



INSPIRING TRAVEL
THROUGH RESPONSIBLE JOURNALISM



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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2022-2023 ANNUAL REPORT





FROM YOUR PRESIDENT

It's been a busy and rewarding term for me as your president and for this Board. The past year has seen us launch several new initiatives and programs to benefit members, and have been very well received. The Board is still laser-focused on our three-year Strategic Plan to guide us, as well as input we receive from you in our annual survey (results below). We have been adding members at what feels like a record-breaking pace - 80 since January 1, 2023! We welcome our new members and urge you, along with everyone, to get involved in a committee or by running for an office. Volunteers are the lifeblood of SATW and we appreciate each and every one.

It can't be denied that our industry is still not fully recovered from the tumult of the pandemic, and we will always face new challenges, such as AI, but the SATW Board is dedicated to innovation and finding new ways to help our members thrive professionally. Three new important things members will be seeing, beginning this fall, include a revised requalification and renewal process. We are closing the time gap between the renewal process and membership dues payment to 60 days, which should reduce confusion between the two actions members need to undertake. We had two Society Bylaws questions on the recent member ballot, both of which were approved by a majority of those who voted. Starting with the 2024 elections, a new Board structure will be implemented, as well as term limits for all Board positions.

Personally, I was gratified to see so many members in person this past year, including at the Canadian Chapter meeting in Banff, the Eastern Chapter meeting in Manchester, Vermont, and at important industry events, such as IMM in New York and IPW in San Antonio. I am so thankful for our SATW community, our committed staff, and our many volunteers who go above and beyond to serve this organization. YOU are what makes SATW special.

Kim Foley MacKinnon
President, SATW

LEADERSHIP & STAFF

BOARD OF DIRECTORS

Kim Foley MacKinnon,
President

Lydia Schrandt,
President-Elect

Elizabeth Harryman Lasley,
Immediate Past-President

Anna Hobbs,
Secretary

Carol Waller,
Treasurer (and Parliamentarian)

Kirsten Maxwell,
Membership Officer

Vickie Ashford-Thompson,
Associate-at-Large

Sylke Neal-Finnegan,
Associate-at-Large

Jim Byers,
Active-at-Large

Maureen Littlejohn,
Active-at-Large

Mary Jo Manzanares,
Active-at-Large

Meryl Pearlstein,
Active-at-Large

COUNCIL CHAIRS

Kay Maghan,
Associates Council

Mary Jo Manzanares,
Digital Publishers Council

Melissa McGibbon,
Editors Council

Christine Loomis,
Freelance Council

CHAPTER CHAIRS

Martha Chapman,
Canadian Chapter

Chez Chesak,
Central States Chapter

Caroline Eubanks,
Eastern Chapter

David Lang,
Western Chapter

COMMITTEE CHAIRS

Beverly Hurley, *Benefits*

Laura Davidson, *Communications*

Sylke Neal-Finnegan & Megan Padilla, *DEAI*

Laurie Borman & Susan Lanier-Graham, *Directory*

Juliana Broste & Jennifer Weatherhead Harrington, *First-Timers*

Beverly Hurley, *History*

Christine Loomis, *Muster Awards*

Ethan Gelber, *Partnerships*

Bea Broda, *Phoenix Awards*

Kerrick James, *Photography*

Jason Frye & Ann-Rebecca Laschever, *Professional Development*

Yves Gentil, *Site Selection*

Fran Golden, *Sponsorships*

Annita Thomas & Meryl Pearlstein, *Volunteers*

Meryl Pearlstein, *Website*

KEY STAFF/KELLEN

Erin Erickson,
Executive Director

Anna McManus,
Account Manager

Rachel Celentano,
Sponsorship Manager

Carly Hughes,
Account Coordinator

Brittany Marinovich,
Meetings Manager

CONTRACT COMMUNICATIONS STAFF

Anietra Hamper,
Membership Communications Manager

Victoria Larson,
Social Media / PR 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:

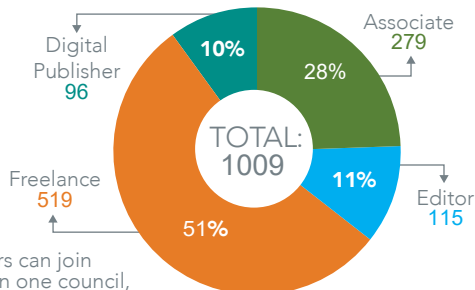
To evaluate SATW's governance model, structure, and programs to identify opportunities for innovation.





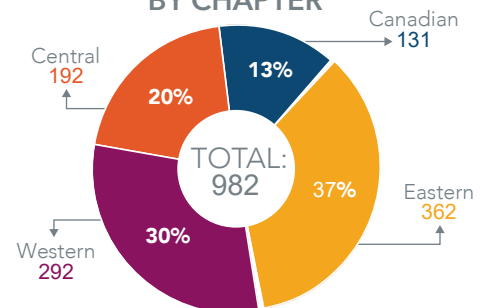
2022 SATW MEMBERSHIP STATS & 2023 SURVEY HIGHLIGHTS

BY COUNCIL



MEMBERSHIP STATS 2022

BY CHAPTER



*Members can join more than one council, which is why this is a higher number.

In September 2022, 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.

Who Responded:

293
RESPONDED,
REPRESENTING
30%
OF TOTAL
MEMBERSHIP.

225

ACTIVE

49

ASSOCIATES

19

EMERITUS

Length of Membership:

53% of respondents have been members for 11+ years, 17% for 6-10 years, 29% less than 5 years. Since our last member survey, SATW has increased its new member base by 15%! SATW has focused on continuing to recruit younger members in order to sustain the organization into the future.

Top Three Reasons Members Joined SATW:

- Annual Convention & Chapter/Council meetings including networking and professional development
- Industry information and knowledge sharing
- SATW brand awareness and professional reputation; high qualification standards

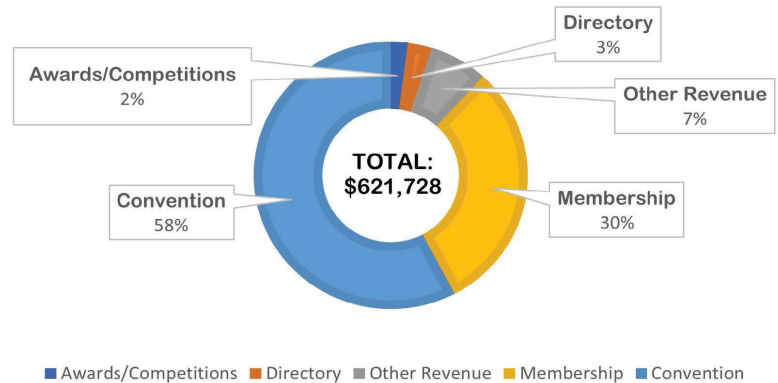
SATW Membership Value/Benefits

- 19% of respondents found their membership to be more valuable than last year. 51% found their membership equally valuable.
- 92% of respondents are at least somewhat likely to renew their membership. while 43% are extremely likely to renew.

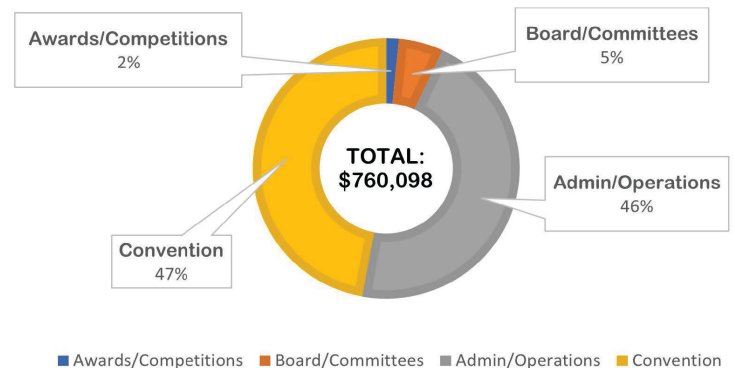
SATW 2022 FINANCIAL REPORT

REVENUE	
Membership	\$189,625
Convention	\$358,898
Awards/Competitions	\$12,750
Directory	\$17,547
Other Revenue	\$42,963
TOTAL REVENUE	\$621,728
EXPENSES	
Admin/Operations	\$349,136
Convention	\$357,974
Awards/Competitions	\$11,690
Board/Committees	\$41,298
TOTAL EXPENSE	\$760,098
NET INCOME (LOSS)	(\$138,315)
Society Net Assets	\$442,859
Society Restricted History Fund Net Assets (as of 12/31/22)	\$1,161

SATW 2022 REVENUE



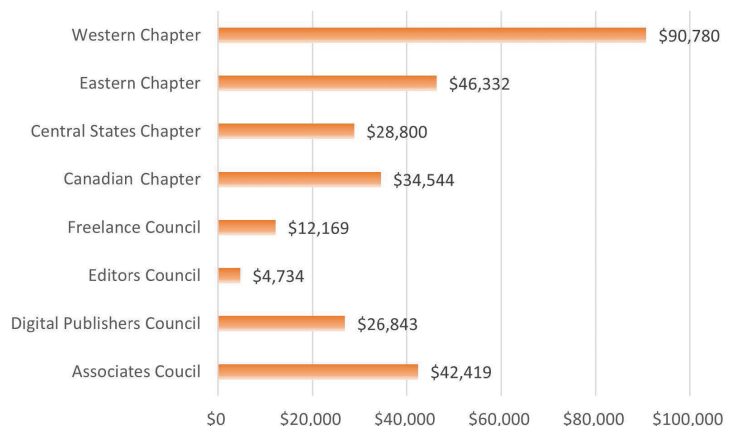
SATW 2022 EXPENSES



FINANCIAL HIGHLIGHTS:

- SATW remains in a solid financial position, with an FY22 operating reserve balance of \$442,902. We have continued to make financial decisions to benefit our members, including reducing dues during the pandemic years, increasing communication with members, offering more programs like monthly webinars and virtual marketplace, working to revamp the website and so much more. However, after two years of (planned) operating deficits, our strategic focus is now on increasing revenues through sponsorships and other streams, while reducing expenses where feasible. Our 2023 budget is break-even, with an aggressive sponsorship goal.
- 2022 Overview: In 2022 SATW had a larger than budgeted deficit primarily because of a decrease in revenue from reserve fund investments (due to poor stock market performance that year*) and also a decrease in net revenue from the annual convention in Colombia. *Note: The SATW reserve funds are conservatively invested in a 60/40 balanced fund with Morgan Stanley.
- Chapters & Councils: Chapters & Councils also remain in strong financial shape. 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 does, however, pay for the ongoing C&C accounting work done by Kellen as part of our overall administrative contract with them.

CHAPTER AND COUNCIL FUND BALANCE (AS OF 12/31/2022)



2022/2023 CONVENTION & MEETING SUMMARY



2022 Annual Convention
BOGOTÁ-COLOMBIA

September 8 - 12, 2023

251
TOTAL

2022 ATTENDANCE

146

ACTIVE

4

EMERITUS

69

ASSOCIATES

32

GUESTS



Puerto Rico
ANNUAL CONVENTION 2023

September 7 - 11, 2023

256
TOTAL

2023 ATTENDANCE

108

ACTIVE

6

EMERITUS

114

ASSOCIATES

28

GUESTS

THANK YOU TO OUR 2023 SPONSORS



**ST. AUGUSTINE
PONTE VEDRA**
FLORIDA'S HISTORIC COAST®

2023 Chapter & Council Meetings & Events

ASSOCIATES COUNCIL:

At PRSA, Madison, WI, June 2023

DIGITAL PUBLISHERS COUNCIL:

Almaty, Kazakhstan, May 2023

FREELANCE COUNCIL:

Extremadura, Spain, November 2023

EDITORS COUNCIL:

Virtual Meeting, August 17 2023

EASTERN CHAPTER:

Manchester, VT, March 2023

CENTRAL STATES CHAPTER:

Shreveport, LA, February 2023

WESTERN CHAPTER:

Oklahoma City, OK, July 2023

CANADIAN CHAPTER:

Banff, Canada, March 2023



2022-2023 SATW KEY ACCOMPLISHMENTS

SATW has much to be proud of – we have successfully navigated through several challenging years, and have created new innovative programs to benefit our members. Today, our membership is growing again. Immediate Past President Elizabeth Harryman Lasley and her 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.

- **2022 SATW Convention in Bogota**, held in September 2022 welcomed 251 members and guests. The meeting, co-chaired by Lydia Schrandt and Laurie Armstrong Gossy, included more than two dozen professional development sessions.
- A **Strategic Plan** was developed by the Board in 2022 to guide SATW for the next three years. Highlights of the plan are included in this annual report and we continue to make progress towards our goals.
- A **Member Survey** was conducted by the board in 2023, and a summary of the findings are included in this annual report.
- An **SATW website review** was conducted by Digital Publishers Chair Mary Jo Manzanares, and she is spearheading the RFP process for a site audit, update, and ongoing maintenance.
- SATW participated in **TravMedia's NYC International Media Marketplace (IMM)**, in January 2023. Kellen staff, along with SATW President Kim Foley MacKinnon manned the SATW table at the **IMM Summit** 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. Click to learn more about the awards and to see recent winners.
- With more than 256 attendees and a dynamic program of PD, tours, and networking opportunities, the **2023 Annual Convention in San Juan, Puerto Rico**, in September, promises to be spectacular, thanks to co-chairs Caroline Eubanks and Suzanne Wenz, along with their team. We look forward to seeing many of you there!



➤ **Professional Development (PD) Committee**, co-chaired by Jason Frye 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 Sylke Neal-Finnegan 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, continues to explore opportunities for deeper and constructive relationships with other associations/organizations -- in tourism, journalism and other sectors that overlap SATW areas of interest.

➤ **Site Selection Committee** Chair Yves Gentil and his team reviewed and updated SATW's Convention RFP, secured exciting sites for 2023 and 2024, and are actively pursuing future convention destinations.

➤ **Volunteers Committee** Chairs Annita Thomas and Meryl Pearlstein helped launch the new Navigators program, which matches new members with experienced ones for one year, to welcome them to SATW and help them understand the organization. They also continue to create and update 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 Bogotá and the Annual Sponsorships, including our Presenting Sponsor: Celebrity Cruises along with Allianz Partners USA, Bonjour Quebec, Windstar Cruises, TravMedia, Visit Tampa Bay and Tourist Office of Spain in Chicago. Working closely with staff, sponsorship chair Fran Golden secured 2023 annual partnerships, including our Ambassador Elite Sponsor, Louisiana Office of Tourism, and Platinum Elite Sponsors, Visit Corpus Christi and Allianz Tourism. In addition, the team has secured 2023 convention sponsorships including our Title Sponsor: Cruise Line International Association, along with St. Augustine, Ponte Vedra & The Beaches Visitors & Convention Bureau, Kazakh Tourism, TravMedia, Visit Corpus Christi and Condor Airlines. Our 2022 Virtual Media Marketplace sponsor, Destination British Columbia, has renewed their sponsorship for 2023! Our team has expanded our sponsorship offerings by developing professional development webinar sponsorship packages. 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 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 51 new SATW convention 'first-timers' in Bogotá. This year's co-chairs, Juliana Broste and Jennifer Weatherhead Harrington, will welcome more first-timers in Puerto Rico.

➤ **The Canadian Chapter** had a successful "dollars at par" recruiting program, which brought in several new members. Also, the Canadian Chapter Executive team (board) was streamlined to seven positions.





CONTACT US

Email: info@satw.org

Website: satw.org



7,585 FOLLOWERS



9,475 FOLLOWERS



2,372 FOLLOWERS



1,664 FOLLOWERS



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