1996, a group of Irishmen decided to bring the best of Dublin Pub culture to the United States. Fadó (pronounced f'doe) is Gaelic for "long ago" and is commonly used to start a story, similar to "once upon a time." Designed and constructed in Ireland, the pub is made up of multiple uniquely designed sections on three levels. This Chicago Pub features many 'snugs' – perfect little areas for bringing people together. It also features a reclaimed 100+ year old bar from the Purty Kitchen in Dublin. This venue was chosen because the restaurant tells the story of Ireland's rich and ever-evolving pub culture.

Thursday, April 11, 2019

7:00 am – 5:45 pm | Registration and Information, Luggage Check

Renaissance Chicago Downtown Hotel, Discover Room Foyer (2nd Floor)

Sponsor: CIE Tours International

7:00 am – 8:30 am | Breakfast for early arrivals

Renaissance Chicago Downtown Hotel - Explore Room (2nd Floor)

For Conference Package Registrants Only - Not Included with Day Pass

9:30 am – 10:15 am | Breakout Seminars

Renaissance Chicago Downtown Hotel - Cloud Gate Ballroom (3rd Floor)

Attendees will be assigned to a room at 9:30 am and asked to switch rooms at 10:30 am, which will be indicated on their personal schedules. Members of the same agency will be kept together.

Telling and Selling: Energizing your Sales, Captivating your Clients and Having Fun in the Process! (Cloud Gate Ballroom 1 & 2)

Steve Gillick, President, Talking Travel

The expression is “Tell it as you know it and sell it like you mean it”. For Travel Advisors this equates to a license to express the enthusiasm, energy and passion that attracted them to a career in travel in the first place. But ‘telling’ goes much further than just talking about your travels. It ties into social media, photos, videos, focusing your listening skills, fine-tuning your customer service skills, documenting your adventures, and taking full advantage of your background and travel training (your provenance). This will be a fast-paced, interactive session that may very well change your attitude toward selling from ‘need to’ and ‘have to’, to ‘want to’ and ‘love to’.



Steve Gillick
President
Talking Travel

Steve Gillick loves to travel and loves to talk to people who love to talk about travel. He's been at it since 1967 when he visited nine European destinations on a school trip and kept a detailed diary of all his experiences.

Steve worked as a tour guide, became Vice President of a tour company, experienced a stint as a full time summer camp director and then joined the Canadian Institute of Travel Counsellors—the educational trade association for Canada's travel industry—where he ultimately served as President and Chief Operating Officer.

In 2012 Steve founded his own consultancy Talking Travel: Global Travel Training Solutions with the goal of training travel professionals to enhance their destination sales and marketing skills through customer engagement and ‘dynamic positivity’; all in the service of revenue generation.

In his role as a travel writer, Steve has authored “The Travel Coach” column for Travel Industry Today since 2010. His unique insights into destinations and travel trends have appeared in the consumer publications, Dreamscapes—Travel & Lifestyle Magazine and Euphoria Magazine and e-Tokyo News, as well as Travel Industry publications such as Travel Market Report, Selling Travel, Canadian Traveller Magazine, Open Jaw, and others. A full list of Steve's articles may be found www.talkingtravel.ca/stevewrites.html.

Steve is a board member of the Ontario Chapter of the Travel Media Association of Canada.

Steve is a popular conference speaker. Over the years, he's presented at industry events across Canada, the United States, and internationally. His style has been described as energetic, electric, interactive and effective, and his use of highly creative visuals is both educational and entertaining.

In 2013 Steve began to write, photograph and publish the Travel2-Destination e-zine series that now includes Travel2Japan (3 Issues); Travel2Ireland and Travel2Colombia as well as 2 general destination magazines. (www.talkingtravel.ca/publications.html)

To date, Steve has explored 72 countries and over 600 destinations

How to Create a Digital Marketing Machine (Cloud Gate Ballroom 3 & 4)

Ryan McElroy, CEO, Travel Agency Tribes

Successful people in any business or vertical share common traits and habits. It's not always comfortable. It's not always easy.

Are you willing to go all in and create a digital marketing machine?

Ultimately, winning in today's digital world comes through hard work, dedication, focus and the willingness to take risks and learn by doing. Ryan includes practical examples and concrete, motivating tips on how you can use available online and offline tools to attract, engage, retain and increase the value of past, current and future travelers.



Ryan McElroy

*Chief Executive Officer
Travel Agency Tribes*

Ryan has 18 years of travel industry experience. He has worked in every facet of the travel industry from Sheraton Hotels to international tour companies. Ryan's role at Travel Agency Tribes is to collaborate on the strategic direction of the company as well as lead the sales and marketing functions. Recently, Ryan was Named to the Top 20 Under 40 by London Inc. Magazine and top 40 under 40 by Canadian Traveller Magazine.

Driving growth through innovative solutions that help travel advisors build their business is his passion and forte. Ryan Lives in London Ontario, with his wife two daughters and Bernese Mountain Dog Oates.

10:15 am – 10:30 am Refreshment Break

10:30 am – 11:15 am | Repeat Breakout Seminars

Renaissance Chicago Downtown Hotel - Cloud Gate Ballroom (3rd Floor)

Travel Advisors will Switch Rooms

11:30 am – 12:30 pm | Lunch

Renaissance Chicago Downtown Hotel - Explore Room (2nd Floor)

For Travel Advisor Conference Package Registrants, Travel Advisor Thursday Day Pass holders, and Thursday Day Sponsors Only

Sponsor: Norwegian Cruise Line

1:00 pm – 3:00 pm | Opening General Session with Keynote Speaker & Executive Panel

Renaissance Chicago Downtown Hotel - Grand Ballroom (2nd Floor)

For All Conference Package Registrants and Thursday Day Pass holders

Sponsors: AIG Travel, Disney Destinations, Bedsonline | TravelBound, Enterprise Holdings

The Opening General Session will take place in Grand Ballroom of the Renaissance Chicago Downtown Hotel from 1:00 pm to 3:00 pm. All suppliers are encouraged to attend this session.

To start things off on a festive note, free-style guitarist Eric Lugosch from the famed Old Town School of Folk Music will provide entertainment.

After the Opening Keynote by Vicki Freed, V.P. Sales, Trade Support and Service, Royal Caribbean International, Mary Pat Sullivan, President Sullivan Marketing Advisors, will moderate an Executive Panel featuring some of the travel industries most prominent trend setters:

- **Vicki Freed**, *V.P. Sales, Trade Support and Service, Royal Caribbean International*
- **Camille Olivere**, *Senior V.P. of Sales, Norwegian Cruise Line*
- **Paula Hayes**, *V.P. of Sales, Globus family of brands*
- **Eva Jenner**, *V.P. of Sales, Holland America Line*
- **Jaclyn Leibl-Cote**, *President, Collette*



Vicki Freed

*Senior Vice President, Sales, Trade Support and Service
Royal Caribbean International*

Vicki Freed is Royal Caribbean International's Senior Vice President of Sales, Trade Support and Service.

Freed oversees the company's sales force, the largest and most awarded sales team in the cruise industry. She also manages Royal Caribbean International's Trade Support and Service division, which includes Reservations, Group Sales and Consumer Outreach.

Freed joined the company after 29 years with Carnival Cruise Lines, where she spent the last 15 years as senior vice president of Sales and Marketing. Prior to that, Freed served in a variety of sales management positions within the cruise line. From 1998 to 2000, Freed also served as the first and only female chairman of the Cruise Line International Association (CLIA), the marketing and travel agent training arm of the North American cruise industry.

During her tenure in the Cruise Industry, Freed has earned numerous awards for outstanding achievement in sales and marketing, including an induction into CLIA's Hall of Fame as recipient of their 2018 Lifetime Achievement Award. She's also been honored with the esteemed Michelle Morgan Leadership Award, becoming the first cruise line executive to receive the recognition. Other accolades include TravelAge West magazine's Excellence in Leadership Award and SoCalASTA's Diamond Award, as well as being named Travel Trade magazine's "Executive of the Year." Under Freed's sales leadership, Royal Caribbean International has been the recipient of the Travel Weekly Readers Choice Award for Best Sales & Service 10 years in a row and the TravelAge West Wave Award for Cruise Line Providing the Best Travel Agent Support for 10 years in a row.

Freed serves on the board of the Jewish Adoption and Foster Care Options (JAFCO) and she is a trustee of the United Way of Miami-Dade County. Previously, she served on the Florida Commission on Tourism for ten years, the board of directors for the South Florida Chapter of Make-a-Wish Foundation for nine years and the board of directors for the Association for Travel Marketing Executives.

Freed earned a bachelor's degree in business with an emphasis in marketing from the University of Colorado. She also holds a Certified Travel Counselor (CTC) designation.

**Mary Pat Sullivan, Executive Panel Moderator**

President

Sullivan Marketing Advisors

Mary Pat Sullivan has been in the leisure travel industry for 30 years and provides marketing and industry relations consulting services for suppliers and retail organizations. Her responsibilities include advisory board building and management, focus group and event moderation, trade public relations and marketing plans, development of travel agency programs, and other services for top travel industry organizations. She currently moderates live and virtual events for Travel Weekly and TravelAge West, including more than 80 webinars a year and holds a position as leisure analyst for Phocuswright Inc.

Mary Pat's industry clients include: American Express Travel Related Services, Enterprise Rent-A-Car, Marriott International, Northstar Travel Group, Passport Online Inc., Starwood Hotels & Resorts, Tauck World Discovery, Walt Disney Travel Company, Phocuswright Inc., Rezdy, The Travel Industry Association, Xanterra Parks & Resorts, and others.

Previously vice president, marketing communications with The Travel Institute, she has also been a member of the travel industry publishing community since 1988. Mary Pat was publishing director of Leisure Travel News, Travel Counselor Magazine (The Travel Institute's official journal) and ASTA Agency Management Magazine, and began her career as a beat reporter covering Mexico. Mary Pat spent more than a dozen years in various reporting, editorial management and publishing roles. As part of her professional development, she earned her CTC in 1996 as part of The Travel Institute's first Executive Institute.

Mary Pat has held board seats for The Travel Institute Board, the Board of Directors of the Travel Industry Association, the national advisory board of the Academy of Travel and Tourism, and the Starwood Hotels & Resorts Leisure Advisory Board.

**Camille Olivere**

Senior Vice President, Sales, Americas

Norwegian Cruise Line

Camille Olivere, Senior Vice President of Sales for Norwegian Cruise Line, the innovator in cruise travel, joined the company in 2009. She serves as the company's primary advocate for travel partners in North America, leading the brand's sales team in the United States and Canada.

Well-known and highly regarded within the cruise industry, Olivere has been a champion of the company's Partner's First Philosophy, the cruise line's commitment to enhancing engagement and bolstering relations with travel partners.

Olivere sits on the Cruise Line Industry Association (CLIA) trade board and the American Society of Travel Advisors (ASTA) marketing committee. She was recently appointed to the board of First Tee in Broward, a network dedicated to impacting the lives of young people by providing educational and mentorship through the game of golf. She is also very active in the community and works with Marklund – a nonprofit organization that supports infant, children, teens and adults with serious and profound developmental disabilities.



Paula Hayes
Vice President of Sales
Globus family of brands

Paula Hayes' interest in and passion for travel ignited in high school when she participated in a foreign exchange program in Guatemala. And, it's this passion for travel that has driven her career in tourism.

Paula began her career with a Caribbean/South American tour operator. Initially hired to translate hotel contracts, she quickly moved through the ranks and eventually left the organization as director of sales. Since that time, she has become a well-respected leader in the travel industry and boasts a long history of stellar sales experience in resort, cruise and global tour operations with such companies as SuperClubs and Club Med.

Throughout her career, Paula has received several accolades. Among them is recognition as one of the "Most Powerful Women in Travel" for seven consecutive years by Travel Agent.

Now, in her role as the Globus family of brands' vice president of sales, Paula is responsible for managing all facets of the company's sales operations, including creating and leading the company's sales and marketing strategies and supervising its national sales team.

Paula is an active member of ASTA's Allied Marketing Committee as well as the North American Tourism Council, French Affairs. When she's not working, she and her husband enjoy an active, outdoor lifestyle.



Eva Jenner
Vice President of Sales
Holland America Line and Seabourn

Eva Jenner is the Vice President of Sales for Holland America Line and Seabourn. In this role, she leads a team of sales professionals dedicated to developing business through national accounts and travel retailers throughout the United States and Canada, as well as the General Sales Agent network in Asia, South America, Africa and the Middle East. She also has responsibility for the company's large portfolio of full-ship charters and incentive groups, and all aspects of sales promotion, training and trade engagement.

Eva joined Holland America Line in 2005 as Assistant General Counsel and served as a corporate attorney for eight years before moving to Sales. Before joining Holland America Line and Seabourn, Eva spent nine years as an attorney in New York City working for international law firms, Clifford Chance (Rogers & Wells) and Cleary, Gottlieb, Steen & Hamilton.

Eva was raised in Honolulu, Hawaii and obtained a B.A. from the University of California, Los Angeles, a J.D. from Syracuse University College of Law and an Executive Development Program Certificate from the University of Washington Foster School of Business. Eva, her husband and two children reside in Seattle, Washington.



Jaclyn Leibl-Cote

President
Collette

Jaclyn manages Collette's day-to-day operations, working with our global offices, teams on the road and all over the company. She collaborates with the strategic leadership and executive teams to drive Collette's growth. She directly oversees product development and tour management operations; and works closely with the sales and marketing teams. Jaclyn started with Collette in 2005 and has held numerous positions within the company. Jaclyn spent many years designing product and managing tours in regions including in the United States and Australia. She has also guided tours and worked in the customer care center as an inside sales representative. She holds a Bachelor of Arts degree from the University of Rhode Island and an MBA from Babson College.

Jaclyn is an avid supporter of many nonprofit organizations and holds positions on different boards. She loves traveling and if she had to pick a favorite destination it would probably be New Zealand, a hidden gem with beautiful scenery and great people. Her favorite role in life is mother to three wonderful children – twin boys and a little girl. She enjoys taking trips with her family, bringing her two greatest passions together.

3:15 pm – 4:00 pm | Welcome Reception

Renaissance Chicago Downtown Hotel - Explore Room (2nd Floor)

For All Conference Package Registrants and Thursday Day Pass holders

Sponsors: AIG Travel, Disney Destinations, Bedsonline | TravelBound, Enterprise Holdings

Appetizers and a hosted wine and beer bar will be featured. Suppliers are encouraged to attend this session.

4:00 pm - 5:45 pm | Dedicated MAST Hotel Check-In Desk

Renaissance Chicago Downtown Hotel - Discover Room Foyer (2nd Floor)

For those staying at the Renaissance Chicago Downtown Hotel who submitted a credit card authorization form in advance may pick up their room key at the dedicated MAST check in desk in the Discover Room foyer from 4:00 pm to 5:45 pm. Please note this will only be open on Thursday. Those checking in other days should proceed to the main check in desk.

5:45 pm – 7:00 pm | Welcome Dinner

Renaissance Chicago Downtown Hotel - Grand Ballroom (2nd Floor)

For Conference Package Registrants Only - Not Included with Day Pass

Sponsors: Avanti Destinations, Norwegian Cruise Line

7:00 pm | Buses Depart for The Second City

Buses will depart for from the corner of Wacker Dr and State St. Due to the size of the MAST Conference, tickets have been secured in both the venue's theaters. Your personal schedule will indicate which theater you are in. Members of the same organizations will be kept together.

Food and drinks will be available for purchase. MAST will provide one drink ticket.

8:00 pm – 10:00 pm | Comedy Performance at The Second City

For Conference Package Registrants Only - Not Included with Day Pass, Tickets Not Available

10:30 pm | Arrival at the Renaissance Chicago Downtown Hotel

Friday, April 12, 2019

7:00 am – 5:00 pm | Registration and Information

Renaissance Chicago Downtown Hotel - Discover Room Foyer (2nd Floor)

Sponsor: CIE Tours International

7:00 am – 8:30 am | Breakfast

Renaissance Chicago Downtown Hotel - Grand Ballroom (2nd Floor)

For Conference Package Registrants Only - Not Included with Day Pass

9:00 am – 11:30 am | Supplier Product Classes

Gene Siskel Film Center, 164 N State St

Transportation on own / Walking distance (est. 5-min walk)

Sponsors: Viking®, Classic Vacations, The Islands of the Bahamas, Iberostar Hotels & Resorts, Globus family of brands, Holland America Line, Celebrity Cruises, Ya'lla Tours USA

Supplier Product Classes at the Gene Siskel Film Center will take place from 9:00 am to 11:30 am. Attendees should walk to the center, which is located at 164 N State St, Chicago, IL 60601, a brief few minutes' walk from the hotels. See the Maps section at the back of the program and your personal schedule for directions.

You will hear the latest developments from:

- Viking®
- The Islands of the Bahamas
- Classic Vacations
- Iberostar Hotels & Resorts
- Holland America Line
- Globus family of brands
- Ya'lla Tours USA

Refreshments will be provided by another Chicago legend....Little Goat Catering. Little Goat Catering is part of the restaurant empire founded by celebrity chef, Top Chef Winner and Chicago native Stephanie Izard.

9:45 am - 10:05 am | Refreshment Break Theater 2

10:05 am - 10:25 am | Refreshment Break Theater 1

12:00 pm – 12:45 pm | Chicago Signature Dish Lunch

Renaissance Chicago Downtown Hotel - Grand Ballroom (2nd Floor)

For All Conference Package Registrants and Friday Day Pass holders

12:45 pm - 1:15 pm | Refreshment Break

1:15 pm – 3:15 pm | Supplier Education Tracks, Round I

Renaissance Chicago Downtown Hotel

The Supplier Education Tracks, Round I, will take place from 1:15 pm to 3:15 pm in the following rooms of the Renaissance Chicago Downtown Hotel:

- **Popular Resort & Cruise Vacations:** Grand Ballroom, 2nd Floor
- **Worldwide Cruising & Land Tours:** Explore Room, 2nd Floor (Ends 3:30 pm)
- **Immersive Trips for Seasoned & Upscale Travelers:** Cloud Gate Ballroom, 3rd Floor

Travel Advisors will select one track for this round, and rotate between five to six presentation areas within the room. Five Suppliers will present for 4 minutes at each presentation area.

(see page 26 for supplier assignments)

3:15 pm - 3:45 pm | Refreshment Break

3:45 pm – 5:15 pm | Private Business Appointments

Renaissance Chicago Downtown Hotel - Grand Ballroom (2nd Floor)

Both Travel Advisors and Suppliers may select up to 6 ten-minute appointments.

This is an excellent opportunity for MAST Travel Advisors and Preferred Suppliers to discuss sales opportunities, groups, co-op marketing activities, promotional offers, tools and booking engines on your web portal, education and training.

6:15 pm | Walk to Untitled Supper Club Speakeasy Event

Untitled Supper Club, 111 W Kinzie St

Transportation on own / Walking distance (est. 7-min walk to the venue, located at 111 W Kinzie St, Chicago, IL 60654. From the Renaissance Chicago Downtown Hotel to Untitled Supper Club, head west on W. Wacker Dr toward N Dearborn St and turn right onto N. Dearborn St. Turn left onto W Kinzie St. See the maps section at the back of the document for directions. Small bus available for anyone with mobility issues departing the Renaissance Chicago Downtown Hotel at 6:15 pm and 6:30 pm from the corner of Wacker Dr. and State St. and Departing from Untitled back to the Renaissance at 8:45 pm and 9:00 pm. Those with mobility issues should also ask for assistance to the elevator at the venue.)

6:30 pm - 9:00 pm | Roaring 20's and Prohibition Night at Untitled Supper Club

For All Conference Package Registrants and Ticket holders - Not Included with Day Pass

Sponsors: Apple Vacations, Travel Impressions, RIU Hotels & Resorts, AMResorts, Barceló Hotel Group

The Roaring 20's and Prohibition Night at Untitled Supper Club will take place from 6:30 pm to 9:00 pm. The evening will feature heavy appetizer stations, an open bar and casino games. Attendees should bring \$3 cash for coat check. This event is for Travel Advisor and Supplier Conference Package holders, and Ticketholders. For those of you bringing a ticketed guest (non-registered guest), please pick up their name badge at the entrance to the venue.

Supplier Education Tracks - Supplier Assignments

Track 1 Popular Resort & Cruise Vacations	Track 2 Worldwide Cruising & Land Tours	Track 3 Immersive Trips for Seasoned & Upscale Travelers
Presentation Area 1 Apple Vacations Travel Impressions Amstar DMC AMResorts Hawaii Tourism United States	Presentation Area 1 Avanti Destinations Mayflower Cruises & Tours Bedsonline TravelBound TourCrafters Holland America Line	Presentation Area 1 Azamara Club Cruises Acacia Holidays Down Under Answers Boscolo Tours EcoAmerica Tours
Presentation Area 2 Disney Destinations Amtrak Vacations / Yankee Holidays The Islands of the Bahamas Lomas Travel Enterprise Holdings	Presentation Area 2 Collette Pleasant Holidays Princess Cruises Central Holidays Centrav	Presentation Area 2 G Adventures Regent Cruises Oceania Cruises Rocky Mountaineer Insight Vacations / Luxury Gold
Presentation Area 3 Norwegian Cruise Line Las Vegas Convention & Visitors Authority Club Med Hyatt Resorts in Hawaii ABC Global Services	Presentation Area 3 Ed-Ventures Viking® Insight Vacations totalstay Delta Vacations	Presentation Area 3 Alexa / Travel Agency Tribes SITA World Tours Ya'lla Tours USA Knightly Tours Crystal Cruises
Presentation Area 4 Royal Caribbean Intl. Iberostar Hotels & Resorts Playa Hotels & Resorts Sandals & Beaches Cosmopolitan Travel Service (CTS Fares)	Presentation Area 4 Tauck MSC Cruises Classic Vacations AIG Travel CIE Tours Intl.	Presentation Area 4 Hurtigruten Celestyal Cruises Passport Online AmaWaterways Travelex Insurance Services
Presentation Area 5 RIU Hotels & Resorts Palladium Hotel Group Barcelo Hotel Group Sandos Hotels & Resorts Blue Diamond Resorts	Presentation Area 5 Avalon Waterways Globus family of brands Anderson Vacations Auto Europe Rail Europe North America Inc.	Presentation Area 5 Uniworld Boutique River Cruise Collection / U River Cruises Seabourn Cruise Line C & H Intl. Railbookers Paul Gauguin Cruises
	Presentation Area 6 Contiki Vacations Celebrity Cruises All About Tours Tahiti Tourisme Monograms	

9:00 pm | Walk back to the Renaissance Chicago Downtown Hotel

Transportation on own / Walking distance (est. 7-min walk)

9:15 pm | Informal Gatherings - Nearby Rooftop Bars

Saturday, April 13, 2019

7:00 am – 1:30 pm | Registration and Information

Renaissance Chicago Downtown Hotel - Discover Room Foyer (2nd Floor)

Sponsor: CIE Tours International

7:00 am – 8:15 am | Breakfast

Renaissance Chicago Downtown Hotel - Grand Ballroom (2nd Floor)

For Conference Package Registrants Only - Not Included with Day Pass

Sponsors: Las Vegas Convention & Visitors Authority, Collette, Pleasant Holidays, Princess Cruises, Mayflower Cruises & Tours

8:15 am – 9:30 am | Morning General Session with Keynote Speaker

Renaissance Chicago Downtown Hotel - Grand Ballroom (2nd Floor)

For All Conference Package Registrants and Saturday Day Pass holders

Sponsors: Las Vegas Convention & Visitors Authority, Collette, Pleasant Holidays, Princess Cruises, Mayflower Cruises & Tours

Speaker: John Chernesky, Senior Vice President, North America Sales & Trade Marketing, Princess Cruises & Cunard Line



John Chernesky

Senior Vice President, North America Sales & Trade Marketing

Princess Cruises & Cunard Line

John leads the national accounts and field sales team of sales directors and business development managers who are responsible for managing the relationship with North America Travel Advisors who sell Princess Cruises and Cunard Line. In addition John is responsible for all Princess Trade Marketing. In this role he provides executive leadership for trade relations and oversees the development of sales and marketing programs to meet the company's annual revenue goals. He provides strategic sales and marketing guidance to retailers to help increase their cruise sales with Princess and Cunard.

John has been with Princess for 26 years and prior to his role in Sales served in a number of positions within the Fleet Operations Department, most notably the Vice President, Onboard Revenue & Business Development.

9:30 am – 10:00 am | Refreshment Break

10:00 am – 12:00 pm | Supplier Education Tracks, Round II

Renaissance Chicago Downtown Hotel

The Supplier Education Tracks, Round II, will take place from 1:15 pm to 3:15 pm in the following rooms of the Renaissance Chicago Downtown Hotel:

- **Popular Resort & Cruise Vacations:** Grand Ballroom, 2nd Floor
- **Worldwide Cruising & Land Tours:** Explore Room, 2nd Floor (Ends 12:15 pm)
- **Immersive Trips for Seasoned & Upscale Travelers:** Cloud Gate Ballroom, 3rd Floor

Travel Advisors will select one Track for this round, and rotate to five to six presentation areas within the room. Five Suppliers will present for 4 minutes at each presentation area.
(see page 26 for supplier assignments)

12:15 pm – 1:00 pm | Chicago Signature Dish Lunch

Renaissance Chicago Downtown Hotel, Grand Ballroom (2nd Floor)

For All Conference Package Registrants and Saturday Day Pass holders

1:30 pm – 4:30 pm | “My Kind of Town” Saturday Afternoon Excursions

Renaissance Chicago Downtown Hotel, Grand Ballroom Foyer (Gather by 1:25 pm)

For Conference Package Registrants Only - Not Included with Day Pass, Tickets Not Available

Macy's Dine & Demo



At the turn of the 19th century, it was not acceptable for a lady to dine unescorted by a gentleman while out in public. If a woman got a little peckish while shopping, she would need to return home to grab a snack. One day, a sales associate in the Millinery (Hat) Department named Mrs. Hering, broke tradition by sharing her own lunch, a pot pie from her grandma's recipe, with a very hungry client. The client enjoyed the homemade chicken pot pie so much, she convinced Mrs. Hering to make more

pies and proceeded to invite her friends to dine the next day and view the latest fashions in hats. Legend has it that Marshall Field was making his rounds, heard laughter from the back room of the millinery department, and poked his head in.

When the South Tea Room opened in 1907, Marshall Field ensured that the pot pie by Mrs. Hering was added to the menu. The Tea Room was officially named the Walnut Room in 1937 and Mrs. Hering's Pot Pie is still one of the most popular dishes on the menu over a century later.

One of Macy's chef's will show you how to prepare this famous dish. Of course, you will get to try it!

The excursion is included in the cost of registration, but please understand that cancellations on or after March 25 and no-shows will incur an \$80.00 cancellation charge (cost of the tour). Changes cannot be accommodated after March 25.

Devil in the White City

Explore the compelling true story told by Erik Larson in his best-selling book, “The Devil in the White City,” about two simultaneous events in Chicago history: The World’s Colombian Exposition of 1893 and the emergence of serial murderer Dr. Henry H. Holmes.

The tour, which is conducted by docents of The Chicago Architecture Center, begins in the Grand Ballroom of Renaissance Chicago Downtown Hotel with a 45-minute film on H.H. Holmes and The Chicago World’s Fair, followed by a bus tour to locations and buildings that fair goers would have experienced.

This diverse tour stops at the street that was home to Chicago’s business and social elite during the Fair, winds past the home of Fair critic Ida B. Wells, highlights the Midway and the site of the Ferris Wheel and stops for a short walking tour of the Fairgrounds in Jackson Park. Those who have read Erik Larson’s book will learn more about the circumstances surrounding the Fair and Dr. Holmes; those who haven’t will find this tour to be a fascinating introduction to the 1893 World’s Fair and the evil Dr. Holmes.

The excursion is included in the cost of registration, but please understand that cancellations on or after March 25 and no-shows will incur a \$30.00 cancellation charge (cost of the tour). Changes cannot be accommodated after March 25.

Chicago’s History of Blue & Jazz



This tour is designed to invite a discussion about an important Crossroad in American Culture – a crossroad in which Chicago artists from four different musical genres built the bridge that led to the birth of Rock N Roll in the 1950’s and early 60’s!

Travel to the South side of Chicago and follow in the “greats” footsteps while reveling in the echoes of Mahalia, Buddy, Muddy, Howlin, Louis, Benny, Bix, Sam, Curtis so many more!

Listen carefully as the guide thoughtfully reveals the hidden mysteries and forgotten sounds that emanated all over Chicago which helped define American music in the 20th century.

Itinerary

- Discussion of the history blues and jazz in Chicago while traveling to the first stop Introduction of 4 genres and the Great Northern Migration Music assortment of Chicago artists from these genres
- Guided tour of Chess Records-Willie Dixon Blues Heaven Foundation
- Vee Jay Records drive by and stories about Chicago’s Music Row
- Drinks at Buddy Guy’s Legends

The excursion is included in the cost of registration, but please understand that cancellations on or after March 25 and no-shows will incur a \$58.00 cancellation fee (cost of the tour). Changes will not be accommodated after March 25.

Historic Chicago Bar Walking Tour

An historic Chicago pub crawl with an educational twist! Explore Chicago’s entertainment history and learn about prohibition, jazz, theater, vices, and social clubs. In addition to the tour guide’s stories, interact with historic photos and videos on shared iPads. You’ll eat, drink, and learn about Chicago architecture, Prohibition-era history, and party culture on this educational walking tour.

Stories and Ideas

- Secrets of the Mag Mile
- Tribune Tower architecture
- The famous Billy Goat Tavern
- Chicago's underground layers
- An early jazz club and speakeasy
- 19th-century Gilded Age mansions
- Opulent 1920s lobbies

Itinerary

- Tribune Tower
- Hotel Intercontinental
- Billy Goat Tavern (Drinks/appetizers)
- 437 Rush (Drinks/appetizers)
- Lawry's Restaurant
- Surprise Stop
- Michael Jordan's Steakhouse (Drinks/appetizers)

This tour leaves from the Renaissance Chicago Downtown Hotel, with participants walking to the first stop, and returns to Renaissance Hotel Downtown Chicago after the last stop. Estimated distance is 1.65 miles, including distance to and from the hotel.

The excursion is included in the cost of registration, but please understand that cancellations on or after March 25 and no-shows will incur a \$61.00 cancellation fee (cost of the tour). Changes will not be accommodated after March 25.

[Loop Interior Architecture Walking Tour With Pedway](#)

Step into magnificent interior spaces and the underground Pedway. Explore a creative route that weaves through buildings and secret short-cuts. You'll get a solid overview of Chicago history, and a new perspective on looking at our famous architecture – both inside and out! This is much more than a Pedway walking tour. This creative architecture tour ventures into beautiful lobbies and corridors of both Chicago landmarks and lesser-known historic sites.

Stories and Ideas

- How to read history within architecture
- Chicago segregation and social diversity
- Charles Yerkes, Chicago's Most Shady Businessman
- City development failures and successes
- History of shopping and women's movements
- Chicago's Smart Infrastructure
- Design psychology behind architecture

Itinerary

- Chase Tower
- Chicago Temple Building
- Daley Center

- Block 37
- CTA
- Macy's
- Pedway
- Cultural Center

This tour leaves from the Renaissance Chicago Downtown Hotel, with participants walking to the first stop, and returns to Renaissance Chicago Downtown Hotel after the last stop. Total estimated distance is 1.5 miles, including the distance to and from the hotel.

The excursion is included in the cost of registration, but please understand that cancellations on or after March 25 and no-shows will incur a \$26.00 cancellation fee (cost of the tour). Changes will not be accommodated after March 25.

Gateway to the West Loop Food Tasting

Discover Chicago's hottest foodie neighborhood as you nosh on cuisine from the master chefs that started a dining revolution. This tour allows you to experience some of the area's artisan hotspots. Enjoy the dazzling neighborhood charm and hidden cultural gems off-the-beaten-path as you taste signature food and drink with a local guide.

Bonci: Roman styled pizza, featuring all fresh and natural ingredients that create a one-of-kind culinary experience.

Formento's/Nonna's: This restaurant is a tribute to the owner's grandmother. Enjoy a sample of Nonna Formento's famous meatballs.

Cemitas Puebla: A family owned restaurant that specializing in traditional Poblano foods. Enjoy their signature cemitas.

Do-Rite Donuts: Artisanal Donuts in unusual flavors such as Candied Maple Bacon, Blueberry Crumb and Pistachio-Meyer Lemon

The excursion is included in the cost of registration, but please understand that cancellations on or after March 25 and no-shows will incur a \$86.00 cancellation fee (cost of the tour). Changes will not be accommodated after March 25.

SPIN Ping Pong Social Club



Created by actress Susan Sarandon, SPIN Ping Pong Social Club features plush chairs, hardwood floors and modern lighting that make it feel like possibly the coolest rec room ever. Be on the lookout for the graffiti wall covered with work from local artists.

Just a few minutes' walk from the Renaissance Hotel Downtown Chicago, enjoy a relaxing afternoon at this unique, interactive bar.

The excursion is included in the cost of registration, but please understand that cancellations on or after March 25 and no-shows will incur a \$20.00 cancellation fee (cost of the tour). Changes will not be accommodated after March 25.

Leisure Time

Is there something else you would rather do with this time? No problem! Just let us know you will not be signing up for an Excursion so we know there is not a miscommunication.

Chicago is an amazing city with many wonderful sights to see. Groupon offers special discounted 3 and 4 attraction passes.

Unique Suggestions

McCormick Bridgehouse and Chicago River Museum

The McCormick Bridgehouse & Chicago River Museum celebrates the Chicago River and its world-famous movable bridges. Beginning at river level and spiraling five stories up, the McCormick Bridgehouse & Chicago River Museum provides a one-of-a-kind opportunity to explore a historic landmark bridgehouse.

At river level, visitors can view the massive gears of Chicago's most famous movable bridge and then journey through time as they experience the story of the Chicago River. Once at the top of the Bridgehouse, visitors are treated to magnificent 360 degree views of the city and river, and will gain a whole new perspective on the beauty and complexity that is Chicago.

Chicago CityPASS

Experience the best of Chicago with CityPASS. You'll get premium admission to the most iconic attractions in the city, hand-picked and packaged into one convenient ticket booklet at a big savings. Because CityPASS is valid for 9 consecutive days starting with the first day of use, there's no need to rush through each attraction. And skipping most ticket lines means you'll have more time to enjoy the Chicagoan experience—from the city's famous landmarks and beautiful architecture to the amazing food and warm Midwestern hospitality. <https://www.citypass.com/chicago>

6:15 pm | Buses Depart for Gala Evening Reception and Dinner at the Palmer House

Buses depart the Renaissance Chicago Downtown Hotel from the corner of Wacker Dr. and State St.

6:30 pm – 7:15 pm | Closing Reception

Palmer House - State Ballroom (4th Floor)

For All Conference Package Registrants and Ticket holders - Not Included with Day Pass

7:15 pm – 10:00 pm | 50th Anniversary Gala Evening

Palmer House - Grand Ballroom (4th Floor)

For All Conference Package Registrants and Ticket holders - Not Included with Day Pass

Sponsors: Playa Hotels & Resorts, Insight Vacations, Hawaii Tourism United States, Uniworld Boutique River Cruise Collection / U River Cruises, Royal Caribbean International

Entertainment provided by: Phase IV (Band)

Buses will depart for the 50th Anniversary Gala Evening at the Palmer House from the Renaissance Chicago Downtown Hotel at 6:15 pm. Buses will depart from the corner of Wacker Dr. and State Street. The Closing Reception will take place in the State Ballroom and the dinner and program will take

place in the Grand Ballroom, which are both on the 4th floor. The evening will feature a hosted bar and complementary coat check.

Speaker: Jon Grutzner, President, Insight Vacations & Luxury Gold



Jon Grutzner
President
Insight Vacations & Luxury Gold

Following 22 successful years in the premium and luxury space of the travel industry, Jon Grutzner was named President of Insight Vacations and Luxury Gold, USA in April 2018. Jon began his career in education and then joined the travel industry with Collette Vacations as a District Sales Manager in 1995. He has held numerous leadership positions including roles with Carlson Leisure Group, Readers Digest and Azamara Club Cruises.

Grutzner ended his tenure at Azamara Club Cruises and joined Insight Vacations and Luxury Gold. Building upon his strong background of directing a field sales team and with national accounts, Grutzner excels at developing new business and sales opportunities while managing budgets and establishing a formidable presence in the marketplace.

Grutzner's proven sales, marketing and management experience – coupled with his strong relationship-building and presentation skills – made him the natural successor as President. Under Grutzner's joins, Insight Vacations as the brands enjoys two of its most successful years in the history of the brand and having successfully launching Luxury Gold.

Grutzner resides in Fairfield, CT with his wife Julie and daughter Madeline.

9:15 pm – 10:30 pm | Shuttle Buses Return to the Renaissance Chicago Downtown Hotel

Buses will begin returning to the Renaissance Chicago Downtown Hotel at 9:15 pm, with the final bus departing at 10:30 pm.

Sunday, April 14, 2019

7:00 am – 10:00 am | Registration and Information

Renaissance Chicago Downtown Hotel - Discover Room Foyer (2nd Floor)

Sponsor: CIE Tours International

Please note that both the Renaissance and theWIT Hotel have 12:00 pm checkout times.

7:45 am | Gather for Charity Event

The Charity Walk will depart the Renaissance Chicago Downtown Hotel from the corner of Wacker Dr. and State St.

8:00 am - 8:45 am | Charity Event: Wood Family Foundation Fun Walk

Renaissance Chicago Downtown Hotel at the corner of State St and Wacker Dr

Join your fellow Conference participants for a fun morning walk to Millennium Park and back for charity.

MAST will be making a donation to the Wood Family Foundation, founded by Kerry and Sarah Wood. Kerry played in Major League Baseball from 1998 until 2012 as pitcher for the Chicago Cubs, Cleveland Indians, and New York Yankees over his career. Kerry is now retired from Major League Baseball and works with his wife for their family foundation whose broad mission is to improve the lives of Chicago's children.

MAST established a Go Fund Me account for members and suppliers to make a donation.

Participants in the fun walk will meet Sunday morning at 7:45 am in front of the Renaissance Chicago Downtown Hotel at the corner of State and Wacker.

We will begin with a stretch or two and a send-off by cheering fans while we take a 1.5 mile loop to Millennium Park and back. On the group's return, we will take a photo with a representative of the Wood Family Foundation. Fun walk participants are asked to pay a \$25.00 entry fee as part of their donation.

If you are going to the House of Blues Gospel Brunch this morning, there is plenty of time to participate and get back in time to get ready for checking out of the hotel and going to brunch.

10:00 am or 12:30 pm | House of Blues Gospel Brunch for Ticket Holders

House of Blues, 329 N Dearborn St

Not Included in any Registration Package. Ticket Purchase Required

Transportation on own / Walking distance (est. 5-min walk)

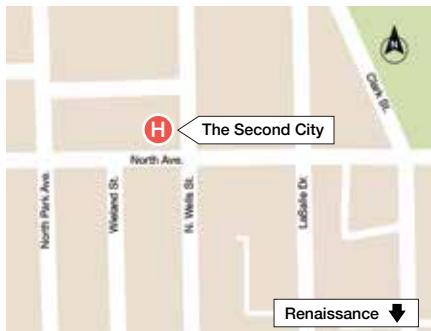
House of Blues Sunday Gospel Brunch will be from 10:00 am to 11:30 am or 12:30 pm to 2:00 pm. Please note that this is a ticketed event and is not included in any Conference registration. If you did not request tickets when you registered but wish to attend, please contact Susan.Filz@mvptravel.com.

If you purchased a ticket for House of Blues, your time will be indicated on your personal schedule. Please show your name badge and personal schedule at will call.

Attendees should walk to The House of Blues, which is located at 329 N Dearborn St, Chicago, IL 60654. See the Maps section at the back of the program and your personal schedule for directions.

Meet MAST Staff in the lobby of House of Blues for tickets. Lobby doors open at 9:00 am.

Downtown Chicago



Legend

A Renaissance

1 West Upper Wacker Drive

B theWit

201 N State Street

226 feet from the Renaissance

C Gene Siskel Film Center

164 N State St

361 feet from the Renaissance

D House of Blues

329 N Dearborn St

0.2 miles from the Renaissance

E Untitled Supper Club

111 W Kinzie St

0.3 miles from the Renaissance

F Fadó Irish Pub

100 W Grand Ave

0.5 miles from the Renaissance

G Palmer House

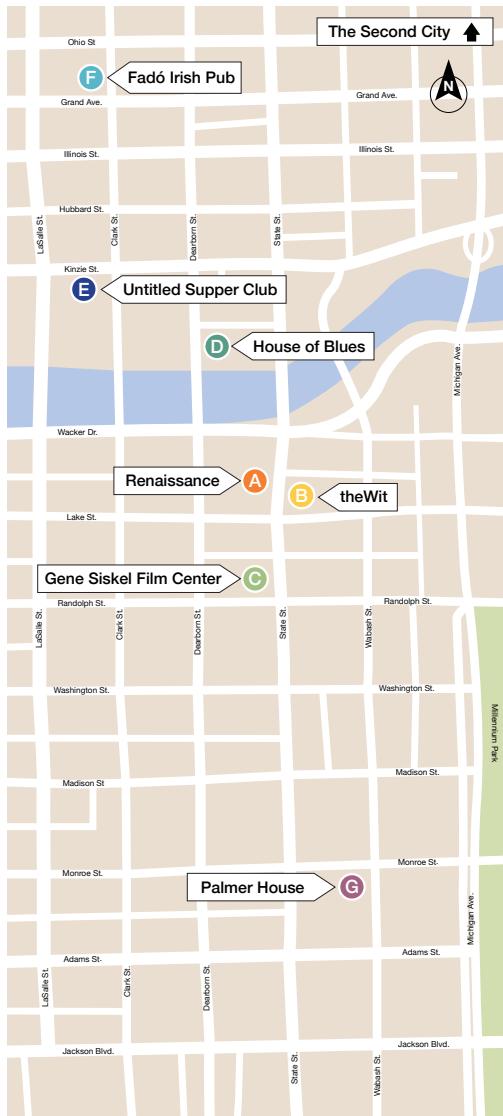
17 E Monroe St

0.5 miles from the Renaissance

H The Second City

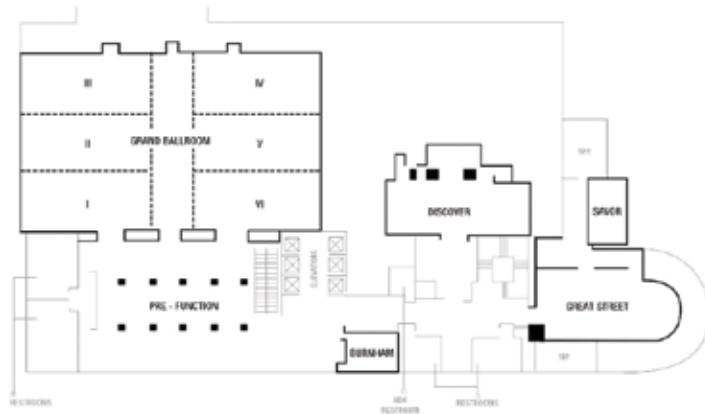
1616 N Wells St

2 miles from the Renaissance

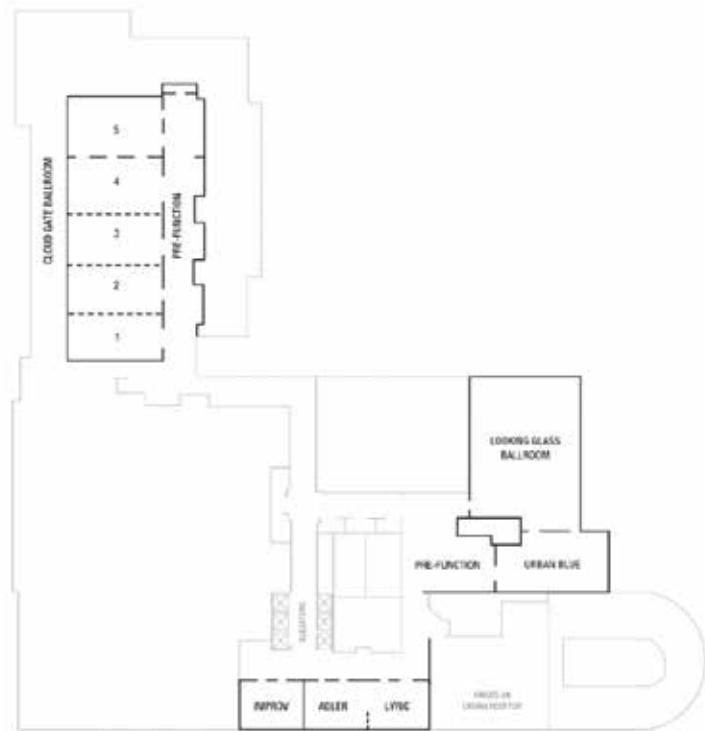


Renaissance Chicago Downtown Hotel

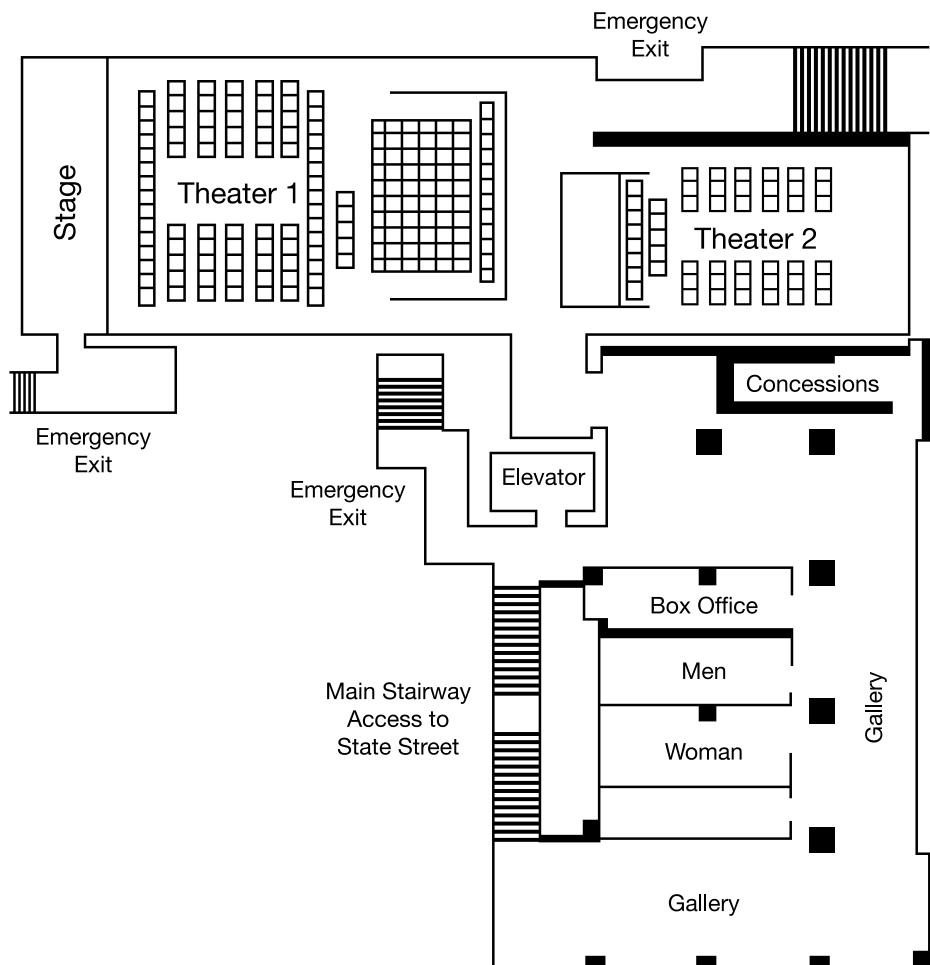
2nd Floor



3rd Floor



Gene Siskel Film Center



Exclusive ASTA Membership Offer

Join Forces and Secure the Future of Your Agency



MAST Travel Network members have the opportunity to take advantage of a special offer MAST has negotiated with the American Society of Travel Advisors (ASTA). In recognition of our joint mission to promote and defend the retail travel distribution channel, MAST is contributing toward the annual ASTA membership dues. Your remaining cost to join ASTA is only \$149/year.

JOIN FOR JUST ~~\$345~~

Join us as we secure your future. **TOGETHER**, we will move our industry forward. MAST is proud to partner with ASTA and we hope you'll take advantage of this offer.

To sign up and for more details, contact Strategic Development Manager
Stephanie Werner at stephanie.werner@mvptravel.com.

MAST JV - Young Professionals Network



MAST JV is a group of travel professionals under the age of 40 with a focus on networking, education and career development. JV hosts exclusive networking hours at MAST events year-round.

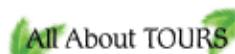
Being a part of this group will enable you to establish strong business contacts in the travel industry. Agency membership with MAST is required to be a member of JV. Receive exclusive monthly newsletters, invites on exclusive FAM trips and other networking events. Additional benefits will be offered to those JV members who belong to ASTA, such as; a private Facebook group to connect with their peers on a daily basis, industry training and invitations to young professional retreats. JV members will also be invited to join the MAST Team on Tourism Cares projects.

Membership is FREE!

And with over 50 young professionals in the MAST community, we have kicked things into gear to start shaping our future! MAST has formed an 8-person JV Development Committee, as a way to plan more networking events, identify the growing needs of the industry with steps we need to take, and to develop strategic consumer, educational, and career awareness PR campaigns!

**To become a member of MAST JV or for more information, please contact:
Strategic Development Manager, Stephanie Werner at stephanie.werner@mvptravel.com.**

Preferred Suppliers Participating in the Conference





MAST Consumer Awareness Campaigns

Promotional Material for Agency Use

MAST, ASTA, and others in the travel industry have been very active in the promotion of Travel Advisors. MAST Consumer Awareness campaigns have been featured in various travel trade news sites and on social media, sending potential customers to the agency profiler on the MAST website where a traveler can contact a MAST member for their trip. ASTA has been successful getting the Travel Advisor story out in dozens of newspapers, TV shows and magazines across the country including the Boston Globe, Forbes Magazine, USA Today, CNN and more. Feel free to share this information across your various social media and marketing platforms to highlight your profession and the connections and clout of your business!

Summer Survey Series

During the Summer, MAST hosted it's "Summer Survey Series" where the membership was polled monthly on what they believed to be the best of the best when it came to resorts, cruises, destinations, and hidden gems around the world. Feedback was shared in several social media efforts.

To View Results Visit

- **Top 10 Restaurants in Mexico According to MAST Travel Advisors**
<http://www.landseatravel.com/Best-Mexican-Restaurants>
- **Top 5 Cruise Lines for Shipboard Entertainment According to MAST Travel Advisors**
<http://landseatravel.com/Cruise-Entertainment>
- **Best Hidden Gems Off the Beaten Path of Italy According to our Travel Advisors**
<http://www.landseatravel.com/Hidden-Gems-Italy>

Why Use a Professional Travel Consultant Video Campaign

To view video visit: <https://www.youtube.com/watch?v=GMiefbZP9MU>

Our Network of Travel Professionals Group Photo

With 2019 being our Anniversary year and having this passed Sales Sensation being our highest attended yet, MAST Staff and the Meetings & Events Committee thought it needed to be emphasized that when your clients book their travel dreams with a MAST Travel Advisor, they not only get your one-on-one professional services, but they also get the support, expertise, and care of this entire network of professionals. These are all the people working on their behalf and who have their back from the beginning of the planning process to after they return home! Feel free to share this photo to highlight your business!



ASTA “We’ll Take You there” Video Campaign

To view video visit: <https://www.youtube.com/watch?v=Jlfhad35ZU>



Travel Advisor Career Awareness Campaign

In correlation with MAST's Educational Focus back in 2018, MAST embarked on a campaign to "Reinvent the Travel Experience". Customers are looking for new options and places to go. They want something unique and different. If you are not "up to speed" with the time, you won't be able to "deliver". MAST focused on the changing expectations of clients and more importantly, what you, as a Travel Advisor, need to do to meet those expectations.

Members were asked to complete a "Career Happiness Survey" for the purpose of putting a spotlight on the Travel Advisor Profession. To show new talent that passion and success come with choosing travel as a career path. Results were more than positive and the information gathered showed that being a Travel Advisor is an enriching career choice.

To View the Travel Pulse Article Visit:

<https://www.travelpulse.com/news/host-agency-and-consortia/it-s-a-good-time-to-be-a-travel-agent.html>

If you would like any of this information please contact Strategic Development Manager, Stephanie Werner at stephanie.werner@mvptravel.com

Travefy Professional

Save Time. Impress Clients.

Simplify your itinerary process with the easy, branded itinerary and quote builder. Consolidate travel details from multiple suppliers into one simple and beautiful itinerary.

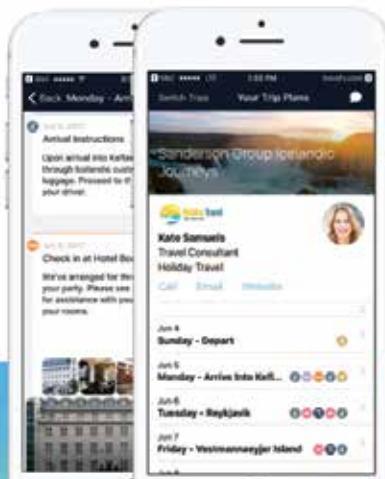
Itinerary Delivery via:



Features

- Create & Edit Itineraries
- Automatic Flight Updates
- Build Quotes & Proposals
- Integrated Cruise Itineraries
- Import Bookings via Email
- Upload Documents
- Import via ClientBase
- Add Custom Travel Info
- Save Itinerary Templates
- Create Reuseable Content
- Interactive Maps
- Access a Worldwide Places Database
- Add Your Branding

Learn more and start a free trial at:
Travefy.com/MAST



Join the Xpedition!

Training Program for New Travel Advisors

Need more staff but no time to train them yourself? Have your new Travel Advisors “Join the Xpedition”, as they embark on their new career path.



Series 1
Mexico & the Caribbean



Series 2
Ocean & River Cruising &
Group Business



Series 3
Europe & Escorted Tours



Series 4
Hawaii



NEW! Series 5
Australia, New Zealand &
the South Pacific



NEW! XI
Xpedition Independent

Please contact Manager of Social Media & Public Relations, Amber Zakem, at amber.zakem@mvptravel.com for additional information and to enroll your new Travel Advisor employee in Xpedition!

See You Next Year!

29th Annual MAST Conference



Louisville, Kentucky

April 23 – 26, 2020

Galt House Hotel

140 N Fourth St.

Louisville, KY 40202

Travel Advisors Register at MAST Sales Sensation,
November 19, 2019 for the lowest price!



MASTTravelNetwork



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Oakbrook Terrace, Illinois 60181
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