

EDUCATION

The cover of the January 2014 issue of COURIER magazine features a large red title "COURIER" at the top. Below it is a photograph of a woman in a white dress holding a white umbrella, standing on a sidewalk with stars on the ground. The text "DELIVERING BUSINESS ESSENTIALS TO NTA MEMBERS" is at the top left, and "JANUARY 2014" is at the top right. The main headline "GREAT STORIES BEGIN HERE" is in large white letters. Other headlines include "Everything You Need to Know to be a Travel Exchange Star" (Page 30), "LEGISLATIVE HURDLES HAMPER STUDENT TRAVEL" (Page 16), "STUDENTS EXPLORE SCIENCE IN SEATTLE" (Page 104), "WHAT MAKES A PERFORMING ARTS INSTITUTION A WORLD-CLASS ATTRACTION?" (Page 26), "ENGLAND'S SHAKESPEARE CELEBRATION BEGINS" (Page 15), "SIX MUST-SEE NEVADA TREASURES" (Page 99), "CHICAGO'S SHEDD AND ADLER SHINE AT SPECIAL EVENTS" (Page 88), and "NTA MEMBERS EXPLORE BAVARIA AND BOHEMIA" (Page 114). The NTA logo is at the bottom left.

Tuesday, Feb. 18

Vehicle and Driver Certification that Improves Company Profitability and Visibility by Reducing Fuel Consumption, Reducing Environmental Impact and Increasing Public Awareness*

9-10 a.m.

This interactive session will introduce the Certification for Sustainable Transportation's programs geared to help operators reduce costs, save fuel and promote their services. Attendees will hear from UMA operators currently using these programs as well as Dave Kestenbaum, CST director, who will introduce the eRating vehicle certification and "Eco-Driver" and "Idle Free" certification programs designed for drivers.



Paul Vitale

The founder of Vital Communications Inc., Paul speaks worldwide about the significance of optimism, a strong work ethic, and concepts vital to personal and professional growth. Paul has authored four books and been featured on NBC, ABC, FOX and the Minnesota Vikings Entertainment Network and is a regular talk-show guest.



Erik Wolf

Erik Wolf is recognized internationally as the founder of the food tourism industry. With nearly 25 years of experience in travel marketing, he has worked with a variety of travel industry companies and international organizations. He is considered the go-to food tourism resource for media and is a regular adviser to UNESCO's Creative Cities Network gastronomy program. A member of Slow Food, Erik sees food as a way to communicate and connect with local people.

Tires, Tires, Tires!!!*

9-10 a.m.

Recently, considerable regulatory focus has centered on tires, weight, speeds and load-capacity ratings. This hands-on session will inform owners and management about how to select the correct tire, assessing axle weight loads, proper maintenance for safe operations, longer treadwear and lower tire cost.

LGBT Market Seminar

9-10 a.m.

Speaker:

International Gay and Lesbian Travel Association;
NTA Strategic Partner

Looking to expand into the LGBT market? Learn about the latest information from the United Nations World Tourism Organization and other resources you can use to help attract the LGBT community to your tours, venue or destination.

The WOW Factor – Presenting with Ease

9-10 a.m.

Speaker: Paul Vitale

In this session, Paul reveals techniques to help you become a more polished presenter, including how to manage public-speaking anxiety. Other points include the organization, creation, approach and delivery of a complete message, and effective vocal delivery and composure.

Championing Your Sustainability

9-10 a.m.

Speaker:

Jeremy Sampson, Sustainable Travel International;
NTA Strategic Partner

This session will help you craft and share your sustainability successes. You'll explore best practices in sustainability communications, identify opportunities to integrate sustainability into marketing campaigns and consider how the visitor experience can play a role in helping to shape your efforts.

Bus Operators Beware! Plaintiff Attorneys Have You in Their Crosshairs*

presented by Lancer Insurance Company

10:15-11:15 a.m.

Paul Berne (Claims) will focus on the strategies that the plaintiff bar has developed to portray motorcoach companies in the worst possible light and provide video examples of two of the nation's leading plaintiff attorneys who are developing successful cases