



Diana D. Price, MA

Curriculum Vitae

Diana@forensictravelexpert.com

Forensic Travel Expert and Litigation Consultant Credentials

Experience and Qualifications

Diana Price is President and CEO of Diana Price and Associates, forensic travel consulting and litigation support firm. Diana serves as a forensic travel expert witness, travel investigator, travel litigation consultant and expert travel consultant in cases involving international and domestic tourism and travel agency operations.

Diana D. Price has testified or consulted on a variety of issues including, but not limited to travel and tourism matters, travel advisor relationship and duty of care to client, travel advisor rights and obligations, duty of care, tour operator and tour guide duty to travelers, travel injury, travel accident, wrongful death, analysis of travel fees, hotel and airline ticket purchase, and traveler safety concerns. Because of Diana's 30+ year travel background, including depositions and testimony on behalf of law firms, her assistance has been invaluable in helping attorneys resolve travel related disputes.

Diana Price is past president of the Greater Los Angeles Chapter of the Forensic Expert Witness Association (FEWA) and former National Vice President of Education and Programs for FEWA. An expert in tourism and travel industry operations, Ms. Price has developed a reputation as a problem solver. As a senior leader at Automobile Club of Southern California, Ms. Price led 14 international retail travel agencies. She has worked as a front line travel advisor and wholesale tour operator, and understands travel advisor's responsibility for their work product, as it relates to travel industry standards.

Tourism and Travel

Diana Price and Associates' forensic travel expert practice is focused on travel industry operations across the globe. Because of her specialized knowledge in travel and tourism, including tour operator, cruise, hotel, airline, travel advisor relationship to client and seller of travel rights and obligations, Ms. Price is well versed in handling adverse situations that occur during a client's trip.



As a seasoned travel professional and knowledgeable travel industry expert witness, Ms. Price has worked as a travel advisor, leisure and corporate travel, tour operator, and cruise specialist. Her specialized industry expertise is a by-product of having participated in approximately 200 cruises, land tours, inspections, seminars and evaluations. Diana Price has designed, coordinated and evaluated organized, customized travel packages and travel experiences for individuals and groups, escorted and marketed numerous cruises. Her expertise includes supplier coordination, travel industry standards and practices governing travel and advisor expectation to disclose relevant information not obvious to participants. In fact, she has worked in almost every area of travel agency operations including sales, end to end (inception to conclusion) service, marketing, travel advisor, management and has trained travel

employees. Diana Price has worked with institutions including but not limited to, government consulates, tourist offices, hotels, cruise lines and bus tours. Ms. Price is a uniquely qualified forensic travel expert and travel litigation consultant and the only one you need.

Strategic Areas of Expertise

Travel Industry Practices and Expectations

- Travel Advisor Relationship to Client and Duty of Care
- Seller of Travel Rights and Obligations
- Organized Travel Experiences, Tours, Cruises, Planning and Execution
- Travel Advisor and Tour Operator Duty to Disclose
- Travel Industry Standards including ASTA, ATTA, USTOA
- Applying Recognized Travel Industry Standards and Practices
- Travel Injury, Risk Awareness
- Travel Safety Practices and Considerations

Seller-of-Travel Consultant

- Experienced Travel Industry Consultant
- Experienced with ARC, IATA, CLIA
- Experienced with travel provider, tour operator, hotel, airline, and cruise line standards, norms and complaints

Travel Agency Crisis Management

- Legal Challenges Involving Travel
- Minimize Risk Exposure
- Internal Investigations
- Travelers Rights



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Awards and Recognition:

Quality Champion Award - Developed and implemented an employee-centered redesigned process that increased travel sales by 51% for Auto Club of Southern California

Strategic Business Leadership Award - Received Strategic Business Leadership Award and Certificate from Nestle University

Public Relation Award of Excellence - Played a key role in getting SB1542 passed, requiring manufactures of motor vehicles to disclose information and provide equipment, recognition award from Automobile Club of Southern California

Business Excellence Award - For Best Practices to Climate Change Your Service Culture, from The Business Excellence Awards

Appreciation Award - For support of students, teachers, administrators and government officials from California Community Colleges Cal Works Association

Los Angeles Business Journal's - Rising Star & Philanthropist of the Year Nominee

Award of Excellence - For dedication, time & effort & support of The New Leaders

Professional Experience

General Manager, AAA District Office Operations

- Served in senior leadership position as General Manager
- Supervised 28 direct reports
- Trained employees and leaders on travel industry best practices
- Promoted, marketed and advertised the travel agency
- Oversaw sales and service team

AAA Regional Travel Manager

- Served as Senior Leader managing 14 Travel Agencies in Southern California
- Oversaw management team that handled customer complaints
- Managed complaints that resulted in legal action, settlement agreements or refunds
- Prepared, testified, and defended travel related complaints and travel fraud
- Appeared in court as witness in travel complaint cases
- Served as expert consultant on wrongful travel related conduct
- Co-produced local and corporate trade shows

Manager AAA Travel Agency

- Oversaw and managed all activities of travel sales and service team
- Reviewed and analyzed customer complaints related to overcharges, unfair practices that resulted in settlement and legal actions



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- Administered travel marketing, promotion and advertising campaigns
- Developed customer focused service culture strategies
- Formed opinions and reviewed travel cases for legal action and testimony
- Supported major organizational development projects inside and outside organization
- Upgraded management team capacity, skills and knowledge
- Helped design proper travel file documentation
- Experienced in commission reconciliation, tracking and accounting
- Resolved difficult travel complaints

Supervisor AAA Group Travel Operations

- More than 3 years
- Created wholesale tour and cruise packages
- Designed travel brochures in accordance to state laws
- Worked with domestic and international tour operators
- Negotiated with tour operators and cruise lines for cruise, hotel, car, bus transportation, sightseeing features to be repackaged for retail sale to travel agencies and customers
- Oversaw group travel operations reservation team
- Designed, organized and coordinated specialized group tours, cruises and customized travel arrangements
- Worked with vendors, cruise lines and tour operators to deliver travel packages

AAA Travel Agent/Advisor

- *Over 10 years* as an award winning, top producing travel advisor
- Recognized for excellent customer service, sales, proper documentation and file maintenance and, travel agency best practices.
- Educated travelers on trip planning, travel advisories, itinerary review, travel insurance, terms and conditions
- Communicated relevant information, travel-related risks and considerations
- Prepared destination research and planning documents for leisure and corporate travelers
- Sold travel packages, hotel and bus tours, domestic and foreign
- Designed around the world, independent, customized itineraries
- Participated in continuing travel education seminars, cruises, & tours
- Resolved complaints
- Handled cancellation, refunds, goodwill

Entrepreneur

- International and domestic Forensic Travel Expert Witness and Litigation Consultant
- Customized and led expert witness and leadership workshops
- Developed and implemented customer focused service culture strategies
- Served as keynote speaker, panelist, host
- Provided consulting, guidance and best practices on customer engagement



DIANA PRICE & ASSOCIATES

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Education and Credentials

Education

- U.S.C. MA, Annenberg School of Communications and Journalism
- California State University Los Angeles, BA Marketing, Business Administration

Associations

- Forensic Expert Witness Association, Greater Los Angeles, former Board President
- Forensic Expert Witness Association, former National Vice President, National Board of Directors
- American Society of Travel Advisors
- Cruise Line International Association
- Business Travel News
- SEAK, continuing education for Expert Witnesses,
- National Black MBA Association life member
- American Bar Association
- Los Angeles County Bar Association



Continuing Education

2014

- Avoiding System Failures and tort Liability 4/17/14
- Courting, Cross Selling and Cross Promoting: Developing an Expert Witness Profile 11/20/14
- Computer Forensics Experts and their Role as a Witness in Theft of Trade Secret Matters 9/25/14

2015

- Forensic Experts and Family Law 1/15/15
- Experts and Their Qualifications; What Happens If You Get Disqualified 11/10/15

2016

- Perfect Expert Witness Strategy 5/10/16; 2 hours Certified Forensic Litigation Specialist Credits (CFLC)
- What Can Go Wrong With Expert Testimony: Lessons From the Trenches 7/13/16; 2 hours Certified Forensic Litigation Specialist Credits



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2017

- The Five P's For Success: A View From the Bench and The Bar 3/28/17; 2 hours Certified Forensic Litigation Specialist Credits
- Update, Manage and Promote Your Expert Witness Practice for Maximum Impact 4/25/17; 2 hours Certified Forensic Litigation Specialist Credits
- Expert Testimony in the Courtroom: A View From The Bench and The Bar 6/6/17
- Expert Retainer Agreements 9/26/17; 2 hours Certified Forensic Litigation Specialist Credits

2018

- Hypothetical Evidence; Hearsay, The Sanchez Case, Sargon vs. USC, and How to Protect the Expert Witness and Their Testimony at Deposition and Trial; 1/30/18; 2 hours Certified Forensic Litigation Specialist Credits
- How Not to Get Tripped Up as an Expert 2/20/18; 2 hours Certified Forensic Litigation Specialist Credits
- Expert Malpractice: Lack of Discovery and Insufficient Support March 27, 2018; 2 hours Certified Forensic Litigation Specialist Credits
- A Team of Expert Witnesses Can Help Win to Your Litigation, June 19, 2018; 2 hours Certified Forensic Litigation Credit
- Deposition Tactics – Costly and Fatal Mistakes committed by Expert Witnesses During Video Deposition proceedings 7/14/18; 6 CFLC credits
- How Attorneys Research and Dig Up Dirt on Experts and Their Testimony, September 25, 2018; 2 CFLC credits

2019

- A Lawyers Perspective: What Every Expert Witness Needs to Know, January 29, 2019; 2 CFLC credits
- Using Methodology to Tell Your Client's Story, December 18, 2019; 1 CFLC credit

2020

- Conducting Depositions Online: What You Need to Know, May 7, 2020, Esquire Deposition Solutions
- Travel, Our Future and Yours: A Series of Conversations with Industry Leaders 05/18/20; Bob Sullivan, President, The Travel Group; Alicia Evanko Lewis, EVP, Travel Group Global Events; Anthony Carnevale, SVP/Group Publisher, Retail Travel Group; Arnie Weissmann, Editor in Chief, Travel Weekly; Ken Shapiro, Editor in Chief, TravelAge West; Maura Byrne, SVP/Publisher, Travel Pulse
- Travel Weekly Webinar, The Lifestyle You Deserve, September 24, 2020 with Lifestyle Holidays and Resorts



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2021

- Trade Secrets
Travel Weekly and TravelAge West Podcast produced March 2021, listened May 28, 2021; Senior Editors Jamie Biesiada and Emma Weissman discuss travel advisor branding, marketing, and preparation when business rebounds. What makes travel advisors special: continuous training, mentoring, time
- American Society of Travel Agents
ASTA Training Center - ASTA Travel Advisor Program
ASTA's Agency Relationships and the Law - Online continuous coursework and professional knowledge August 8, 2021
- American Bar Association Webinar - Legal Writing Resiliency – Giving and Taking Feedback, October 27, 2021, presenters: Laura Farley, Individual Rights Litigation, Nichols Kaster PLLP and Kyle Kroll, Business Litigation Attorney Winthrop & Weinstine PA; 1 CLE credit
- Orange County Bar Association Webinar - Why Would You Post That? October 27, 2021; presenters: Marc P. Miles Business Litigation Attorney, Shook Hardy & Bacon; Kristy A. Schlesinger, Civil Litigator, Business Litigation Matters, Shook Hardy & Bacon; 1 CLE credit
- American Bar Association Webinar - The Importance of Expert Testimony, November 22, 2021; Speakers David M. Godfrey, Lawrence David Rohlffing, Maria L. Sigaud 1.5 CLE

2022

- ASTA and the Department of Labor and Department of Transportation Rulemaking Process, September 29, 2022
- Cayman Island Ministry of Tourism and Department of Tourism launch of Cayman Airways nonstop flights from Los Angeles to Grand Cayman, November 7, 2022

2023

- Travel Weekly presents – Celebrity Cruises Webcast, August 9, 2023
- Fueling High Performance Culture with Wellness, August 30, 2023, produced by TravelAge West and Travel Weekly, sponsored by Delta
- Cross Examining Experts at Trial by the Masters, September 15, 2023 sponsored by Orange County Br Association, OCBA , Live Webinar; Presenter - Brian Panish, Esq., Panish | Shea | Boyle | Ravipudi LLP and Wally Yoka, Esq. Yoka | Smith

2024

- ABA - American Bar Association - Fiduciary Responsibilities for Investment Advisers: Recent Rulemaking and other Advanced Issues, July 16, 2024; Panelist: Emil Ali, McCabe & Ali, LLP, Cerritos, CA; Steven W Stone, Morgan Lewis & Bockius LLP, Washington, DC; Gary J Ross, Ross Law Group, PLLC, New York, NY
- Travel Weekly Webinar – The Parisian Experience – Overview of Air France's hub at Paris Charles de Gaulle, updates for travelers to Europe. Investments being made to enhance the customer experience; October 3, 2024



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2025

- American Society of Travel Advisors (ASTA) Regulatory Guidebook Certification of Completion January 2025
- American Society of Travel Advisors (ASTA) Legal Compass Navigating Agency Relationships February 2025
- Ethical Excellence Mastering ASTA Code of Ethics February 2025
- Forensic Expert Witness Association (FEWA) Webinar - What Experts and Attorneys Need to Know About the New Federal Rule of Evidence 702. Tuesday, April 29 Judge Donald E. Shelton, presenter, was a Circuit Judge in Ann Arbor, Michigan for almost 25 years. During his time on the bench, he served as Chief Judge of the Circuit, Juvenile and Probate Courts. Attorneys and expert witnesses will understand the changed requirements for the admission of expert forensic science testimony under the recent amendments to the Federal Rule of Evidence 702.
- ASTA Premium Business Summit, November 3-4, 2025, Portland Oregon, Panelist: Safeguarding Premium Travel in an Unpredictable World. Featuring the most influential leaders in the travel industry; preparing advisors for the next era of travel; insights into the current state and future trends of our industry; executive-level discussions, actionable strategies; connect with industry peers, explore new innovations

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