



INSPIRING TRAVEL
THROUGH RESPONSIBLE JOURNALISM



2021-22

ANNUAL REPORT

SATW Mission & Values

In fulfilling our mission to inspire travel through responsible journalism, we hold high these values:

- PROFESSIONAL ETHICAL STANDARDS
- DIVERSITY
- RESPECT FOR INDIVIDUALS
- RESPECT FOR CULTURE
- SUSTAINABILITY

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SATW.ORG



FROM YOUR PRESIDENT

We SATW members have a lot to be grateful for. We've made it through two challenging years, and as travel resumes, let's celebrate our resilience. Last fall, the SATW Board conducted a member survey to ascertain what things are most important to you about the Society. Based on that input, the board has developed a Strategic Plan, outlined in this report, to guide us over the next three years. But we can't accomplish anything without your help. While we have dedicated staff who keep things going, our amazing volunteers do a great deal of the Society's work. So, please consider running for office, or contributing your talents to a committee or project that sparks your interest.

As your president, I had the pleasure of visiting the Freelance Council meeting in the Pikes Peak region and the Eastern Chapter meeting in Winston-Salem, North Carolina. At both meetings, I heard about some of our continuing challenges – yes, we need to streamline requalification. We want to hear from you about things we can do better. But complaints were minimal. Most members appreciated the excellent professional development offered at both meetings and relished the beauty and character of these amazing destinations. Everyone, it seemed, was glad to be traveling again. Mostly, it was just so good to see each other – to greet old friends and make new ones. The sense of gratitude was palpable. A big thanks to SATW Treasurer Carol Waller for shepherding this, SATW's first Annual Report. I look forward to seeing you all out on the road.

Elizabeth Harryman Lasley
President, SATW

LEADERSHIP & STAFF

BOARD OF DIRECTORS

Elizabeth Harryman Lasley,
President

Kim Foley MacKinnon,
President-Elect

Larry Bleiberg, Immediate
Past-President

Anna Hobbs, Secretary

Carol Waller, Treasurer

Lydia Schrandt, Membership
Officer

Vickie Ashford-Thompson,
Associate-at-Large

Sylke Neal-Finnegan,
Associate-at-Large

Jim Byers, Active-at-Large

Jason Frye, Active-at-Large

Mary Jo Manzanares, Active-
at-Large

Meryl Pearlstein, Active-at-Large

Elliot Gillies, Parliamentarian

COUNCIL CHAIRS

Associates Council –
Kay Maghan

Digital Publishers Council –
Mary Jo Manzanares

Editors Council –
Lydia Schrandt

Freelance Council –
Christine Loomis

CHAPTER CHAIRS

Canadian Chapter –
Martha Chapman

Central States Chapter –
Chez Chesak

Eastern Chapter –
Caroline Eubanks

Western Chapter –
Eric Lindberg

COMMITTEE CHAIRS

Benefits – **Beverly Hurley**

Communications – **Laura Davidson**

DEAI – **Vickie Ashford-Thompson**,
Megan Padilla

Directory – **Laurie Borman**,
Susan Lanier-Graham

First-Timers – **Annita Thomas**,
Meryl Pearlstein

History – **Beverly Hurley**

Muster Awards – **Christine Loomis**

Partnerships – **Ethan Gelber**

Phoenix Awards – **Toby Saltzman**

Photography – **Kerrick James**

Professional Development –
Jill Robinson,
Ann-Rebecca Laschever

Site Selection –
Yves Gentil

Sponsorships – **Fran Goldman**,
Susan Lomax

Volunteers – **Annita Thomas**

Website – **Mary Jo Manzanares**

KEY STAFF/KELLEN

Marla Schragger, Executive
Director

Anna McManus, Account Manager

Rachel Celentano, Assistant
Account Manager

Brittany Marinovich, Meetings
Manager

CONTRACT COMMUNICATIONS STAFF

Anietra Hamper, Internal
Communications Manager

Victoria Larson, External
Communications Manager

SATW 2023-2026 STRATEGIC PLAN

SATW's overarching principles are Professionalism, DEAI (Diversity, Equity, Accessibility, and Inclusion), and Innovation.

Strategic Plan Objectives:

Each of these objectives has a corresponding tactical plan for implementation.

OBJECTIVE #1

Grow & Maintain Membership:

To achieve 1,000 total members, with 300 being Associates, by 2025.



OBJECTIVE #2

Strengthen Fiscal Stability through Sponsorships:

To achieve \$85,000 in sponsorships by the end of year one, and \$100,000 annually in sponsorships by years two and three.



OBJECTIVE #3

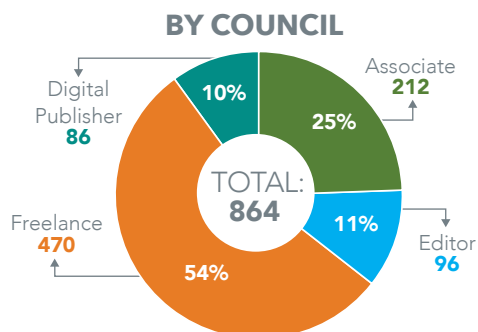
Improve Governance & Programs:

To evaluate SATW's governance model, structure, and programs to identify opportunities for innovation.

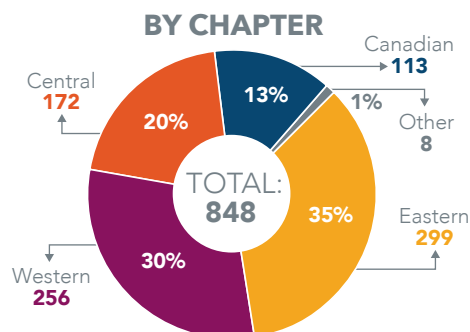




2021 SATW ONLINE MEMBERSHIP SURVEY HIGHLIGHTS



MEMBERSHIP STATS



In September 2021, SATW members were invited to participate in an online survey to help the SATW Board and management learn about what is most important about SATW to members and get their suggestions for future improvements. Thanks to all who took the time to share your thoughts. Your SATW Board is already working to implement your ideas and address your concerns. Many thanks to SATW Board members Jason Frye and Meryl Pearlstein for spearheading this effort.

Who Responded:

289
RESPONDED,
REPRESENTING
35%
OF TOTAL
MEMBERSHIP.

179
FREELANCERS

63
ASSOCIATES

34
EDITORS

32
DIGITAL PUBLISHERS

32
EMERITUS

Length of Membership:

54% of respondents have been members for 11+ years, 32% for 3-10 years, 14% less than 3 years. More than 80% of respondents were age 51 or older, indicating need for SATW to recruit younger members in order to sustain the organization into the future.

Top Values of SATW Membership:

- Annual Convention & Chapter/Council meetings – networking, professional development
- SATW brand awareness and professional reputation; high qualification standards

Top Desires for Improved SATW Value/Benefits

- Expanded Professional Development outside of convention/meetings (virtual, etc)
 - More PD for Associate Members
 - More PD for Digital Publishers
 - More PD on independent contractor business topics (earnings growth, legal issues, etc)
 - More virtual pitch sessions, editors' panels, and roundtable discussions
- Keep SATW qualification standards high, but review the points and qualification process
- Annual Convention:
 - Pricing, destination and timing all major factors in attendance
 - More focus on destination and more unstructured time to pursue stories

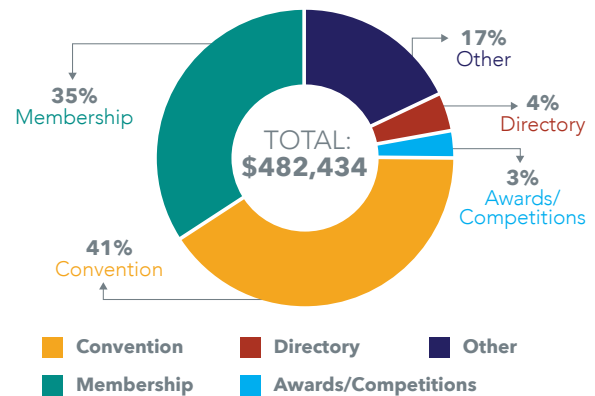
SATW 2021 FINANCIAL REPORT

REVENUE	
Membership	\$170,264
Convention	\$198,243
Awards/Competitions	\$15,418
Directory	\$17,594
Other Revenue	\$80,915
TOTAL REVENUE	\$482,434
EXPENSES	
Admin/Operations	\$325,543
Convention	\$162,448
Awards/Competitions	\$17,564
Board/Committees	\$13,808
PD/Opportunity Fund	\$10,000
TOTAL EXPENSE	\$529,363
NET INCOME (LOSS)	(\$46,929)
Society Net Assets	\$579,048
Society Restricted History Fund Net Assets (as of 12/31/21)	\$2,085

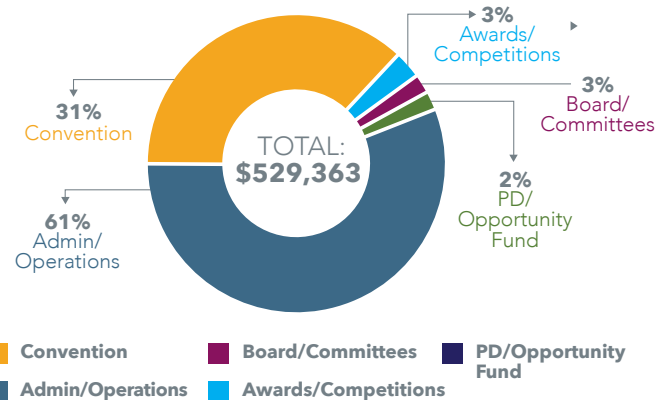
FINANCIAL HIGHLIGHTS:

- In 2021, SATW had a planned operating deficit because the board chose to offer a dues reduction to members during the pandemic. The board also reduced other expenses during the year to mitigate the reduction in revenues from memberships and sponsorships.
- SATW remains in a solid financial position, with an operating reserve balance of over \$579K.
- Chapters & Councils are also in strong financial shape, which is why the board eliminated the dues sharing program 7 years ago and in 2022 changed the PD Opportunity Fund to be available only to those Chapters & Councils whose fund balance is less than \$10,000.
- Note: While Chapter & Council funds legally belong to SATW, those funds are independently managed by each C&C and are not included in the SATW financial P&L report above.

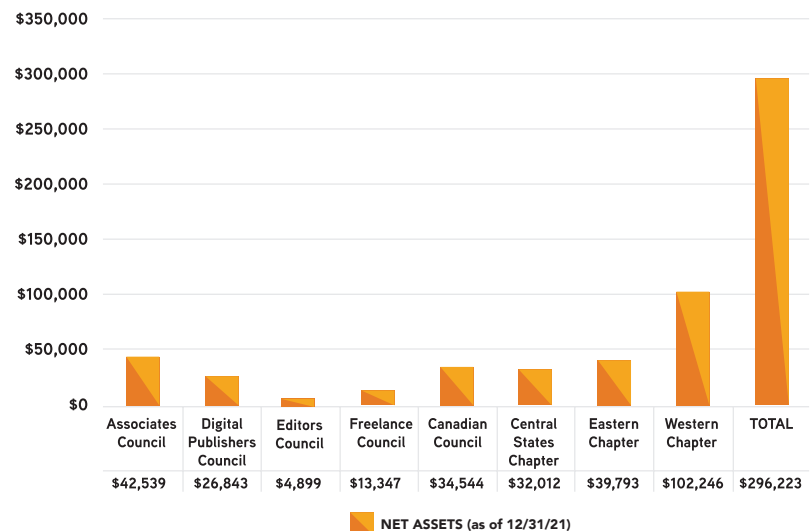
SATW 2021 REVENUE



SATW 2021 EXPENSES



CHAPTER AND COUNCIL FUND FUND BALANCE



2021/2022 CONVENTION & MEETING SUMMARY



2021 ATTENDANCE

98 **3** **80** **30**
ACTIVE EMERITUS ASSOCIATES GUESTS



2022 ATTENDANCE

146 **4** **69** **32**
ACTIVE EMERITUS ASSOCIATES GUESTS

ANNUAL CONVENTION SPONSORS

Celebrity X Cruises®
PRESENTING SPONSOR

Allianz Travel
MEDIA MARKETPLACE SPONSOR

bonjour Québec
COUNCIL MEETINGS SPONSOR

TAMPA BAY
AWARDS COCKTAIL RECEPTION SPONSOR

ESPAÑA
NOTEPAD AND PEN SPONSOR

TravMedia
THE TRAVEL INDUSTRY'S GLOBAL MEDIA NETWORK
EDITORS SPONSOR

WINDSTAR CRUISES
180° FROM ORDINARY®
NAME BADGE HOLDER SPONSOR

kazakh tourism

Jamestown SETTLEMENT
American Revolution MUSEUM AT YORKTOWN

DESTINATION TORONTO

Japan. Endless Discovery.

2021-22 Chapter & Council meetings*

ASSOCIATES COUNCIL:

Virtual – September 2021 & 2022
Spokane, WA, in conjunction with PRSA, May 2022

FREELANCE COUNCIL:

West Virginia, May 2021
Pikes Peak Region, CO, June 2022

EASTERN CHAPTER:

Dewey Beach, DE, June 2021
Roanoke, VA, July 2021
Winston-Salem, NC, June 2022

WESTERN CHAPTER:

Fairbanks, AK, Feb 2022

*Not all Councils and Chapters held in person meetings in 2021-22 due to pandemic challenges.



2021-2022 SATW KEY ACCOMPLISHMENTS

SATW has much to be proud of – we have successfully navigated through a couple of challenging years, and have created new innovative programs to benefit our members. Today, our membership is growing again. Immediate Past President Larry Bleiberg and his predecessors kept the Society moving forward during the pandemic, and your current Board of Directors continues the progress. Here are some of the past year's most notable accomplishments.

- **2021 SATW Convention in Milwaukee**, held in October 2021 after a long year's break, welcomed more than 200 members and guests. The meeting, co-chaired by Christine Loomis and Laurie Armstrong Gossy, included more than two dozen professional development sessions. Headline events took place at the Milwaukee Art Museum, the Harley-Davidson Museum, and the Milwaukee Bucks Fiserv Forum.
- A **new Strategic Plan** was developed by the board to guide SATW for the next three years. Highlights of the plan are included in this annual report.
- A **Member Survey** was conducted by the board in fall 2021, and a summary of the findings are included in this annual report.
- This **first SATW Annual Report** has been produced at the suggestion of and under the direction of Treasurer Carol Waller.
- An **SATW website audit** was conducted by Digital Publishers Chair Mary Jo Manzanares, and she is spearheading needed website improvements.
- SATW participated in **TravMedia's NYC International Media Marketplace (IMM)**, in January 2022. The Editors Council organized a standout panel, which Spud Hilton coordinated and Annita Thomas moderated, for a professional development session at the **IMM Summit**. Kellen staff manned the SATW table at IMM and recruited several new members.
- The robust **SATW Awards** program continued with Bill Muster Photo Awards, Phoenix Awards, Chapter writing & photography awards and partnering with the SATW Foundation's Lowell Thomas Travel Journalism Awards. Click links to see lists of recent winners.



➤ With more than 250 attendees to date and a dynamic program of PD, tours, and networking opportunities, the **2022 Annual Convention in Bogotá, Colombia**, in September, promises to be spectacular, thanks to co-chairs Laurie Armstrong Gossy and Lydia Schrandt and their team. We look forward to seeing many of you there!

➤ **Professional Development (PD) Committee**, co-chaired by Jill Robinson and Ann Laschever, has overseen 20+ well received webinars. Webinars Chair Joyce Kiehl and her team currently provide webinars bi-weekly. Under the Writers Development Program, the Hobbs & Hamm team (Anna Hobbs and Catharine Hamm), has offered free to members: one-on-one writing coaching by SATW editors and others, *The Write Stuff* monthly eNewsletter and bi-monthly webinars.

➤ **Communications Committee**, under the direction of Chair Laura Davidson, has raised awareness of SATW among travel journalists and the general public by generating coverage in industry and consumer publications.

➤ **DEAI (Diversity, Equity, Accessibility, and Inclusion) Committee**, under the direction of co-chairs Vickie Ashford-Thompson and Megan Padilla, provided thought-provoking webinars/discussions on topics including Antisemitism, LGBTQ+ rights and celebrating Black culture, and provided PD ideas for the annual conventions.

➤ **Partnerships Committee**, under Chair Ethan Gelber, established a reciprocal membership with Travel Unity, a non-profit focused on increasing diversity in travel, and signed the **Travel Unity Pledge**. Committee members Barbara Ramsay Orr and Larry Bleiberg maintained and revitalized our relationships with the British Guild of Travel Writers, and the Australian Society of Travel Writers.

➤ **Site Selection Committee** Chair Yves Gentil and his team reviewed and updated SATW's Convention RFP, and are actively pursuing future convention destinations.

➤ **Volunteers Committee** Chair Annita Thomas created PDFs providing information about SATW's volunteer committees, which can be found [here](#).



➤ **Membership Directory Committee** co-chairs Laurie Borman and Susan Lanier-Graham spearheaded the publishing of the printed directory and have worked with Kellen's IT team to streamline and improve the online directory.

➤ **Sponsorships Committee** secured new and returning sponsors for both Milwaukee and the newly launched Annual Sponsorships, including Alabama Tourism, CityPASS, WEILL-Japan National Tourist Office, Shreveport-Bossier Convention and Tourist Bureau, Old 96 and HKTB. Working closely with staff, co-chairs Fran Golden and Susan Lomax secured 2022 convention and annual sponsorships, including presenting sponsor: Celebrity Cruises along with Allianz Partners USA, Bonjour Quebec, Windstar Cruises, TravMedia, Visit Tampa Bay and Tourist Office of Spain in Chicago. Sponsorship information can be found [here](#).

➤ **Benefits Committee** Chair Beverly Hurley continued to pursue new benefits to add to the list of 20 special benefits and discounts available to members – see full list [here](#).

➤ **History Committee** Chair Beverly Hurley has secured several cash donations from Nori Muster to hire a writer to bring SATW's written history up to date from the mid-1980s to present, and also continued her annual visit to update the SATW archives housed at the National Press Club in Washington, DC.

➤ **Photography Committee**, under the direction of Chair Kerrick James, garnered input from photographer members and sent PD suggestions to the Bogotá Convention team, and webinar ideas to the Board.

➤ **First-Timers Committee**, co-chaired by Annita Thomas and Meryl Pearlstein, organized a successful welcome event to introduce 32 new SATW convention 'first-timers' in Milwaukee and will welcome more first-timers in Bogotá.



CONTACT US

Email: info@satw.org

Website: satw.org

 **7,542** FOLLOWERS

 **9,147** FOLLOWERS

 **1,957** FOLLOWERS

 **1,243** FOLLOWERS



Members are encouraged to join the private Facebook page [here](#).

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