

U.S. TRAVEL

A S S O C I A T I O N

KNOW YOUR AUDIENCE



@JonathanGrella

A blurred background image showing two people in an office setting. One person is on the left, wearing a dark jacket, and the other is on the right, wearing a light-colored shirt and a dark jacket. They appear to be in a meeting or discussion.

**PUT YOURSELF
IN THEIR SHOES**

@JonathanGrella

BUILD EQUITY, EARN TRUST



@JonathanGrella

The background of the image shows a hand in the upper left corner placing a teal-colored block onto a staircase-like structure. This structure is composed of several rectangular blocks of varying heights and colors, including teal, purple, and brown, arranged in a descending step pattern from left to right. The entire scene is set against a solid blue-grey background.

ABC's

ALWAYS BE

CONSTRUCTIVE



NEXT STEPS

@JonathanGrella

U.S. TRAVEL

A S S O C I A T I O N