



AUGUST 2007

When Crisis Strikes!

You can't plan for a crisis while you're having one. Yet this is precisely what many companies end up doing when the "unthinkable" happens. Travel companies, resorts and the hospitality industry aren't immune to the risks associated with bad communications in a crisis. Rather, they are among the most vulnerable. The death of a guest, food poisoning, delayed flights, derailed trains, evacuated ships, operational blunders, and other incidents can devastate reputations and impact revenue faster than most of us can imagine. Case in point: JetBlue's reputation as a leading customer service champion disintegrated quickly due to its poor performance and inadequate communications following the Valentine's Day flight delay disaster. On the other hand, Southwest made headlines for the superior way its employees handled a similar situation and kept customers happy despite huge inconveniences.

Understanding the following is critical to the success of your members' organizations:

1. Why they must have a Crisis Communications Plan in place
 2. The essential elements of a plan
 3. How to execute quickly, effectively, and successfully
- Experts in the travel and hospitality industry, Rockford and Gray will provide a comprehensive, fast-paced presentation full of how-to tips that teaches us the critical fundamentals of crisis communications, the do's and don'ts, and illustrates what can happen, both good and bad, through real-life case studies. In their work they will help us prepare and execute highly effective crisis communications programs, minimize potential disasters and assure delivery of the right message at the right time.

BIO

Marv Rockford, Rockford Gray: The Hanson Group Principal Consultant

Marv Rockford has served as a producer, news director, and station General Manager and communications consultant. Under his watch, the Denver TV station KCNC was awarded the highest American broadcast journalism honors including the DuPont, the Peabody, the Iris, the National Headliner Award and was an unprecedented three-time winner of the national Edward R. Murrow Award for Overall Excellence. In 2002, KCNC was named Electronic Media magazine's Station of the Year. In 1981, he joined KCNC-TV in Denver, holding various management positions in the news department, including more than a decade as news director. In 1995, he became General Manager. Since 2003 he has served as a principal consultant for Rockford Gray, LLC.

Marv has coached C-level executives of Fortune 500 companies, marketing and professional executives on presentation skills, media skills and crisis communications. The duo's expertise in how to handle the media guides their clients in their media relations in good times and bad. Rockford Gray's experience in creating real-time, real-world thinking around these kinds of issues will help clients achieve much needed peace of mind.



VENUE

August 8, 2007

The Beverly Hilton
9876 Wilshire Blvd
Beverly Hills, CA 90210

At the corner of Wilshire Boulevard and Santa Monica Boulevard stands a legend of glamour and luxury - the world-renowned Beverly Hilton. Since its opening in 1955, The Beverly Hilton has served as a premiere destination for the world's most experienced travelers. With the completion of a spectacular \$80 million renovation, this celebrated hotel has been completely reinvented, emerging as a breathtaking beacon of modern luxury.



THANK YOU S

Our special thanks to:

Kurt Siejkowski, Beverly Hills Rent A Car for providing a car for our July Speaker

Jim Baron, Rely Transportation for providing airport transfers for our roundtable speakers
Sofitel – Brent Martin, General Manager - Property Host

Singapore Airlines – **Mary Kay Ohayan**, Account Executive - Corporate Sponsor

Nancy LeGoff, Director of Business Travel Westin **LAX** for providing speaker accommodations.

Sean Parham, Corporate Travel Manager, Guess for sponsoring the cool LABTA shirts
LABTA members were given to wear for the closing event at NBTA in Boston.



LABTA members Bill Shaw, Sarah Best, Sean Parham and Therese Jacobson, modeling the cool LABTA shirts

L.A. is excited to be the location for NBTA 2008!



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Releases

LOS ANGELES – In 2008, Los Angeles will host the National Business Travel Association (NBTA) International Convention & Exposition, July 27-30. The NBTA Convention is widely recognized as the must attend event for travel buyers, suppliers, industry leaders and business travel journalists.

“The City of Los Angeles is pleased to host the 40th annual NBTA Convention,” said Mark Liberman, president and CEO of LA INC. “More than a quarter of LA’s domestic and international visitors are business travelers and we are looking forward to showcasing Downtown Los Angeles, a region that is receiving much national attention for its unprecedented revitalization.” Los Angeles draws 6.2 million domestic business travelers annually and 1.3 million international business travelers.

Amongst a backdrop of development that is placing the region in the spotlight, Downtown’s world-class dining and entertainment venues are exemplary; and more is on the horizon. The NOKIA Theatre at L.A. Live opens in October 2007 and will be in full swing by the time NBTA arrives. L.A. Live is the new entertainment district being built adjacent to the Los Angeles Convention Center and STAPLES Center. It will be home to two new hotels, ESPN’s West Coast headquarters (a state-of-the-art television and radio

broadcast studio along with an ESPN Zone), a 14-screen cinema complex, fabulous restaurants and much more. The JW Marriott and The Ritz Carlton joint hotel venture will be opening in 2010.

“Convention center bookings have already increased by 95 percent,” said Michael Krouse, senior vice president of sales for LA INC. “This increase is a testament to the state-of-the-art Los Angeles Convention Center and the variety of options in Downtown currently available to residents and visitors alike.”

The Los Angeles Convention Center is well equipped to handle NBTA. With 720,000 square feet of exhibit hall space, the Los Angeles Convention Center is committed to the latest technology and cutting-edge conservation programs. A recent technology enhancement allows data to be transmitted at a higher speed in every square foot of the building, simplifying broadcast video streaming, creating faster audio downloads and enhancing Wi-Fi access throughout the center. The convention center’s commitment to green-friendly programs include the implementation of a beverage container recycling system, a material recovery facility that recycles unused exhibit material, a food waste recycling program that converts leftovers into animal feed, and a photovoltaic system that makes the Los Angeles Convention Center the largest solar energy-generating convention center in North America.

The bookend to L.A. Live is the Grand Avenue Project. Located across the street from the iconic Walt Disney Concert Hall, the \$1.2 billion Grand Avenue Project will encompass 3.2 million square feet around the Walt Disney Concert Hall on Bunker Hill in Downtown and will include the 275-room Mandarin Oriental Hotel (opening 2010).

With the third largest lodging market in the U.S. and more than 92,000 guest rooms and suites, Los Angeles is well equipped to handle NBTA’s need for 12,000 room

nights. “LA’s hotels are both well-priced and well-located for business travelers,” said Krouse. “Delegates will also have the opportunity to explore other regions of Los Angeles – the Westside, Beaches, Hollywood and the San Fernando Valley. Each one of these areas is a unique business center and offers a variety of options for business travelers.”

Several of Downtown LA’s favorite business hotels have undergone recent renovations. The Los Angeles Marriott Downtown’s stylish upgrade of its public areas is a showstopper. The hotel is renovating its guest rooms as well. Omni Los Angeles Hotel is Downtown LA’s only four-diamond convention hotel and boasts elegantly upgraded presidential and junior suites.



It also added a new spa and health club. Westin Bonaventure Hotel & Suites, the largest convention hotel in LA, has redone all 1,354 guest rooms and suites. The Hilton Checkers Los Angeles has added a rooftop deck, perfect for after-hours relaxing. The Wilshire Grand Los Angeles installed the latest audiovisual technology in its three ballrooms. The New Otani Hotel & Garden has undergone a \$10 million renovation that included a new lobby and business center. The Sheraton Los Angeles Downtown Hotel's \$10 million renovation began with transforming the lobby area and has gone on to the refurbishing of guest rooms.

LA INC. The Los Angeles Convention and Visitors Bureau is a private, nonprofit business association whose primary mission is to market and promote Los Angeles as the premier site for meetings, conventions and leisure travel. Though not part of city government, LA INC. is recognized as the city's official tourism marketing organization. For more information, visit the official visitor information Web site of Los Angeles at www.seemyLA.com.

Nearly 60 Corporate Travel Professionals Earn CCTE Designation Travel Mangers, Suppliers Graduate from Leading Professional Development Program

Boston, MA (July 24, 2007) – The National Business Travel Association (NBTA) is pleased to congratulate the 58 corporate travel professionals who graduated from NBTA's Certified Corporate Travel Executive (CCTE) program today at the 2007 NBTA International Convention & Exposition in Boston. The CCTE program is offered through a partnership between NBTA and the University of Houston Conrad Hilton College of Hotel & Restaurant Management. CCTE is the leading professional development designation in the business travel industry, and is one of three levels of professional development offered by NBTA.

NBTA President and CEO Suzanne Fletcher commented, "I congratulate these 58 professionals who will now carry the CCTE designation. CCTE is recognized throughout the industry as a designation of experience, professionalism and dedication."

The following professionals graduated from the CCTE program today:

Rebecca Allen, CCTE, Stepan Company
Traci Aultman, CCTE, Qwest Communications Inc.
Dawn Biela, CCTE, Crowne Plaza Phoenix Airport
Sheila Billesbach, CCTE, Christopherson Business Travel
Kathleen Blohm, CCTE, Adtrav Travel Management
Jennifer Borth, CCTE, Edison Schools Inc.
Penny Burich, CCTE, Sol Melia Hotels & Resorts
Michael Chamberland, CCTE, Inco Limited
Betty Clary Schnellenberger, CCTE, UNOS
Hillary Dallas, CCTE, Booz Allen Hamilton
Joe Dixon, CCTE, Geico
Tonya Dudley, CCTE, Toyota Motor Engineering and Manufacturing
Paula Fierstein, CCTE, Quiznos Corporate
Colleen Flynn, CCTE, International Bricklayers Union
Rick Freda, CCTE, U.S. General Services Administration
Anna Gibson, CCTE, Sandia National Laboratories
Art Ginolfi, CCTE, Orbitz Worldwide
Kendra Gleason, CCTE, Marathon Oil Company
Nicola Hall, CCTE, Travel Focus
Carolyn Hardee, CCTE, Autodesk, Inc.



Diane Holland, CCTE
Charlene Hoover, CCTE, Gates Corporation
Sue Humphrey, CCTE, Thrivent Financial for Lutherans
Nancy Jaeger, CCTE, Reliant Energy
Donna Jameison, CCTE, National Academy of Sciences
Christle Johnson, CCTE, National Car Rental
Laurie Kenney, CCTE, Analogic Corporation
Alex Kocen, CCTE, ConocoPhillips
Claire Langford, CCTE, Carlson Wagonlit Travel
Colleen Lattery, CCTE, Crowne Plaza Northstar Hotel
Edward Michels, CCTE, Edwards Lifesciences, LLC
Paulette Miklas, CCTE, M&T Bank
Miriam Moscovic, CCTE, BCD Travel
Molly Murray, CCTE, Wyndham Hotel Group
Cecile Mutch, CCTE, Kellogg Company
Alla Neys, CCTE, Polycom
Bridget Oleszek, CCTE, SAP America
Catherine Rigby, CCTE, CFA Institute
David Russell, CCTE, Christopherson Business Travel
Maria Santos, CCTE, Federal Reserve Bank of New York
Ted Scales, CCTE, Sol Melia Hotels & Resorts
Paul Schnizler, CCTE, The MITRE Corporation
Lisa Simpson, CCTE, J. M. Huber Corporation
Pamela Smith, CCTE, Polk Majestic Travel Group
Jill Stark, CCTE, Lawrence Berkeley National Laboratory
Greg Steifer, CCTE, Northwest/KLM Airlines
Sue Swenson, CCTE, EnCana Corporation
Dianna Taran, CCTE, Cooper US, Inc.
Diana Taylor, CCTE, International Rectifier
Mary Vella Trent, CCTE, Robert Half International
Robert Wade, CCTE, NBBJ
Nick Wambach, CCTE, Swissotel
Donna Watson, CCTE, United Nations Foundation
Kimberley Watts, CCTE, Archstone-Smith
Debbie Welder, CCTE, CHG Healthcare Services, Inc.
Ellen White, CCTE, McClatchy Shared Services
Nancy Witt, CCTE, Clearwire Travel
Tania Wolf, CCTE, Anadarko

NBTA offers three levels of unique professional development:

- Fundamentals of Business Travel Management/CTE – the only introductory course and designation for corporate travel professionals
- Certified Corporate Travel Executive (CCTE) – the only certification course for corporate travel professionals; designed for professionals with at least two years of experience in the business travel field
- Global Leadership Professional (GLP) --- the only master’s-level education for corporate travel professionals; offered in conjunction with The Wharton School of Business



About the NBTA Annual International Convention & Exposition

The NBTA International Convention & Exposition, now entering its 39th year, will be hosted July 22-25 in Boston. The 2007 NBTA Convention is expected to attract nearly 6,000 travel professionals, including more than 1,300 corporate travel buyers and representatives from more than 425 exhibiting suppliers. With a tradeshow spanning nearly 110,000 square feet of the new Boston Convention & Exhibition Center and more than 40 cutting-edge education sessions, the NBTA Convention is widely recognized as the must attend event for travel buyers, suppliers, industry leaders and business travel journalists. Details can be found at www.nbtaconvention.org.

About NBTA

The National Business Travel Association (NBTA) is the world's premier business travel organization. U.S.-based NBTA and its regional subsidiaries – NBTA-Asia Pacific, NBTA-Canada and NBTA-Mexico – serve more than 3,000 members in 30 nations around the world. NBTA has 42 U.S. Chapters with more than 5,000 members. NBTA members are corporate and government travel and meetings managers, as well as travel service providers, who collectively manage and direct more than \$170 billion of global business travel expenditures annually. The association provides industry-leading networking, education & professional development, research, news & information, and advocacy. For more information, visit www.nbta.org.

NBTA Foundation Awards Nearly \$90,000 in Scholarships to 43 Business Travel Professionals

Boston (July 23, 2007) – The NBTA Foundation, the education and research foundation of the National Business Travel Association (NBTA), today during the opening general session of the 39th Annual NBTA International Convention & Exposition awarded 43 business travel professionals scholarships to attend leading education programs – the Certified Corporate Travel Executive (CCTE), the industry's only certification program; and the Global Leadership Professional Program (GLP), the industry's only master's-level course, which is offered through a partnership between the NBTA Foundation and the University of Pennsylvania's Wharton School. One business travel professional was also presented with the Mike Kabo Global Scholarship.

Ellen Keszler, Chair of the NBTA Foundation, commented, "Supporting education and professional development for corporate travel professionals is fundamental to the mission of the NBTA Foundation. We are proud of the 43 recipients of NBTA Foundation scholarships this year, and of our record of awarding nearly 350 scholarships totaling more than \$1.2 million over the last ten years. And we thank the NBTA Foundation donors whose support has made these scholarships possible."

The NBTA Foundation awarded 21 CCTE scholarships to the following professionals:

Miriam Abujasen, Buger King Corporation
Millie Castaneda, US General Services Administration
Rob Cvik, Millennium Hotels and Resorts
Sandra Golden, Continental Airlines
Bill Griesser, Frontier Airlines
Laura Herde, CTE, Continental Airlines
Bobby Hobes, CARE
Jennifer Houdyshell, Sheraton Milwaukee Brookfield Hotel
Trish Johnson, William Blair & Company
Amy Marek, Omega World Travel
Anne Marlow, Xerox Corporation
Sean McCurdy, Interstate Hotels & Resorts
Doris Lee Middleton, Energizer
Timothy Nall, The Hertz Corporation
Faye Neville, Mintel International Group
Mary Patterson, Omni Houston Westside
Rosanne Provance, The Joint Commission
Ralph Randle, Logitech Inc.
Vivian Smith, Tower Travel Management
Denise Truso, Carlson Wagonlit Travel
Gaye Vollrath, PLATO Learning



The NBTA Foundation awarded nine scholarships to the following professionals for the five-day session of the GLP program, held each year at the Wharton School in Philadelphia:

Robyn Gilmartin, CTE, Continental Airlines
LaShawn Hampton, Northwest Airlines
Michael Lyons, CCTE, HSBC
Richard McIntosh, The Hertz Corporation
Delia Peng, CCTE, US General Services Administration
Melinda Ryals, CCTE, Emdeon Business Services
John Salah, Mercury Interactive
Debi Scholar, PricewaterhouseCoopers
Vikki Siemen, CCTE, Starwood Hotels & Resorts Worldwide

In addition, the NBTA Foundation awarded 12 scholarships to the following professionals to attend two-day GLP sessions:

Rebecca Cardenas, Applied Materials
Darragh Flood, Millennium Hotels & Resorts
Shannon Hart, Millennium Hotels & Resorts
Richard Ho, Cooley Godward LLP
Donna Lee Jameison, National Academies of Sciences
Debbie McKay, CCTE, American Express Company
Robert McQueston, Northwest Airlines
Iris Menendez, CCTE, CTE, Fluor Enterprises
Kari Schroeder-Bigot, Dav El Chauffeured Transportation Network
Adi Sidhwa, Grand Hyatt New York
Yasuo Sonoda, CCTE, Spansion LLC
Joan Wilbanks-Keller, CCTE, Embassy Suites Outdoor World

Kate Pritchett, from the University of Sydney, in Australia, is this year's recipient of the Mike Kabo Global Scholarship. This scholarship provides one business travel manager residing outside the United States with complimentary registration to the NBTA International Convention & Exposition and the opportunity to attend the two-day GLP session hosted prior to the start of the annual conference. Pritchett is an active member of NBTA-Asia Pacific. The scholarship is presented in honor and memory of Mike Kabo, a leader in the business travel industry.

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About the NBTA Foundation

The NBTA Foundation is the education and research foundation of the National Business Travel Association (NBTA). The foundation was established in 1997 to support NBTA's members and the industry as a whole. As the leading education and research foundation in the business travel industry, the NBTA Foundation seeks to fund initiatives to advance the business travel profession. The foundation offers the only master's-level accredited course and professional designation for the corporate travel professional, the Global Leadership Professional (GLP) program, in partnership with The Wharton School. The industry's leading benchmarking resource – the Managed Travel Index® (MTI) & Benchmarking Tool – is offered by the foundation. The NBTA Foundation is a 501(c)(3) nonprofit organization. For more information, see www.nbtafoundation.org.



Travel Professionals Complete Global Leadership Professional Coursework First Group Begins GLP Designation Group Project

Boston, MA (July 24, 2007) – Today at the National Business Travel Association (NBTA) International Convention & Exposition, the NBTA Foundation extended congratulations to 18 corporate travel professionals who earned Certificates of Professional Development upon completion of the coursework portion of the foundation's Global Leadership Professional (GLP) program. At the same time, 24 professionals who have completed that coursework are beginning the year-long projects that will finish with them earning the GLP designation.

The GLP program, offered through a partnership between the NBTA Foundation and the University of Pennsylvania's Wharton School, is the only master's-level education offered in the corporate travel industry. The ability for participants to earn a professional designation of 'GLP' is a recent enhancement to the program. After completing the coursework, which consists of one five-day session and three two-day sessions in a 24-month period, participants move on to do year-long team projects. Upon successful presentation of their project findings at the NBTA Convention, students earn the GLP designation. The first GLP designation group work begins at the 2007 NBTA Convention, and the findings will be presented at the 2008 NBTA Convention in Los Angeles.

Ellen Keszler, Chair of the Board of Trustees for the NBTA Foundation, said, "Congratulations to the 18 professionals who recently completed the Global Leadership Professional coursework. Their dedication to professional development is evident in this accomplishment."

The following 18 individuals are being honored with Certificates of Professional Development for completing the GLP coursework:

Denise Adleman, Nestle Business Services
Monique Areano, CCTE, Autoliv North America
Debra Blowers, Amgen
Maylena Burchfield, ADTRAV Travel Management
Jules Davis, Citi
Don Draves, Miller Brewing Company
Cheryl Geib, CCTE, Grant Thornton LLP
Lindsay Geier, CCTE, Brocade
Cynthia Gillen, CCTE, C.P.M., BDO Seidman, LLP
Linda Gray, CCTE, Novartis Vaccines and Diagnostics
Kathleen Hanson, The Lubrizol Corporation
Kelly Henry Luedtke, CCTE, BNSF Railway Co.
Susan Long, CCTE, Alliance Data
Suzen Moye, CCTE, CAFM, sanofi-aventis
Bradley J. Seitz, Topaz International
Susan Shaid-Kedson, Omni Hotels
Karen VanBuskirk, CCTE, Perot Systems
Mark Ziegler, CCTE, Atmel Corporation

Keszler added, "NBTA and the NBTA Foundation are excited the first group of professionals are embarking on the one-year Global Leadership Professional projects that, together with the coursework, will earn them the GLP designation. This represents an exciting new chapter in the GLP program and NBTA's multi-level professional development package. We eagerly anticipate the presentations of their project findings at the 2008 NBTA International Convention & Exposition, and we look forward to the members of this group becoming the first to carry the designation 'GLP' after their names."



The GLP program is designed to provide individuals with the skills to create value for corporations, develop analytical skills to study industry trends and identify new solutions for emerging problems. It is one of three professional development programs offered by NBTA and the NBTA Foundation at three unique levels:

Fundamentals of Business Travel Management/CTE – the only introductory course and designation for corporate travel professionals

Certified Corporate Travel Executive (CCTE) – the only certification course for corporate travel professionals; designed for professionals with at least two years of experience in the business travel field

Global Leadership Professional (GLP) --- the only master's-level education for corporate travel professionals; offered in conjunction with The Wharton School of Business

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NEW MEMBERS

Matthew Maguire
President and CEO
Primair, Inc.

Ana Moran
Director of Sales
Hilton Garden Inn LAX/EI Segundo

Lisa Shenefiel
Sr. Sales Director
GetThere

Michelle Profant
Director of Sales
Santa Barbara Inn

Allison Regan
Director of Sales
Integrated Transportation Services, Inc.