



For Immediate Release
January 5, 2007

JIM MURPHY ELECTED USTOA LIFE MEMBER

USTOA has elected Jimmy Murphy, a founder of Brendan Worldwide Vacations, a Life Member. The honor is granted to USTOA members who have contributed to the association over their professional lifetime.

Murphy has served USTOA in top leadership roles twice. A founding member of USTOA, Jimmy was the association's first president in 1972. In 1992 he served as USTOA Chairman for two years, and is the only person to have served twice as the organization's chair.

"Jim Murphy's guidance and wisdom have been invaluable. He has been a mentor to many USTOA members and he has been a driving force in USTOA's support of the travel agent distribution system for tour operators," says Bob Whitley, USTOA President.

Reviewing his tenure at USTOA, Murphy observes, "In 1972 when we formed USTOA the voice of the industry was very fragmented. At that time the Attorney General of California and the Civil Aeronautics Board both had regular meetings with tour operators, but there was no central voice to speak on behalf of the tour industry. By bringing members into USTOA and setting industry standards we were able to achieve sensible self-regulation.

Murphy, who recalls forming the corporation at an attorney's office, says he is most proud of playing an instrumental role in instituting the \$1million minimum security required of USTOA tour operators to help reimburse consumer deposits and payments in case of bankruptcy or closure. "The first large bankruptcy – that of Olson Travel World – was handled during my second chairmanship, and I'm happy to say that not one consumer lost a penny."

Due to our success, USTOA is accepted as the authoritative voice for tour operators. Today, we are a cohesive organization and are in a position to work on behalf of the consumer. One such example is the law suit USTOA has filed to help increase the amount of refunds to consumers arising from the Far & Wide collapse," adds Murphy.

Murphy joins an illustrious group of USTOA Life Members. Other Life Members are Arthur Tauck, Chairman, Tauck World Discovery; Alex Harris CTC, Chairman, General Tours; Tyler Tanaka, formerly Chairman, Japan Orient Tours; and Paul Albrecht, formerly President, Globus.

- END-

Contact: Linda Kundell
(212) 877-2798
LRKPR@aol.com