



## ADA, ASHG Find Deals in Hawaii

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Every 10 years, the American Dental Assn. heads to Hawaii for its ADA Annual Session, and, in the past, it's usually been a pricey trip.

But this year, with the double whammy of an economic downturn and the impact of more than 100 groups canceling Hawaii-based meetings because of perception issues since the beginning of the year, air fares, hotel rates and car rentals on the islands suddenly are more affordable.

James P. Donovan, director of the ADA Annual Session, said the association is taking steps to ensure all of its members know about the deals to be had before they make reservations for the Sept. 30-Oct. 4 event at the Hawai'i Convention Center.

"We developed a program with Experient called One Source that's one-stop shopping for people to book housing and travel," Donovan added. "It makes it as easy as possible for attendees, and it provides them with the best possible pricing. The hotel rates (right now) are exceptional."

The association negotiated fairly good rates before the downturn, he said, but has continued to monitor the situation since and has successfully renegotiated even lower rates.

"The 1999 ADA meeting, with 32,000 attendees, was the biggest meeting ever held in Hawaii, so we have buying power," Donovan added.

ASHG Press Office, communications manager for the American Society of Human Genetics, which has its **ASHG Annual Meeting** on tap Oct. 20-24 at the Hawai'i Convention Center, said her organization also is getting the message out to its members that coming to the meeting won't have to cost a fortune this year.

Like the ADA, ASHG negotiated hotel rates before the downturn, but, Long added, has recently talked to properties about even better rates.

Also, since last year's sky-high airfares – tied to not only the price of oil, but also the reduction in flights in and out of Hawaii – have dropped considerably, she said the group has let its members know to keep their eyes out for discounts.

"We have been telling our members to look for fares on Thursday afternoon when they all are released," Long added. "The prices plummet (then), and there are some good deals."