

January to December 2010

Issue Date	Ad Deadline	Special Coverage
January 5	December 18, 2009	PCMA Preview
January 11,12,13 (3x)	December 18	PCMA Show Dailies, Dallas
January 19	December 18	National News
January 27, 29 (2x)	January 8, 2010	RCMA Show Dailies, Ft. Worth
February 2	January 22	Destinations Showcase Preview
February 9	January 29	VIVA Mexico! Issue
February 16	January 29	CMP Today
February 23	February 12	Destinations Showcase On-Site
March 2	February 19	Going Green Eco-Friendly Hotels/Dests
March 9	February 26	Available for Issue Sponsorship
March 16	March 5	Classic Resorts Issue
March 23	March 12	Available for Issue Sponsorship
March 30	March 19	Available for Issue Sponsorship
April 6	March 26	Available for Issue Sponsorship
April 13	April 2	Florida Resorts
April 20	April 9	Available for Issue Sponsorship
April 27	April 16	Available for Issue Sponsorship
May 4	April 16	CMP Today
May 11	April 23	Gaming Venues/Destinations Issue
May 18	April 6	Springtime Preview
May 25	April 6	Springtime On-Site
June 1	April 6	Springtime Wrap-up
June 8	May 28	Leadership Bonus Circulation Issue
June 15	June 4	Available for Issue Sponsorship
June 22	June 11	Available for Issue Sponsorship
June 29	June 18	Golf Resorts Destinations
July 6	June 18	MPI WEC Preview
July 13	July 2	CMP Today/CESSE On-Site, Pittsburgh
July 20	July 9	DMAI On-Site, Hollywood, Florida
July 25,26,27 (3x)	June 18	MPI WEC Show Dailies, Vancouver
August 3	June 18	National News
August 10	July 16	ASAE Preview
August 17	July 16	Affordable Meetings East Preview
August, 22, 23 (2x)	July 16	ASAE Show Dailies, Los Angeles
August 31	July 16	National News
September 7	August 27	Affordable Meetings East On-Site
September 14	August 27	Available for Issue Sponsorship
September 21	September 10	2nd Tier City, First Class Venue Issue
September 28	September 17	Available for Issue Sponsorship
October 5	September 24	Available for Issue Sponsorship
October 12	October 1	ITME On-Site, Chicago
October 19	October 8	Canada's Call Issue
October 26	October 15	Available for Issue Sponsorship
November 2	October 22	New & Renovated Hotels/Resorts Issue
November 9	October 29	World View Issue
November 16	November 5	CMP Today/Calendar Issue
November 23	November 12	Holiday Showcase Preview
November 30	November 19	Available for Issue Sponsorship
December 7-8 (2x)	November 24	IAEE Show Dailies, New Orleans
December 14	December 10	Forum Holiday Showcase On-Site
December 21	December 3	DC Bonus Circulation Issue
December 28	N/A	No Issue This Week

THE WEEKLY COMMUNITY NEWSPAPER OF ASSOCIATIONS, CVBs AND HOTELS

USAE

VOLUME 28, ISSUE 19 NEWSSTAND PRICE: \$5.00 MAY 5, 2009



Mexico Tourism Hit Hard By Swine Flu

Traveler Fears Prompt Tourism Leaders, Companies To Act
By Jonathan Trapp

The \$13 billion-per-year Mexican tourism industry, already reeling from the global economic recession and media focus on drug cartel-related violence, has taken another serious blow from the outbreak of Swine Flu.

The disease to date has killed more than 100 U.S. citizens, and is feared to spread to other parts of the world. The U.S. State Department and the Centers for Disease Control and Prevention have issued a warning against any non-essential travel to Mexico.

CDC is concerned that continued travel by U.S. travelers to Mexico presents a serious risk for further outbreaks of some flu in the United States," the agency said.

Officials with the Mexico Tourism Board (MTB) and the Mexican Embassy declined to return requested USAE calls for comment on the situation.

Judge Enjoins Hilton, Execs in Trade Secrets Dispute

Formerly Halts Work on Danizen Brand in Dispute with Starwood
By Christopher Cole

A federal judge on April 24 ordered Hilton Hotels Corp. and two of its executives to stop developing the Danizen hotel brand and not to use any information from Starwood Hotels as it helps Hilton, stole massive amounts of proprietary, confidential Starwood documents in order to "copy" Hilton's entry into the lifestyle hotel market, reposition its luxury brands and substantially reduce its costs and risks of doing so."

Starwood says Klein and Lavani, helped by Hilton, stole massive amounts of proprietary, confidential Starwood documents in order to "copy" Hilton's entry into the lifestyle hotel market, reposition its luxury brands and substantially reduce its costs and risks of doing so."

ASAE's 'The Power of A' Campaign Off To Good Start

By Ben Shiesman

"The Power of A" is a new public relations campaign created by the American Society of Association Executives & The Center for Association Leadership aimed at D.C. lawmakers and their staffers, hoping to convince them of the value the association community holds.

The Power of A, where A stands for associations, is a multimedia campaign that is hitting the television shows and web sites where D.C. politicians and other policymakers are known to frequent. The big unveiling, as far as the television ads are concerned, began on April 28.

The TV spots first aired during the Sunday morning political shows, such as Meet The Press, Face The Nation, and Fox News Sunday, just to name a few. This kind of exposure does not come cheap though.

A salesperson from the NBC affiliate in Washington said there are many different variables that go into ad buys, including number of ads and how early the ads are purchased, but that a one-time buy for one ad during Meet The Press, is about \$30,000. For Face The Nation a 30-second ad that only airs locally falls somewhere in the \$10,000-\$20,000 range.

The local ABC affiliate declined to provide that station's ad rates. Even when the local ABC affiliate declined to provide that station's ad rates. Even when the local ABC affiliate declined to provide that station's ad rates.

Please turn to page 8

Inside

Peter Kacheris Named Managing Director of Hilton's Bonnet Creek Project

Hotels Open in October
By Christopher Cole

Peter Kacheris, a 30-year veteran of the hotel industry, has been named managing director of the Waldorf Astors Orlando and the Hilton Orlando Bonnet Creek opening this fall.

Kacheris is in charge of getting Hilton's largest development project in history up and running. Both hotels are scheduled to open in October with more than 1,500 employees. He will be responsible for the final phase of construction along with opening and day-to-day operations of the Waldorf and Hilton. The property, which includes a new golf course, is surrounded on three sides by Walt Disney World Resort.

Right now things are running smoothly, Kacheris said. Due to economic conditions there is a large labor pool in the industry as well as good deals on supplies.

"We're about 30 days ahead right now, and I would guess to say that this is probably the perfect environment to be opening hotels right now," he told USAE. "You've got unbelievable price of labor through-out the world." He said the new property is "bringing more supplies than probably any hotel in the United States."

Kacheris arrives at the project, which includes a new golf course, is surrounded on three sides by Walt Disney World Resort.

Please turn to page 14

THE WEEKLY COMMUNITY NEWSPAPER OF ASSOCIATIONS, CVBs AND HOTELS

USAE

4341 Montgomery Avenue • Bethesda, MD 20814
Phone: 301.951.1881 • Fax: 301.656.2845
www.usanews.com • e-mail: usae@usae-e-mail.com

USAE

2010

Editorial Calendar

January to December 2011

Issue Date	Ad Deadline	Special Coverage
January 4	December 3, 2010	PCMA Preview
January 10, 11, 12 (3x)	December 3	PCMA Show Dailies, Las Vegas
January 18	December 3	National News
January 26, 28 (2x)	January 14, 2011	RCMA Show Dailies, Tampa
February 1	January 21	Destinations Showcase Preview
February 8	January 28	Available for Issue Sponsorship
February 15	February 4	Going Green Eco-Friendly Issue
February 22	February 11	Destinations Showcase On-Site
March 1	February 18	Available for Issue Sponsorship
March 8	February 25	Available for Issue Sponsorship
March 15	March 4	Classic Resorts Issue
March 22	March 11	Available for Issue Sponsorship
March 29	March 18	Gaming Venue Issue
April 5	February 25	Springtime Preview
April 12	February 25	Springtime On-Site
April 19	February 25	Springtime Wrap Up
April 26	April 8	CMP Today
May 3	April 22	Available for Issue Sponsor
May 10	April 29	Florida Resorts Issue
May 17	May 6	Available for Issue Sponsorship
May 24	May 13	Available for Issue Sponsorship
May 31	May 20	Leadership Bonus Circulation Issue
June 7	May 27	Available for Issue Sponsorship
June 14	June 3	Available for Issue Sponsorship
June 21	June 10	Golf Destinations Issue
June 28	June 17	MPI Preview
July 5	June 17	CMP Today
July 12	July 1	ASAE Preview
July 19	July 8	CESSE On-Site/DMAI On-Site
July 24, 25, 26 (3x)	June 17	MPI Show Dailies, Orlando
August 2	June 17	National News
August 7, 8 (2x)	July 1	ASAE Show Dailies, St. Louis
August 16	July 1	National News
August 23	August 12	Affordable Meetings East Preview
August 30	August 19	Available for Issue Sponsorship
September 6	August 26	Affordable Meetings East On-Site
September 13	September 2	Viva Mexico Issue
September 20	September 9	Available for Issue Sponsorship
September 27	September 16	2nd Tier City, First Class Venue Issue
October 4	September 23	ITME On-Site
October 11	September 30	Canada's Call Issue
October 18	October 7	Available for Issue Sponsorship
October 25	October 14	New & Renovated Hotels
November 1	October 21	World View Issue
November 8	October 28	CMP Today/Calendar Issue
November 15	November 4	Holiday Showcase Preview
November 22	November 11	DC Bonus Circulation Issue
November 29	November 18	Available for Issue Sponsorship
December 6, 7 (2x)	November 23	IAEE Show Dailies, Las Vegas
December 13	December 2	Holiday Showcase On-Site
December 20	December 9	Available for Issue Sponsorship
December 27	N/A	NO ISSUE THIS WEEK

* Note: : 2011 Destinations Showcase and ASAE Springtime issue dates are subject to change based on actual show dates

USAE Editorial Calendar

Every Week and At Every Major Meeting, USAE's Got You Covered

USAE is the weekly newspaper for and about the national association, CVB and hospitality sales communities published every Tuesday (except the week of Christmas.) In addition to the weekly newspaper, USAE publishes a variety of on-site, preview and other special editions in conjunction with major association industry conventions. This editorial calendar lists weekly and on-site editions planned for 2010 and 2011. (Please note: Some 2011 event dates are subject to change.)

Show Daily Editions Include On-Site, 27000 "E" Circulation

Numerous USAE Show Daily & On-Site editions will be published throughout 2010. Circulation of each includes paid print and "e" subscribers, on-site readers, and e-turning page availability through a web link publicized via USAE-MAIL to association executives nationwide.

There will be dailies during the American Society of Association Executives (ASAE) Annual Meeting, the gathering of the Professional Convention Management Association (PCMA) and the annual meeting of the Religious Conference Management Association (RCMA.) There will also be daily editions during the International Association for Exhibitions and Events (IAEE) meeting and the WEC gathering of Meeting Professionals International (MPI). There will be on-site issues at Destinations Showcase DC, Affordable Meetings East and the ITME (Incentives) Show in October. USAE is also provided attendees at Springtime and Holiday Showcase. As noted, all daily editions are mailed to all paid print subscribers and e-mailed to all "E" subscribers.

Preview, Wrap-Up Issues Also Have + 27,000 "E" Circulation

Show previews are guaranteed to be mailed to paid readers and available through an e-turning web link publicized via USAE-MAIL to association executives nationwide. They will be produced in connection with PCMA and ASAE's annual meetings, MPI's WEC; Springtime, Affordable Meetings East, Holiday Showcase and Destinations Showcase DC. A special wrap-up will be published June 1 summarizing Springtime.

Going Green, Classic Resorts, Gaming Venues, Florida Destinations, Golf Destinations, 2nd Tier City, Canada's Call; Viva Mexico! & New & Renovated Hotels: All Are Focus of 2010 Special Issues; All With 27,000 "E" Circulation

These issues are mailed to paid print and "E" subscribers and available through a web link publicized via USAE-MAIL to association executives nationwide.

Viva Mexico!: February 9
 Going Green, Eco-Friendly Hotels/Destinations: March 2
 Classic Resorts: March 16
 Florida Resorts: April 13
 Gaming Venues and Destinations: May 11
 Golf Destinations and Resorts: June 29
 2nd Tier City, First Class Venue: September 21
 Canada's Call: October 19
 New & Renovated Hotels: November 2

CMP Today Issues Have 14,000+ Bonus Circulation

The highly-regarded CMP Today publication will accompany our February 16, May 4, July 13 and November 16 issues. Containing editorial for and about CMPs developed in conjunction with the Convention Industry Council (administrator of the CMP program,) these issues are e-mailed to all 14,000+ US, Canadian and world-wide CMPs as well as USAE's paid subscribers. A 2011 Meetings Industry Calendar will be mailed to all paid subscribers and E-mailed to all CMPs with our November 16 edition.

Color Key

Gold Stripe issues are Show Dailies. Circulation: Paid subscribers + on-site bonus circulation. + minimum 27,000 turning page "E" circulation

Green Stripe issues have CMP Bonus Circulation. Paid subscribers + 14,000 e-mail turn-page circulation to CMP-holders.

Blue Stripe issues have Premier Bonus Circulation: Paid subscribers + minimum 27,000 turning page "E" circulation.

Boldface issues go to paid subscribers + on-site bonus circulation at selected events + minimum 27,000 turning page "E" circulation.