

## Sample Letters to the Editor

**\*SHOULD BE PERSONALIZED FOR LOCAL MARKET AND RESPOND TO STORY OR EDITORIAL IN LOCAL PAPER\***

To the Editor:

Re "Article or Editorial/Opinion Piece Title" (date):

Blacklisting businesses that received bailout funds for their travel practices has scored elected officials some easy political points, but it is also encouraging other companies concerned about policymaker scorn to cancel trips, putting jobs at risk in [Insert CITY] and communities across America.

In 2008, nearly 200,000 travel-related jobs were eliminated, and 247,000 travel-related jobs are on the chopping block this year. Without the 1 million jobs that meeting and convention travel generates, our national unemployment rate would jump from 7.6% to 8.2%. Hardworking Americans who cater to business travelers will pay the price.

Economic recovery and job creation is tied to a robust travel industry. Scaring companies to eliminate travel from their business plan will further restrict growth and hinder recovery at a time they are needed most.

Sincerely,  
[Name]

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To the Editor

Re "Article or Editorial/Opinion Piece Title" (date):

In adopting a zero-tolerance policy toward suspected corporate excess, policymakers have been demonizing companies for legitimate travel to meetings and events and for rewarding high-performing employees with travel. Handicapping businesses to score political points is shortsighted and erects barriers to recovery.

This type of travel helps companies build relationships, retain and develop employee talent, generate ideas and facilitate knowledge sharing that drives business growth. In a weak economy, doesn't every company in America need more opportunities to promote recovery and plan for better days?

Trips have also been mischaracterized as CEO junkets. But attendees of incentive program travel, for example, are typically middle-class Americans who have earned travel to reward exceptional work.

Members of Congress who attack corporate meetings and events, yet attend their own yearly retreats should remember that good public policy addresses reality, not rhetoric.

Sincerely,  
[Name]