



Webinar: Educational Series
Wednesday, December 16, 2020
1 PM (EST)

ROGER DOW

President & CEO

U.S. TRAVEL
ASSOCIATION®



ROGER DOW

Roger Dow is president and CEO of U.S. Travel Association, the Washington, D.C.-based organization representing all segments of travel in America. U.S. Travel's mission is to increase travel to and within the United States.

As the leading travel industry advocate, Dow and his team regularly meet with executive branch and congressional leaders to advance policies that benefit the broader travel industry. His efforts have resulted in major legislative victories, including his instrumental role in establishing and renewing Brand USA, the highly effective national travel and tourism promotion program. Dow and U.S. Travel are also leaders of the Meetings Mean Business Coalition, which promotes and defends the value of face-to-face business meetings, trade shows, conferences and conventions.

U.S. Travel provides the industry unrivaled research and analysis and holds renowned annual events, such as IPW, the leading international inbound travel trade show, and ESTO, the premier learning and knowledge-sharing forum for destination marketing professionals. Most recently, Dow launched The Dow Report, a regular video series that features conversations with prominent CEOs from across all segments of the industry about their leadership and insights throughout the coronavirus pandemic.

For his efforts to unify the travel industry and increase its effectiveness on Capitol Hill, Dow has been the recipient of multiple honors, including MPI's 2018 Industry Leader Award. Dow has also held seats on several boards, including ASAE, GWSAE, MPI Foundation, PCMA, RE/MAX International, the Travel Institute and the U.S. Chamber of Commerce Committee of 100, among others.

Prior to joining U.S. Travel in 2005, Dow spent 34 years at Marriott International, rising to senior vice president of global and field sales. Dow served in the United States Army with the 101st Airborne Division in Vietnam, where he received the Bronze Star and other citations. He earned a Bachelor of Science degree from Seton Hall University and was honored as a Most Distinguished Alumnus in 2012. In addition, he holds an honorary degree from Johnson & Wales University.



SKAL INTERNATIONAL USA
Connecting Tourism Globally

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ALL-STAR TOURISM PANEL
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Zane Kerby, President & CEO, ASTA
BIO

As ASTA's president and chief executive officer Zane Kerby reports directly to the board of directors on all internal and external ASTA business and is the primary spokesperson for ASTA. Kerby moved to ASTA from a successful career with the Global Business Travel Association (GBTA). Beginning in 2009 he held the position of senior vice president with responsibility for all aspects of GBTA's global annual convention.

Previously he was Deputy Executive Director, Vice President of business development and held a series of other posts of progressively greater responsibility beginning in August, 1999. Kerby earned a master's degree in business administration from the University of Maryland and a Bachelor of Arts from Brigham Young University. He and his wife have five children and he currently is an assistant coach of a U12 basketball team. Cycling, swimming and reading are just a few of his favorite activities ASTA (American Society of Travel Advisors) is the world's largest association of travel professionals.

Our members include travel advisors and the companies whose products they sell such as tours, cruises, hotels, car rentals, etc. We are the leading advocate for travel advisors, the travel industry and the traveling public.



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DAVE HILFMAN, Executive Director, GBTA
BIO

“Dave Hilfman was appointed as the interim executive director of the Global Business Travel Association (GBTA) in July 2020. This followed his retirement in December 2018 from a 37-year career in the airline industry. Dave served as senior vice president of Worldwide Sales for both United Airlines and Continental Airlines over a 14-year period. The merger between Continental and United in 2010 created the world’s largest airline in terms of passenger revenue. Hilfman is credited with helping unify the two cultures with his honest, progressive and affable leadership style and for leading the team to record breaking commercial success over his eight years at the new United.

His career took off in 1981 when he was a student at the University of South Florida (USF) and was asked by Eastern Airlines to serve as its campus sales representative. A two-term student body president and member of USF’s first student Ambassadors, the carrier recognized in Hilfman a young man uniquely suited to the job.

Upon graduation at USF, Dave started full time as an Eastern Airlines account executive in 1984 and held positions of increasing responsibility throughout his career at EAL, Continental and United Airlines. In 2017, Hilfman became one of only nine recipients in 49 years of the Global Business Travel Association’s ICON Award, recognizing those whose contributions made a significant positive impact on the entire corporate travel industry. Dave was named one of the 25 Most Influential Travel Executives by *Business Travel News* three times during his years in the travel business and was the recipient of ARC’s inaugural President’s Award in 2018.



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Chip Rogers, President & CEO
American Hotel & Lodging Association

BIO

William “Chip” Rogers joined the American Hotel & Lodging Association (AHLA) as President and CEO in January 2019. He previously served as the president and CEO of AAHOA, the largest U.S. hotel owners association, from 2014-2019.

Prior to joining the hospitality industry, Chip had a long career as a public servant. He was elected to the Georgia General Assembly six times, and was unanimously elected to serve two terms as the Senate Majority Leader. He was elected the first national chairman of the Majority Leaders conference and served on the national boards of directors for the State Legislative Leaders Foundation, the Community Leaders of America, and the American Legislative Exchange Council.

Chip earned his undergraduate degree from Georgia Tech and his MBA from Georgia State.