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**ITAGroup's Tom Mahoney Named Meetings, Incentives and
Trade Shows Council Representative**

Des Moines, IA (March 17, 2010) – The U.S. Travel Association today announced it was enhancing its advocacy activities on behalf of the meetings, incentives and trade shows industries through the creation of a new board member council that will build a proactive research, communications, government relations and promotions agenda. Amongst those appointed to the council is Tom Mahoney, President & CEO of Des Moines, IA based **ITAGroup**.

U.S. Travel Association will develop a blueprint that clearly defines the industry's short- and long-term goals as well as hire an individual to manage the council and its initiatives on a daily basis.

The Council's initial goals include:

- Establishing the value of meetings, incentives and trade shows in the minds of opinion leaders, policymakers and business leaders;
- Driving a proactive legislative agenda that increases domestic meetings, incentives and trade show activity;
- Creating new industry advocates and allies; and
- Expanding the U.S. Travel Political Action Committee to include significant contributions from the meetings, incentives and trade shows industry.

"We have to do everything we can to ensure the attacks we saw on business meetings, incentives and trade show travel last year never happens again, and that policymakers and the media come to more fully understand it as an essential component to our country's economic prosperity," wrote Roger Dow, President & CEO of U.S. Travel Association, in an e-mail to industry professionals.

For more information on the Meetings, Incentives and Trade Shows Council or the U.S. Travel Association, please visit www.ustravel.org.

About ITAGroup

ITAGroup is a full-service performance improvement company focused on improving business results through people. Partnering from assessment through post-operation analysis, **ITAGroup** engages and motivates your people through sales incentives, employee recognition programs, business-to-business loyalty solutions, product launches, marketing services, group travel events and business meetings. The company is employee owned and headquartered in Des

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Moines, Iowa, with sales offices in Atlanta, Chicago, Dallas, Des Moines, Indianapolis, Los Angeles, Minneapolis, New Jersey, New York and Florida.

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