

About Us

USAE is the *only* weekly community newspaper of associations, CVBs and hotels.

Published since 1982, every Monday it is sent to paid subscribers in the postal mail as well as via email.

Daily editions are published at all major association industry events including PCMA, ASAE, MPI and IAEE and major one-day shows such as Destinations Showcase, Holiday Showcase, XDP and MEET.

Here's who brings you *USAE* every week.

Editorial

Anne Daly Heller, Executive Editor & Publisher

Anne has led *USAE's* editorial team since she and Ross founded the paper in 1982. She follows the world of CVBs and DMOs relentlessly and enjoys 'the chase' when news is breaking. (O) 301-986-8496; (C) 301-404-5800; annedalyheller@usae-e-mail.com

Ross E. Heller, Publisher, CustomNEWS, Inc.

Ross dreamed up *USAE* while publishing a show daily one winter's eve in New Orleans. Nine months later – September 14, 1982 – Vol.1, No. 1 was published. Making *USAE* more valuable to subscribers and advertisers is Ross' daily goal. (O) 301-951-1881; (C) 301-404-5812; rheller@usae-e-mail.com

Jon Trager, Managing Editor

Jon, who graduated from the UNC-Chapel Hill School of Journalism, interviews and writes stories about DMO people and events. A New York native, he enjoys rooting for the Giants and Yankees (most of the time), watching and reading fantasy shows and books, spending time with his family, and eating steak medium-rare. (O) 301-951-1881; jtrager@usae-e-mail.com

Todd McElwee, Associations Editor

Joining *USAE* in 2012, Todd covers the comings and goings of the association sector. He and his wife, Angela, have a daughter, Evelyn and son, Declan. Born and raised in Maryland he loves steamed crabs, raw oysters, the Baltimore Ravens and Washington Capitals. (O) 301-951-1881; todd@usae-e-mail.com

Grant Broadhurst, Hospitality Editor

Grant covers the hotel industry and loves to speak with industry leaders and researchers. In his free time, he enjoys playing tabletop games, consuming speculative fiction and learning about his latest (and oft-changing) subjects of interest. (O) 301-951-1881; gbroadhurst@usae-e-mail.com

Circulation

Christy Pumphrey, Circulation Manager, Digital Scheduling Coordinator

Christy enjoys helping subscribers and working with clients scheduling digital ads. She believes customer service is key and always strives for a friendly cheerful attitude. She and her husband have twins, a son and a daughter; the light of their lives. Christy enjoys cooking, the beach, amusement parks, and cheering her kids at their basketball games. (0) 301-540-2404; cpumphrey@usae-e-mail.com

Digital Media Metrics

Pam Faust, Digital Media Maven

Pam understands the importance of metrics to *USAE's* e-clients and provides meaningful and current numbers. Pam and her husband Dave grew up and live in beautiful Minnesota. They enjoy two married children, two country grandboys, and three doggie-kids that will never leave home! Her favorite saying: "There's no downside to being more positive". (0) 320-291-0935; pamf@cn-usae.com

Production

Diane Nichols, Art Director

Diane provides *USAE's* always imaginative look as well as design and art expertise for clients. She is a creative artist with more than 25 years experience in graphic design and works closely with advertisers on our many e-services. (0) 301-509-2938; dkn@usae-e-mail.com

Administrative

Barbara Jones, Administrative Assistant

Barbara, our office manager, has been with *USAE* for nearly 25 years. She enjoys playing cards, talking to people and bowling locally and in tournaments around the country; her highest score: 288. (O) 301-951-1881; Barbara@usae-e-mail.com

Advertising

James A. Heller, Vice President & General Manager

James has been affiliated with *USAE* since he was 10 years old. No, his mom and dad didn't employ child labor, but he did go with them to *ASAE* conventions as they produced *USAE* show dailies. James collects Ford Mustangs and also owns a vintage 1983 Fleetwood Cadillac. He's the proud dad of son Brandon. (O) 301-951-1881; (C) 703-898-3528; jheller@usae-e-mail.com

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