



Dear Friends:

Happy New Year! We hope you and yours had a "most wonderful time of the year".

The New Year always brings an exciting energy, a renewed sense of forward motion. It's a time to set new goals, change old habits, and elevate our experiences to a new level. That very spirit is exactly what has led to an exciting new announcement here at Heart of America. As we head into what we in the show choir world know as the REAL "most wonderful time of the year", we are excited to share with you some of OUR new goals that are guaranteed to elevate YOUR experience in 2021, and beyond.

First off, we are thrilled to announce that Heart of America is now owned by Indianapolis-based Music Travel Consultants, creators of life-changing student travel programs for the past 34 years. As one of the country's top student travel providers, MTC was created for music directors, by music directors. Why is this exciting and what does this mean for you and your students? Well, several things. What's important to note is that some things won't change at all, and other things will give you more choices and streamline your experience for the better.

#### **Here's what you've come to expect, and what won't change at all:**

- 01 Your onstage experience at well-run, fair, and exciting world-class events.
- 01 Our model of putting hotel, event, food, & entertainment all in one location.
- 01 Our passion and commitment to attracting groups from coast to coast and at all levels of competition ranging from seasoned high school groups to beginning middle school groups and everyone in between.
- 01 Our commitment to ensuring you and your students share a musically enriching experience in culturally rich destinations for an affordable price.

#### **Here's what you can look forward to being even better going forward:**

- 01 A new, updated and interactive website with electronic registration forms.
- 01 A renewed focus on social media, connecting the show choir community in fun and exciting new ways.
- 01 Certified secure online payment systems, which enable you to pay by group or individual accounts.
- 01 Streamlined invoicing and online rooming lists.
- 01 A recommitment to our guiding principles, ensuring HOA has longevity.

Whether you'll be joining us for the first time in 2020, or for those of you who have joined us previously and are coming back, we look forward to welcoming you with exciting new features and services. We give you the CHOICE to utilize our in-house services, OR to continue to use your own travel provider/parent trip coordinator, OR to manage the trip on your own. No matter how you choose to travel, just know that Music Travel Consultants and Heart of America are fully committed to ensuring you and your group(s) the very BEST experience of your year.

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