

May 2, 2011

For immediate release

DEPUTY ASSISTANT SECRETARY
JOEL SECUNDY
TO DELIVER KEYNOTE ADDRESS AT TPOC CONFERENCE
LAURA MANDALA
To Keynote BM&T's APEX AWARDS Luncheon during the Conference

On Thursday, May 12, 2011, the Travel Professionals of Color 9th annual conference will open in Louisville, Kentucky.

TPOC is happy to announce that Mr. Joel Secundy, Deputy Assistant Secretary for Services with the U. S. Department of Commerce will present the keynote address on opening day. They also announced that Laura Mandala, Managing Director of Mandala Research, will present the keynote address at Black Meetings & Tourism's annual Apex Award Luncheon at the conference on the following day. The TPOC Conference will be held at the Galt House hotel in Louisville, Kentucky, May 12 -15, 2011.

Mr. Secundy, who was appointed by President Barrack Obama, as the Deputy Assistant Secretary for Services directs the Department of Commerce's efforts to enhance the competitiveness of the U. S. service industries. He also directs the analysis of trends affecting United States businesses across the full services spectrum ranging from travel and tourism to finance, logistics and supply chain.

"I am looking forward to sharing information about the importance of the travel and tourism industry to our nation's economy with the Travel Professionals of Color conference attendees," said Mr. Secundy.

"This event will provide a firsthand opportunity for me to learn more about what is important to TPOC and its members and to enlist and ensure that your efforts contribute to the success of the President's National Export Initiative to double exports to the United States, thereby maintaining and creating jobs."

For more than 13 years Mandala Research has been recognized as a leading firm that offers a diverse range of research products and services - along with expert analysis - to Fortune 500 companies, non-profit organizations, and government agencies. "We know that some of the travel industry's greatest untapped domestic opportunities involve diverse markets, particularly the African American market," said Mandala. "Understanding what motivates this lucrative segment will allow travel providers to refine their marketing and hiring practices, as well as better tailor their products and services."

Mandala Research recently released The African American Traveler, the most comprehensive overview of African-American travel patterns available to date. This study, based on a survey of 1,000 travelers in the U.S., is the first of its kind to thoroughly document the preferences, behaviors, and economic value of this important segment of the Travel market.

In addition to benefiting from the valuable information Mr. Secundy and Ms. Mandala will bring to the conference, TPOC will be also be providing information to travel businesses that will help ensure success for business owners in the travel and tourism industry. Travel Professionals will have an opportunity to receive certifications from CLIA, the Travel Institute and the TPOC Heritage Specialist program. Also, leading industry professionals will be offering informative workshops and panel discussions for conference attendees.

TPOC will be presenting a travel trade show for consumers in the local community who may be interested in learning more about great vacation destinations. The consumer trade show will take place at the Galt Hotel on Saturday, May 14, 2011 from at 8:00am - 12:00noon. The Travel Trade Show will be open to the public at no charge.

For more information on conference registration or information on how to participate in this exciting conference, please visit the tpoc web site at www.tpoc.org