

## CLIA Names Three Honorees To Cruise Industry Hall Of Fame

2008-03-10

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A. Kirk Lanterman, Joanie Ogg and Donna Flora Inducted During cruise3sixty 2008 in Fort Lauderdale

At a March 8 gala dinner during cruise3sixty 2008 in Fort Lauderdale, three industry legends will be inducted into the Cruise Lines International Association (CLIA) Cruise Industry Hall of Fame.

The newest members of the prestigious body are A. Kirk Lanterman, chairman emeritus, Holland America Line, Joanie Ogg, CTC, MCC, president of the National Association of Commissioned Travel Agents (NACTA), and Donna Flora, CTC, CTIE, vice president for travel industry relations at American Express.

In its fourth year, the Cruise Industry Hall of Fame honors those individuals, past and present, whose efforts and accomplishments represent a significant contribution to and positive impact on the development and growth of cruise vacations. They are selected based on nominations from CLIA's membership, reviewed by a nominating committee made up of Travel Agency Advisory Board (TAAB) and cruise line members, and approved by CLIA's Executive Committee. Inductees are chosen in three categories: cruise retailer, cruise line executive and an 'At Large' category that may be any individual, such as an additional retailer or cruise line executive, a politician, publisher, or shipbuilder, whose accomplishments warrant nomination.

'Once again, one of the great highlights of cruise3sixty was the announcement of the inductees into the Cruise Industry Hall of Fame,' said Terry L. Dale, CLIA's president and CEO. 'Kirk Lanterman, Joanie Ogg and Donna Flora are true legends in this industry and we welcome them to their much-deserved position in the Hall of Fame.'

Kirk Lanterman

Alton Kirk Lanterman is chairman emeritus, Holland America Line, where he served as chairman and chief executive officer from 1997-2004. He also served as a member of the Board of Directors of Carnival Corporation & plc, the parent company of Holland America Line Inc. from 1992 to 2007.

Lanterman began his career in the travel industry in 1970 as vice-president of finance for a company then known as Westours Inc. In 1972, he was promoted to executive vice president of Westours Inc., the position he held when Westours was purchased by Holland America Line one year later in 1973. In 1979, Lanterman was promoted to president of Westours Inc. Four years later, in 1983, Holland America Line consolidated its operations in Seattle, Washington, and he was named president of the combined cruise and tour company. He quickly turned it into one of the most profitable cruise companies at the time. Following HAL's acquisition by Carnival Corporation in 1989, he became chief executive officer in 1992 and in 1997 was named chairman and chief executive officer of Holland America Line.

Lanterman also has served two terms as chairman of CLIA and as president of the Alaska Visitors Association. He is a lifetime trustee, and past vice-chairman and treasurer for the Institute of Certified Travel Agents and also served as vice-chairman of the International Council of Cruise Lines. He is the most recent past chairman of the North West CruiseShip Association and an active member of the board of the National Academy Foundation. Twice, he was voted Travel Executive of the Year and was chosen the Outstanding Travel Supplier of the year by the American Society of Travel Agents (ASTA).

In addition to many other honors and honorary degrees, in 2003 Lanterman was honored by Her Royal Majesty, Queen Beatrix of the Netherlands by being made an Officer of the Order of Orange-Nassau, the Netherlands highest civilian honor, in recognition of his outstanding achievements in his field of work and for his service to the people of the Netherlands and its Royal Family. This order of knighthood is bestowed on individuals who have contributed exceptional value to the Dutch society through their dedicated labor and exceptional achievements in their profession and because of their benevolent community service.

Joanie Ogg

Joanie Ogg, CTC, MCC, has more than 30 years of experience in the travel industry, most recently as the president of the National Association of Commissioned Travel Agents (NACTA) and TravelSellers. Her tenure in the travel industry includes owning and operating one of the first successful host agency models. She has owned and operated several storefront travel agencies (both commercial and leisure), as well as a Hawaii wholesale tour company.

Ogg's accomplishments have been recognized by receipt of two Lifetime Achievement Awards from major trade groups, recognition as one of the '100 Most Powerful Women in Travel' by Travel Agent magazine on several occasions, and as 'Travel Agent of the Year' by the readers of Travel Trade magazine. She has co-authored two popular travel industry books for cruise specialists and home-based travel agents and has written hundreds of travel trade articles. She has inspired tens of thousands of travel agents attending her presentations at trade events, cruise seminars, international trade gatherings and numerous local educational venues throughout the United States.

Ogg's speaking talents are widely sought as a travel industry emcee by the most recognized travel organizations. She has emceed such events as Cruise-A-Thons, ASTA's CruiseFest, The Trade Show, The Travel Institute Forum and all of NACTA's National and International Conferences.

On March 10, Ogg will transition from NACTA to become senior vice president of global sales and industry relations for Travel Counsellors USA.

Donna Flora

Donna Dumond Flora was named vice president, travel industry relations for American Express in 2002. She is responsible for advancing American Express brand awareness and Card acceptance within the travel industry and serves as the primary liaison to the U.S. travel agency community and travel industry associations. Donna has consistently contributed to significant positive impacts on the travel industry including her instrumental role in launching a multi-million dollar consumer awareness campaign educating and promoting the value of using a travel agent.

When she was 23 years old, Flora entered the travel industry as a volunteer for a small travel agency for three months in order to prove herself. Two years later, she was named manager of this agency and her career rapidly accelerated. While at American Express, she formerly managed retail travel offices in New Jersey and Pennsylvania. She has been a member of the travel industry for over 30 years. She has a stellar presence within the industry and was highlighted on the cover and as lead article for the October 2007 issue of Travel Agent magazine.

Flora is a devoted advocate of recruiting youth into the travel industry. She chairs the Academy of Hospitality & Tourism in New York City and is a member of the Virtual Enterprise International Advisory Board. She is a board member of the Society for Accessible Travel & Hospitality and recipient of their 2002 Access to Freedom Award. In 2005 she received Allied Member of the Year Award from the American Society of Travel Agents (ASTA).

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