

## USTOA'S TERRY DALE SIGNS NEW THREE-YEAR CONTRACT AS PRESIDENT AND CEO



Jerre Fuqua, CTC, president, TRAVCOA and YMT Vacations and chairman of the USTOA Board of Directors; Paula Twidale, executive vice president at Collette and vice chairman of the USTOA Board of Directors; and Terry Dale, president and CEO of USTOA

NEW YORK – June 22, 2015 – Jerre Fuqua, CTC, president, TRAVCOA and YMT Vacations and chairman of the [United States Tour Operators Association's \(USTOA\)](#) Board of Directors, today announced that Terry Dale has signed a new three-year contract extending his role as president and CEO of the association through 2018. Dale began as President in 2011 and assumed the additional role of chief executive officer in fall 2012.

“Terry is a dynamic and innovative leader who has molded a clear vision for the future for USTOA,” added Fuqua. “I speak on behalf of the Executive Committee, Board of Directors and the entire membership when I say that we are privileged to have Terry as our leader and look forward to seeing what the next three years will bring.”

According to Fuqua, Dale’s underlying goals to increase USTOA’s role in industry advocacy and grow awareness of the association and its members are behind the success of several key initiatives under his watch. Among these are the annual USTOA Congressional Caucus (the fourth was just completed), a first-ever travel agent training program, the USTOA Innovation Lab in partnership with Cornell University’s prestigious SC Johnson Graduate School of Management and a number of successful digital consumer awareness campaigns that have reached millions.

“I am so grateful for the support of Jerre, past and future chairpersons, the Executive Committee, Board of Directors and members of USTOA. But it really is the amazing team I have the privilege of working with every day that make this job so special,” said Dale. “With them, I’m confident that there’s no challenge to great or goal too high that we can’t meet together.”

With the support of the USTOA team Dale has reinvigorated the association’s Annual Conference and Marketplace with sought-after speakers and new events that have led to record attendance year-over-year.

Registration for the association's Annual Conference & Marketplace taking place December 3-5, 2015 at the Hyatt Regency Chicago in Chicago, Illinois opens in July. The conference is open to delegates from active member and associate member companies of USTOA. Companies must be a current member of USTOA with annual dues paid for 2015 in order to attend.

For questions and more information on USTOA, visit [www.ustoa.com](http://www.ustoa.com), call 212-599-6599, or email [information@ustoa.com](mailto:information@ustoa.com).

**About USTOA:**

Representing more than \$13.5 billion in revenue, the member companies of U.S. Tour Operators Association provide tours, packages and custom arrangements that allow nearly 8 million travelers annually unparalleled access, insider knowledge, peace-of-mind, value and freedom to enjoy destinations and experiences across the entire globe. Each member company has met the travel industry's highest standards, including participation in the USTOA's Travelers Assistance Program, which protects consumer payments up to \$1 million if the company goes out of business.

As a voice for the tour operator industry for more than 40 years, USTOA also provides education and assistance for consumers and travel agents.

**Contact:**

Gina Dolecki/Liz Carty  
Redpoint Marketing PR., Inc.  
212-229-0119  
[Dolecki@redpointpr.com](mailto:Dolecki@redpointpr.com)  
[Carty@redpointpr.com](mailto:Carty@redpointpr.com)

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