

Dear NTA friends,

I know many of us are busy with holiday season travel and hopefully taking a little time to prepare ourselves for our own family celebrations. In case you were not with us at the Convention in Reno, I want to update you on some news.

As you are aware, 2009 NTA Chairman and CEO Michele Michalewicz, CTP, appointed an Identity Task Force this year to review NTA's brand and gather broad member input on your thoughts about NTA, the brand and the name of the association. During the Business Meeting Luncheon, Michele shared with everyone the results, the Identity Task Force's recommendation to the NTA Board and the board's decision.



During the past 10 months, all members were given an opportunity to share opinions on what the association means to them, how NTA is perceived in the industry, and if there was a need for a name change. We had a member survey with a 21 percent response, we held focus groups, and we did one-on-one calls if you weren't able to participate in the focus groups.

In the survey and on these calls, you told us that NTA is valuable to you as a resource, and that membership gives you credibility in the industry. You said NTA is a great place for business, and it's professionally run as well as a place where you find a sense of community.

Also, you told us that we didn't need a name change. While the words "national" and "tour" may not be broad enough to describe the diverse nature of what our members do, there was a great deal of equity and brand awareness in the letters: NTA.

The Identity Task Force took all of your feedback, suggestions, ideas and opinions and recommended to the NTA Board that we should begin using the letters NTA as the name of our association.

In its November meeting, the board unanimously agreed with this recommendation. There is great brand equity in those three letters and that's what everyone calls our association. Making this subtle, but important, change, will help NTA as we continue to grow and diversify our membership to bring you more business opportunities.

On behalf of the NTA Board, I want to thank everyone who provided their feedback, responded to the survey, participated in a focus group and shared their ideas. You helped the Identity Task Force and the NTA Board make this decision, and we couldn't have done it without you.

In the coming year, the Identity Task Force will continue to meet and assess the need for an association tagline and the possibility of updating our logo. I will keep you updated on this process.

I thank you for your continued support, and I look forward to working with you in 2010 to make it the best year possible.

Happy Holidays!

Cathy Greteman
NTA Chairman and CEO