

News Release

Contact: Ken Phillips
ken@marketingpromotionsnetwork.com
805-915-7644

For Immediate Release (October 6, 2010)

HOGANS ACKNOWLEDGED FOR LIFETIME WORK BY SOCAL ASTA

(Marina del Rey, CA) At its 75th Anniversary Gala, the Southern California Chapter of the American Society of Travel Agents (SoCalASTA) recognized travel pioneers Ed and Lynn Hogan for their lifetime of contributions to the industry. The Hogans, who founded Pleasant Holidays in 1959, were joined by six other travel icons also recognized at the October 2 event held on the Hornblower *Entertainer* in Marina del Rey.

Under the Hogan ownership until 1998, Pleasant Holidays in Westlake Village, CA became one of the world's largest wholesale travel companies, serving up to 500,000 people a year traveling to Hawaii, Mexico, Asia, South Pacific, Europe, Caribbean, and other areas. The company is now owned by the Automobile Club of Southern California.

Among their many contributions, in 1991, the Hogans created the ASTA Southern California Chapter/Pleasant Holidays Scholarship program to encourage new entrants to the travel industry. Over their many years of involvement in travel, the Hogans have also won countless accolades for their work in promoting travel, creating innovative travel programs, and supporting the travel agent community and destinations they served. In 1993, the Hogans were inducted into the prestigious national ASTA of Hall of Fame.

Following the sale of Pleasant Holidays, the Hogans founded the Hogan Family Foundation, a non-profit organization dedicated to promoting the entrepreneurial spirit through the creation and operation of educational, civic-minded, and humanitarian programs designed to encourage a more productive and contributory society. The Foundation is located in Newbury Park, CA.

Also recognized during the SoCalASTA diamond anniversary evening were: Vicki Freed, Dr. Marc Mancini, Henry Miele, Jimmy Murphy, Susan Tanzman, and Joseph Watters.

###