



## April 2008

What are NBTA and the NBTA PAC doing on a national level to ease the financial crunch that businesses face due to taxes on air, car rental and hotels? What are they doing in Southern California to improve the ease of travel into and out of our state? All of these questions and more will be answered at our April meeting. Tim Punke from NBTA/Monument Policy Group will discuss NBTA's legislative goals, business travel, travel security, rising costs, and how we can all make an impact.

### Speaker

#### Tim Punke, NBTA/Monument Policy Group

Tim Punke has over a decade of experience working in both the private and public sectors, including work in all three branches of government. Since leaving government service in 2005, Punke has helped a broad range of Fortune 500 companies, industry associations, and public entities on a diverse set of issues, including international trade, market access, customs policy and regulations, intellectual property protection, port and cargo security, tax policy, immigration, and competitiveness issues. For more information about Tim or Monument Policy Group, go to [www.monumentpolicy.com](http://www.monumentpolicy.com)

### Venue

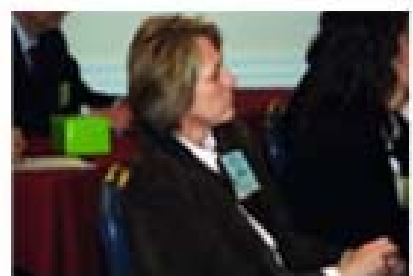
**Renaissance Montura Hotel**  
9620 Airport Blvd.  
Los Angeles, CA 90045

As one of the most elegant luxury hotels in Los Angeles, California, the Renaissance Montura Los Angeles Hotel features ultra contemporary design, an internationally acclaimed art collection, and newly remodeled guest rooms with a wealth of upscale amenities.





## Photo Gallery





## Thank You

### March Sponsor

JetBlue - Sonya Hagen, Supplier Sales/Marketing Manager

### March Venue

UCLA - Belinda Borden, Manager

### Speaker Travel

American Airlines, Kathy Hoskanian, Account Development Manager

Southwest Airlines, Jeffrey Haag Regional Manager, Corp. Relations

Continental Airlines, Jeff Sewalson, Sales Manager

Delta Airlines, Anne Ferrua, Sales Account Executive

### Education Day Speakers

Dr. Christopher Thornberg, Founding Partner, Beacon Economics

Will Tate, Vice President, Management Alternatives

Holly Hegeman, Founder of Plane Business.com

Ed O'Connor, Vice President, Management Alternatives

Mark Thorpe, Director, Air Service Marketing, Los Angeles World Airports

Panelists: Sally Abella, Director of Corporate Travel, Harmon International Industries

Robert Steiner, Vice President Global Procurement, AECOM

Eve Coven White, Vice President Global Markets, HRG International

John McDermott, US Bank Vice President Western Region Business Development

Aaron Snyder, Regional Vice President, American Express Global Card

Alex Houston, Vice President, Sales, AirPlus International

## New Members

### Leah Katzin

Owner  
AAA Limousine Service

### Nicole Nade

Business Development Manager  
FCm Travel Solutions

### Olga Carr

Sales Account Executive  
Mexicana Airlines

### John Pillmeier

Operations/Account Manager  
BCD Travel

### John McKay

Sales Manager  
Hotel Palomar Los Angeles - Westwood

### Madeline Aguiar

Business Development Manager  
Silverjet

### Leslie Williams

Director, Business Development  
Carlson Wagonlit Travel

### Nicole Vaziri

Director of Luxury Market Sales  
Hyatt Hotels & Resorts Worldwide

### Matthew Ahmedamin

Travel Service Coordinator  
University of Southern California

### Renee Palmer

Director of Client Relations  
Diva Limousine LTD

### Leslie Ryan

Regional Sales Director  
International SOS

### Tony Goodman

Director of Sales  
Virgin America

### Matthew Gerrish

Corporate Sales Manager  
Enterprise Rent-A-Car

### Lara Weiss

Exec. Director of Worldwide Sales  
K-Hotels

### Suzanne Altman

Business Development Manager  
FCm Travel Solutions

### Hyacinth Valdez

Sales Manager  
Marina del Rey Hotel



## Traveler News

### Travel Rx

#### Three Is Not the Charm

by Mary B. Gallagher, RN, MSN, CCRN



When you know what to look for, it's easy to avoid contact with poisonous plants. "Leaflets of three, let it be." This old-time saying contains a warning the wise traveler should heed. Of the three most common poisonous plants — poison ivy, poison oak and poison sumac — two can be identified by their "leaflets of three." Found throughout the United States and Canada (except in Hawaii, Alaska and the desert Southwest), these wicked weeds cause allergic reactions ranging from a mild rash to life threatening anaphylactic shock.

Obviously, the best way to avoid the severe itching, redness, swelling and blisters — typical results of contact with these botanic beasts — is to be able to identify and avoid them altogether. Both poison ivy and poison oak can grow as vines or bushes with the aforementioned leaves formed of three leaflets. Poison sumac is generally found in boggy, swampy areas and carries leaves of seven to 13 leaflets. All three are green to yellow-green during the growing season, turning reddish orange in the fall.

The actual culprit here is urushiol, colorless or clear yellow oil found in the sticky sap of these plants. Any cut, crushed or bruised part of the plant, either dry and dead or growing, can transmit this substance to your skin. Contact may be direct (skin to sap), indirect (skin to any object with urushiol on it: family pet, tools, athletic equipment) or airborne (burned plants release sap-coated particles into the air which are then inhaled and irritate eyes, nose, throat and lungs). In a sensitive individual, the latter exposure could lead to an anaphylactic reaction.

If you do come in contact with these weeds, immediately wash your skin with cool water and mild soap and remove and wash your clothing. If water isn't available, rubbing alcohol may dissolve and remove the oils from your skin. If you can remove the oil within 10 minutes, you are unlikely to develop a rash. If the oil penetrated the skin, a reaction appears within 12 to 48 hours. Treat a mild rash with calamine lotion, Aveeno oatmeal soap or soothing bath treatment, or cool compresses of water or milk to reduce itching. An oral antihistamine such as Benadryl may also provide relief.

Scratching may cause the blisters that follow the initial itchiness to weep and then crust over. Wounds often take 10 or more days to heal, and your doctor may prescribe an antibiotic if an infection has resulted from the scratching. The good news is that the rash does not spread by touch, although it may look that way based on the pattern of the breakout, which occurs at a slower rate on areas of the forearms, legs and trunk where skin is thicker, slowing the absorption of urushiol.

Do not attempt to treat a severe reaction on your own or wait it out in your hotel room or campsite. Call the local emergency number or contact your hotel's concierge to get immediate treatment. Try to stay calm and prevent further exposure to the offending agent. As always, have some means of communicating to medical personnel your health history, allergies and prescribed medications. Treatment may include Epinephrine and steroids to decrease the immune response and relieve inflammation from the toxin.

Two to three weeks after your initial exposure, the rash and itching should be resolved. Maintain your treatment regimen until the symptoms have completely disappeared to ensure they will not return. Keep in mind that future exposure to these weeds will likely result in a more severe reaction than your first — reason enough to let them be!

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## Corporate Partner



Australia's newest International Airline, V Australia, will launch non-stop service between Australia and Los Angeles on December 15, 2008, under a new open-skies agreement between the United States and Australia. The international airline of Virgin Blue will use the first of its 10 weekly allotments to offer Virgin's unique premium product between Sydney and LAX.

The announcement was made March 31 at news conferences in Sydney and Los Angeles attended by Virgin Blue co-founders Sir Richard Branson and Chief Executive Brett Godfrey. They were joined in Los Angeles by Mayor Antonio Villaraigosa at a news conference at the LAX Tom Bradley International Terminal.

"I am thrilled that such an innovative airline offering value and high-quality service to passengers has chosen Los Angeles as its front door to the U.S.," Mayor Villaraigosa said. "It is a privilege to benefit so quickly from the open-skies agreement lifting market restrictions and allowing more air travel choices between both countries."

Sir Richard Branson added, "The launch of V Australia means the Virgin Group for the first time will offer a global network of airlines that allow travelers to fly worldwide on Virgin airlines' that all share the same vision and commitment to safety, service, fun and flair."

V Australia's product will include full service features such as complimentary meals and beverages and generous seating. The airline will also be the only airline operating trans-Pacific to offer the latest in-flight technology connectivity throughout all cabins so Guests are able to send and receive SMS text messages, as well as send and receive emails using GPRS devices such as BlackBerrys® and mobile phones exactly as they are used on the ground.

Brett Godfrey added, "V Australia's focus on space, comfort and entertainment, coupled with Virgin Blue's renowned customer service will stand the airline in good stead to compete with the region's best carriers, with the added bonus of lowering the fares."

"International Business" will be a boutique style executive business product with an intimate dedicated cabin and crew. International Business will offer a fully flat horizontal bed (stretch out and sleep with 77 inches of space) and offers choice and individuality, including the freedom of an à la carte menu and on demand entertainment so Guests can watch and eat what they want, when they want, depending on personal preference.

"International Premium Economy" will be an all-inclusive dedicated cabin. It will offer 40 seats that are amongst the largest seats ever offered in a Premium Economy class of any airline, either flying today or declared to fly in the future. The seats boast a full 20 inches of width and a 9 inch recline and no seat will have less than 38 inches of leg room. The new premium style of travel is tailored to those who want more comfort, more space and the little things that make a difference including mood lighting and in-seat audio and video on demand.

"International Economy" will provide the most spacious economy seating option of any airline operating the trans-Pacific route, individual on-demand seat back entertainment and comfy seating (designed for the yet to fly Boeing 787) in a 3x3x3 configuration, with an unparalleled 18.8 inches of seat width and 32 inches of leg room.

The schedule has been specifically designed to offer the only daily evening departure from Sydney to LA, allowing travelers a full day's work or play in Australia before heading to the United States. V Australia will initially launch with daily trans-Pacific services and will ramp up additional frequencies as it takes delivery of more brand new Boeing 777-300ER aircraft direct from the Boeing factory.