



2004 Certified
Travel
Industry
Specialist
PROGRAM

*Enhance your professionalism and
boost confidence in your business.*

An American Bus Association Member Benefit



AMERICAN BUS ASSOCIATION



2004 Certified Travel Industry Specialist PROGRAM

The American Bus Association, in conjunction with Indiana University Purdue University Indianapolis (IUPUI), is once again proud to offer our continuing education program, the Certified Travel Industry Specialist "CTIS" program. CTIS, the only professional certification program offered by a national travel association in conjunction with an accredited university, embraces its 15th year.

The CTIS correspondence courses are administered by IUPUI's highly acclaimed professional staff. These essential courses, designed exclusively for the motorcoach and group tour industry, introduce you to new concepts in the industry and fine-tune your professional and personal skills. With all seven courses offered on-line, the 2004 program helps you explore higher education by personalizing your curriculum with the flexibility your full-time schedule requires.

The CTIS certification adds value to your business, your career and gives you a sense of accomplishment. We invite you to participate in this self-rewarding program.

Certification Requirements

Certification requires successful completion of five correspondence courses (three required courses and your choice of two electives.) In addition to the correspondence courses, certification requires that each student participate in eight Marketplace Education Seminars. Seminars may be attended during Marketplace or listened to after Marketplace on audiocassettes. Tapes of each seminar cost approximately \$10 and are available on ABA's web site or at Marketplace each year. Credit will be given when seminar evaluations are received by ABA. The CTIS program is designed to be completed within 12 months. However, you may take longer with no additional ABA application fees.

How to Apply

Complete the application form on the back page, and return it to ABA. All IUPUI registration materials, enrollment forms and course assignments (including books) will be sent to you from IUPUI. All of the IUPUI courses in the CTIS program are correspondence courses and will be mailed, e-mailed or faxed to the address on the application form. If you have any questions, contact ABA at (800) 283-2877.

Required Courses

(All three of the following courses are required for certification. A student may enroll any time prior to the course start date. We recommend you enroll thirty days prior to the start of each course to insure you receive the course materials in a timely manner.)

Promoting Your Business

TAKE THIS COURSE ON-LINE!

Course Dates: May 1 - June 30, 2004

Course Fee: \$240 ABA Member; \$255 Non-member



Learn how to make your business stand out. This course can help you promote your business with an understanding of the "guerrilla-marketing" concept for large and small businesses. Basic marketing strategies will be developed along with exploration of successful advertising and promotional programs. Learn to create a stronger identity to better position your product or service, and develop a strategy to get the most out of your promotion dollars. Instructor: Cynthia Stoops

The CTIS program is the most superior educational opportunity in our industry. The CTIS designation opens a lot of doors, and it is a highly respected endorsement when it appears next to my name. You can never have enough knowledge when it comes to hospitality, and this program allows you to continue growing as our industry changes daily. I highly recommend it to all ABA members.

-Lynne Matthews, CTIS; Upstate Tours

With the ever-changing nature of our industry, it is imperative that tourism professionals continue to educate themselves in order to deal effectively with those changes. ABA's CTIS program offers such skills. Having the CTIS designation indicates that you've chosen to make tourism a career and not "just a job". The program sets the standard by which all other tourism industry certification programs are measured.

Anne Garrison Ross, CTIS
Pigeon Forge Department of Tourism

Business Grammar and Writing

TAKE THIS COURSE ON-LINE!

Course Dates: July 1 - August 31, 2004

Course Fee: \$240 ABA Member; \$255 Non-member



Learn practical tips and techniques for successful business writing. This course provides a basic understanding of grammatical relationships rather than mere memorization of rules. Acquire skills to better target your audience and establish positive communications with your clients. Enhance your writing skills through exercises and letters, applying persuasive, controversial, and routine correspondence styles. Upon completion, you will have a portfolio of assignments for reference. Gain greater confidence and proficiency in both your business and personal correspondence. Instructor: Diane Moore

Customer Service

TAKE THIS COURSE ON-LINE!

Course Dates: September 1 - October 31, 2004

Course Fee: \$240 ABA Member; \$255 Non-member



Learn to identify and profile your customer base; analyze their environment, develop tools to access that base and learn techniques that can enhance your company's image to your customers. Five operating principles will be reviewed. Through exercises, you'll have an opportunity to take a look at your organization's strengths and weaknesses as well as your own. Instructor: Jennifer Steele



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Elective Courses

(Two of the following are required for certification. A student may enroll any time prior to the course start date. We recommend you enroll thirty days prior to the start of each course to insure you receive the course materials in a timely manner.)

Effective Advertising

TAKE THIS COURSE ON-LINE!

Course Dates: March 15 - April 30, 2004

Course Fee: \$240 ABA Member; \$255 Non-member



This course explores the fundamental principles and procedures of advertising. Through exercises and readings, you'll examine the psychology of advertising, yearly programming, image barriers, graphics, layout and copy, publicity and public relations. Whether you're responsible for developing your company's advertising strategy or want to better understand the basic advertising concepts, this course will provide you with a solid foundation. You'll gain greater confidence in working with ad agencies or providing input to your organization's advertising program. Instructor: Mark Schreiber

Using Business Information For Decision Making

TAKE THIS COURSE ON-LINE!

Course Dates: March 15 - April 30, 2004

Course Fee: \$240 ABA Member; \$255 Non-member



This course is designed to make business professionals comfortable with using business data to make informed decisions. Learn how financial statements are prepared, how the budgeting process works, how to turn operating plans into dollars and how to use financial data to make decisions. Areas covered include understanding financial statements, preparing revenue and expense budgets, making projections, management analysis and dealing with accounting and financial personnel. Learn to take advantage of the various tools available in any organization to help you plan future activities. Instructor: Joe Rodenberg, CPA

Personal Organization and Effectiveness

TAKE THIS COURSE ON-LINE!

Course Dates: November 1 - December 15, 2004

Course Fee: \$240 ABA Member; \$255 Non-member



T.S. Eliot is quoted as saying, "We must not cease from exploration. And the end of all our exploring will be to arrive where we began and to know the place for the first time." This course provides the opportunity for you to examine and improve your effectiveness, not only at work, but also as a person striving to fulfill your responsibilities as an entrepreneur or employee, a spouse, a friend, a parent or other life roles. Stephen Covey has described timeless wisdom of the ages in a way that helps you tailor your own life plan for maximum benefit to yourself and others in his book, "The Seven Habits of Highly Effective People." Benefit from this excellent book, and improve your interpersonal skills in your professional environment and personal life. Instructor: Ellie Hashman

Sales: Motivation and Skills

TAKE THIS COURSE ON-LINE!

Course Dates: November 1 - December 15, 2004

Course Fee: \$225 ABA Member; \$255 Non-member



Everyone, regardless of his or her job, helps their company sell a product. This course is designed for sales and non-sales professionals in the group travel industry who want to develop or sharpen their selling skills. Explore what motivates successful salespeople, the dynamics of a sales presentation and the perspective of the customer and learn techniques you can use to enhance customer response to your sales presentation. Instructor: Shel Swedarsky

The CTIS program provides a foundation to compete in today's changing market. The CTIS designation is respected throughout the industry. It lets your colleagues know that you are a dedicated professional.

Larry A. Marquardt, CTIS, CTP
GetAway Tours and Cruises, Inc.

Join these Travel Industry Professionals who have already received the CTIS designation:

Esther Adams, CTIS
Janet Allen, CTIS
Dorothy Anderson, CTIS
Lillian Anderson, CTIS
Maria Anderson, CTIS
Laurel Armstrong, CTIS
Leonard Arsenault, CTIS
Helen Arthur, CTIS
Nancy Bailey, CTIS
Dana Dyer Baker, CTIS
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Laura Barker, CTIS
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Rita Baumgarner, CTIS
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Application

One-Time Application Fee: \$75 ABA Member
 \$125 Non-member
Check here: ___ ABA Member ___ Non-member

Please type or print:

Name

Company

Company Address

City, State, Zip

Phone Number: _____

Fax Number: _____

E-mail: _____

Check here if you are interested in taking courses on-line.

Credit Card: Visa MasterCard American Express

Card Number: _____

Exp. Date: _____

Name as it appears on card: _____

Cardholder Signature: _____

Check enclosed

Complete one application form for each student.

This form may be duplicated. Return completed form and check or credit card information for the application fee to:

American Bus Association, CTIS Program

700 13th Street, NW, Suite 575, Washington, DC 20005

Phone: (800) 283-2877 • Fax: (202) 842-0850 • www.buses.org

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