



March 2008

Education Day

Guest Speakers

Dr. Christopher Thornberg

Founding Partner, Beacon Economics

Christopher Thornberg is a founding partner of Beacon Economics. Dr. Thornberg is an expert in the study of regional economies, real estate dynamics, labor markets and business forecasting. He has been involved in a number of special studies measuring the impact of important events on the economy, including the NAFTA treaty, the California power crisis, port security, California water transfer programs and the September 11th terrorist attacks. Prior to launching Beacon he worked with the UCLA Anderson Forecast where he regularly authored the outlooks for California, Los Angeles and the East Bay as well as performing a number of specialized forecasts for regions and industries.

Dr. Thornberg lectures on a regular basis at a variety of public and private events, has appeared on CNN, Fox News and CNBC and is widely quoted in the press. He received his Ph.D in Business Economics from The Anderson School and his B.S. in Business Administration from the State University of New York at Buffalo. He specializes in International and Labor Economics. Dr. Thornberg continues to teach in the MBA program at UCLA and previously held a faculty position in the economics department at Clemson University.

Will Tate

Vice President, Management Alternatives

With more than 20 years of business process improvement experience in both financial accounting and travel management systems, Will provides clients with multi-faceted expertise.

His early years with Dresser Industries were in various audit positions. His assignments covered more than 30 countries, including relocation to Europe to launch the branch audit office. During his years in internal audit, he was selected by the Institute of Internal Auditors to conduct national education programs.

Will spent 15 years with Dresser Industries, capping off as Global Travel Manager. He was responsible for all facets of the travel program, including: agency relations and operations; charge card; supplier negotiations; and business unit reporting. Will consolidated Dresser's Global Travel Program.

Will has served on the advisory boards of the Institute for Business Travel Management, two major airlines, a major hotel chain and industry education groups for both NBTA and ACTE.

He has pioneered two separate measurement tools to quantify the effectiveness of travel management programs. Both of these measurement tools have been copy written and are industry firsts. Will is a CPA, receiving his B.B.A. degree in accounting from Texas Tech University.



Holly Hegeman

Founder of Plane Business.com

Holly Hegeman publishes the most widely read weekly financial subscriber publication of the airline industry, Plane Business Banter. Ms. Hegeman is a former senior contributing editor for the Street.com, where she analyzed the airline industry.

Ed O'Connor

Vice President, Management Alternatives

With over thirty years of experience in the travel industry, Ed brings a unique perspective to MAI's Consulting assignments. His background includes the president & COO of one of Carlson Companies' largest franchised travel operations, vice president Sales & Account Management for Carlson Wagonlit, two key managerial positions at American Express and over fifteen years in the airline business. For the past seven years, Ed has operated his own business as an independent travel management consultant.

As a consultant, Ed deals with all aspects of corporate travel procurement and processes. He drafted one of the very first transaction fee proposals and helped design and create one of the first global travel management bids. On the payment side, Ed conducted one of the more extensive competitive studies on the Corporate Card and wrote one of the original "white papers" for the introduction of the Purchasing Card.

Ed has presented educational sessions at both ACTE and NBTA functions and is a Certified Travel Counselor (CTC). He holds a Marketing degree (BS) from Rutgers University and an MBA from Pepperdine University.

Venue

UCLA Faculty Center
480 Charles Young Drive
Los Angeles, CA 90095





Photo Gallery





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Global Traveler



Releases

Cold Strategy

by Mary B. Gallagher, RN, MSN, CCRN

Prevention is key, but effective treatment is the next best thing for cold sufferers.

Remember the old saying “feed a cold, starve a fever”? Or, was it, “starve a cold, feed a fever”? It’s actually not in your best interest to do either. But with no quick-fix cure for the common cold, it’s no wonder so many of us willingly accept folk remedies in an attempt to find relief. So, let’s explore some of these remedies to see which ones work and which ones don’t.

More than 200 different viruses may cause the common cold, which means cold symptoms can vary greatly from one individual to another. Adults average two to four colds a year while children, especially preschoolers, can “catch” a cold six to 10 times a year. Factor in the one to two weeks it takes each cold to run its course and that’s a lot of sneezing and discomfort.

Symptoms — runny nose, difficulty breathing through your nose, swelling of your sinuses, sneezing, sore throat, cough and headache — usually develop one to three days after exposure to a cold virus. A slightly elevated fever may accompany a cold and can reach 102 degrees in infants and children.

Rhinoviruses, active in the early fall, spring and summer, cause 30 to 35 percent of all adult colds. There are more than 110 types of rhinovirus, and they grow best at temperatures of about 91 degrees — the optimal climate inside the human nose. Corona viruses, active in winter and early spring, also cause a large percentage of adult colds.

Cold viruses are transmitted in two ways: person-to-person via respiratory droplets in coughs and sneezes and through indirect contact such as when a person touches infected respiratory droplets on a phone, desk or other hard surface and then touches his or her own eyes. Some cold viruses can live two hours or longer on hard surfaces.

Non-prescription, over-the-counter remedies such as decongestants, cough suppressants and antihistamines may relieve some cold symptoms, but will not prevent a cold or shorten its duration. Also, be aware of side effects such as drowsiness, insomnia or upset stomach. Always check with your physician and never give medication to a child without first consulting your pediatrician.

Alternative remedies abound. Some people believe that zinc nasal sprays or lozenges administered at the onset of a cold help reduce symptoms. The herb echinacea is thought to reduce the severity and duration of a cold if taken the early stages of illness. Many people believe that taking large quantities of vitamin C will prevent colds or relieve symptoms, but there is no conclusive data to support that belief.

Inhaling steam in a hot shower may temporarily relieve symptoms of congestion, but few health professionals consider it an effective treatment. On the other hand, chicken soup is good for the soul and the common cold. Scientists are not sure why it works but believe, as your mother probably did, that inhaling the soup’s vapors helps open nasal passages, relieves congestion and may boost the immune system by decreasing nasal inflammation.

I know people who swear by commercial preparations such as Airborne, a dietary supplement containing seven herbal extracts and an assortment of vitamins. I also have a friend who believes that applying Vicks VapoRub to the soles of her feet and covering her feet with socks at bedtime decreases the duration of her colds. Such therapies may provide relief for some people, but their benefits are not medically proven.



Common-sense precautions can slow the spread of colds. Wash your hands thoroughly and often. Carry a bottle of alcohol-based hand rub (at least 60 percent alcohol to be effective) to use when soap and water are not available. Always cover your nose and mouth with tissue when you sneeze or cough. Discard used tissues immediately and wash your hands thoroughly. Do not share drinking glasses or utensils. And no matter how indispensable you may be, consider staying home from work when you have a fever or cold. Studies show that a person is most likely to transmit the virus on the second to fourth days of infection.

Soothe the Symptoms

There is no cure for the common cold but you can relieve your symptoms.

- Get plenty of rest
- Drink plenty of fluids
- Gargle with warm salt water
- Drink tea with lemon or honey
- Apply petroleum jelly to a sore, raw nose
- Take ibuprofen for headache or fever

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