



**JULY 2008**

## **Doing Business in a Challenging and Changing Economy**

LABTA presents a panel of Business Travel veterans moderated by Brad Kemp, Director of Regional Studies, Beacon Economics. Lesley Carey, President of PHG Hospitality Group, Bill Kramer, Managing Director - Passenger Sales, West Region for United Airlines and Michael Lyons, VP Travel Services for HBSC and VP of NBTA, will discuss their perspectives on how the current economic climate is impacting our industry. Brad Kemp, Director of Regional Research for Beacon Economics, will kick things off with a brief presentation on our current economic climate and what we can expect in the months to come. He will turn it over to the panel to discuss how the economy is affecting their decisions regarding travel. What, if anything, are companies doing to adjust to fuel prices, rising travel costs, and a falling dollar? Are companies getting serious about reducing travel expenses, going green or other decisions that may change the travel experience of their employees? Please come prepared with concerns, questions and ideas for an interactive and enlightening conversation.

### **Speakers:**

#### **Brad Kemp Director of Regional Studies, Beacon Economics**

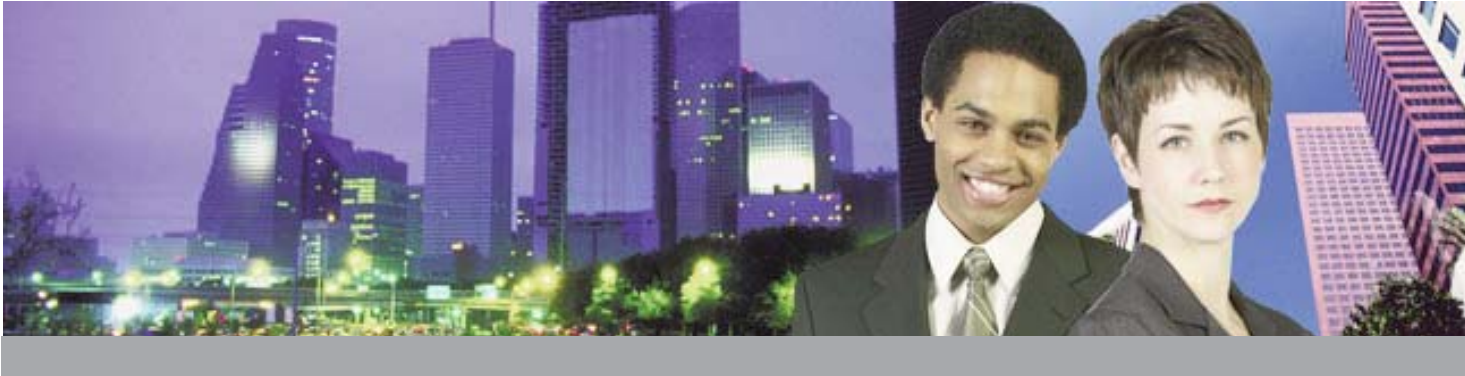
Brad Kemp is director of regional studies at Beacon Economics. A well-known expert on California labor markets, Mr. Kemp was a labor research analyst for the California Employment Development Department (EDD) for over 7 years. During this time, he amassed singular expertise in the collection, reliability, and applicability of labor market statistics in the state. Focusing on the greater Los Angeles region, Mr. Kemp was instrumental in helping leaders, workforce/economic development officials, and city planners use statistics to make better-informed choices and develop effective labor market strategies. He was responsible for releasing the monthly employment estimates and unemployment rate for Los Angeles County, and worked on special reports that detailed the effects of major events, such as the Southern California wildfires, on regional labor markets. Mr. Kemp also played a key role in communicating EDD's data and message to a variety of audiences, becoming both a widely quoted source in the media, and regularly presenting at conferences, business gatherings, and regional events.

Mr. Kemp is a veteran who served with distinction for six years in the U.S. Navy, where he focused on electronics, computers, and weapons systems. He graduated at the top of his class in each of the Naval schools he attended, and developed discipline, leadership, and attention to detail while serving his country.

Following his military service and prior to joining EDD, Mr. Kemp worked in the fruit import industry as an operations manager, and in entertainment production – accruing 13 movie credits to his name. He is involved in veteran affairs and works with organizations that assist veterans in transitioning into the civilian working world. He received his B.A. in Communication from the University of Delaware.

#### **Lesley Carey President of PHG Hospitality Group**

Ms. Lesley Carey has over 18 years of development, renovation and general management experience with luxury boutique hotels and resorts both in the U.S. and internationally. Ms. Carey attended Queen's University in Ontario, Canada, where she earned her Bachelor of Arts Degree in English Literature.



Ms. Carey has helped create, design and manage some of the top boutique hotels in the world. She began her hospitality career in Toronto, Canada where she undertook a series of positions with increasing responsibility at the Four Seasons, the Interstate, Wyndham hotels and Queens Landing, part of a four-star hotel group in the Niagara-on-the-Lake complex. During this time Ms. Carey gained significant knowledge and practical experience in operations management, food & beverage, marketing, marketing plan development, sales execution, construction, room renovation, budgeting, internal controls, and public relations. She then moved to Georgia to accept a position as General Manager of the Chateau Elan Resort & Spa in Braselton, Georgia. In this position 800 associates and contractors reported to her.

Ms. Carey then became the general manager of the Argyle Hotel (now Sunset Tower) on Sunset Boulevard. She managed the Argyle Hotel's renovation, repositioning, and rebranding. The Argyle experienced a 100% increase in ADR during her tenure. She oversaw the renovation and rebranding at the Orlando Hotel in Los Angeles (a luxury boutique hotel blocks away from the Beverly Center), and also oversaw the renovation at the Lodge at Rancho Mirage (formerly The Ritz Carlton). At both hotels she served as general manager throughout the renovation and re-opening. Through Ms. Carey's efforts there was a significant increase in ADR at both hotels.

#### **William R. Kramer**

##### **Managing Director - Passenger Sales, West Region for United Airlines**

Bill Kramer joined United Airlines four years ago as Managing Director - Passenger Sales, Central Region. In March 2007, he was reassigned to Los Angeles and is currently the Managing Director – West Region. Bill leads a team of sales professionals covering 10 western states. The region generates more than \$2 billion in revenue annually.

Prior to joining United Airlines, Bill spent 20 years with American Airlines in various roles ranging from airport operations to sales and marketing. He holds a B.A. in Finance from San Jose University and a M.B.A. from University of San Francisco.

Bill has been active on a variety of civic and community boards including Options House – Los Angeles, Japan America Society – Los Angeles, Japan Chamber of Commerce – Chicago and LA Inc. – the Los Angeles Visitor and Convention Bureau. He is a current board member of the Frank Lloyd Wright Preservation Trust and Los Angeles Sports Council.

Bill resides in Palos Verdes Estates, CA with his wife, Victoria and sons, Ryan and Mason.

#### **Michael Lyons**

##### **VP Travel Services for HSBC and VP of NBTA**

Michael W. Lyons is Vice President Travel Services at HSBC, one of the world's largest financial services organizations. Based outside of Chicago, Illinois, he is responsible for all aspects of the employee travel program. Throughout his extensive career in corporate travel management, Michael has held positions on both the corporate and supplier side of the business.

Michael currently serves as Vice President of the National Business Travel Association and has served as a Director-at-Large, as well as on various committees at NBTA and the NBTA Foundation. He has spoken at NBTA events around the world, including Australia, China, Brazil, and Mexico. At the local chapter level, Michael is a member of Education Committee at the Midwest Business Travel Association. He has served twice as Vice President of the Los Angeles Business Travel Association. Additionally, Michael has served on various supplier advisory boards, including United Airlines, Continental Airlines, and Expedia Corporate Travel. A graduate of Brigham Young University, Michael and his family live in Naperville, Illinois.



## VENUE

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## Thank yous

**Ray Bustamante**  
**Westin Long Beach Hotel**  
**Director of Sales & Marketing**

## New Members

**Jennifer Reinke**  
Corporate Travel Manager  
iSuppli Corporation

**Donna Giordan Ontiveros**  
Director of Sales  
Courtyard by Marriott Thousand Oaks

**Michele Cardella**  
Director, Consulting  
Advito

**Anastassia Steele**  
BT/Corporate Sales Manager  
Marriott Long Beach

**Kristin Haley**  
Sales Manager  
Holiday Inn Hollywood

**Niki Albert**  
Senior Sales Manager  
Crowne Plaza LAX

**Sucheta Guinan**  
Corporate Account Manager  
Avis Budget Group

**Lynn Winfield**  
Manager Off Line Sales Development  
Alitalia Airlines

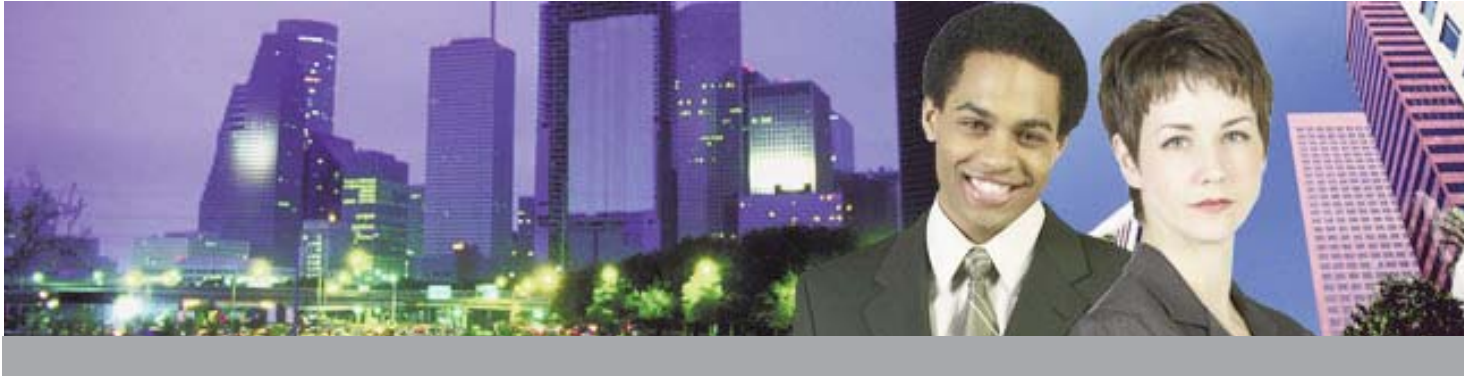
**Tom Linton**  
Director of Sales Western Region  
Waterstone Marketing

**Koko Judge**  
Director of Sales  
Crowne Plaza Commerce



## Photo Gallery





## Releases

### Travel Rx

#### Every Second Counts

by Mary B. Gallagher, RN, MSN, CCRN

An automated external defibrillator can make the difference between life and death during cardiac arrest.

When I was a young teen, my 49-year old father died of sudden cardiac arrest while we were at home watching his favorite TV show. This was before CPR and 911. My mother quickly called our family doctor, who called the police for an ambulance. We waited helplessly for it to arrive, but all the squad could do was administer oxygen to my unconscious father and transport him to the hospital.

I knew I would probably never see him again.

Sudden cardiac arrest, also known as sudden cardiac death, is the rapid and unexpected loss of heart function, breathing and consciousness. Characterized by an electrical disturbance in the heart, SCA causes the ventricles that usually help pump blood to quiver, rather than beat in a normal fashion. This abnormal cardiac rhythm is called ventricular fibrillation. During cardiac arrest your brain and vital organs are deprived of oxygen and circulating blood. Without immediate treatment, death may occur within minutes. If you survive, damage to the brain and other organs is a significant possibility.

Prompt treatment, including CPR to keep blood flowing through your body, may save your life. Early defibrillation with an automatic external defibrillator may significantly enhance your chances of survival. AEDs, portable devices about the size of a book that weigh four to six pounds, utilize a microprocessor to analyze heart rhythm and indicate if a shock is needed. Delivered by adhesive electrode pads placed on the victim's chest, the jolt briefly stops the heart and allows it to restart its normal electrical function.

Ambulances and police cruisers are equipped with AEDs. The devices have also become standard emergency equipment on planes, in shopping malls, at airports and in other public gathering places. Now available over the counter without a prescription, small-business owners and patients at risk for cardiac arrest are purchasing them for home and office. The life-saving devices retail for \$1,200 to \$1,500.

When considering an AED purchase, visit the FDA Web site at [www.fda.gov](http://www.fda.gov) and search "AED" to weed out recalled models. Make sure directions are simple and easy to follow — many come with a training video or DVD — an emergency situation is not the time to figure out how to use an AED. It is also a good idea to review local and state laws pertaining to portable defibrillators.

If you decide to equip your home or office with an AED, be sure everyone knows how to use it. It's a good idea to develop an emergency plan and review it, along with the AED instructional materials, every three to six months. Consider identifying a response team — a group of individuals trained in CPR who conduct practice drills and are responsible for routine maintenance and battery checks. Make sure the defibrillator is readily accessible. If it's not immediately visible, install a sign to indicate its location.

Cardiac care and its associated technology have seen great advancements over the last 35 years. Though I regret AEDs were not available when my father suffered sudden cardiac arrest, I am thankful that today the devices may save others from experiencing such a heartbreaking loss. For more information, visit [www.americanheartassociation.org](http://www.americanheartassociation.org).



## **Coffee and Tea by Me by Kimberly Krol**

GT's Kimberly Krol takes learning to new heights training with KAL flight attendants.

I must admit I had no idea what to expect. I didn't even know what I would be doing. As I sat anxiously on my Korean Air flight from New York to Seoul, I found myself watching the flight attendants and wondering if I would have a better understanding of the way they work on my return flight a few days later. I was headed for a two-day crash course in flight attendant training at Korean Air world headquarters, located near Gimpo Airport in Seoul, Korea. And, let me tell you, the rigorous training course covers every single detail imaginable. All that work adds up to the exceptional, warm and efficient service directed at every passenger on board a KAL flight.

Korean Air prides itself on its first-rate training. Courses for brand-new attendants include comprehensive safety instruction; lessons on service, hair and makeup; and practical training on food and beverage service. Food and beverage training occurs at the Catering Center, while all other instruction takes place at a state-of-the-art training facility built in 2001. Instructors are pulled from the 4,000-plus cabin crew staff employed by Korean Air. Most of the flight attendants are females, actively recruited from Russia and throughout Asia, including Korea, China and Thailand. All male flight attendants are promoted from various positions within the company.

By hiring attendants from around Asia, Korean Air aims to offer its passengers international service highlighted by flight attendants who are fluent in their languages and who are intimately familiar with their cultures. While all classes for non-Korean recruits are conducted in English, KAL flight attendants essentially become trilingual, fluent in their native tongues, English and Korean.

My first day of flight attendant training was dedicated to economy class food and beverage service. I arrived at the Catering Center at 8:30 a.m. to find the place bustling with early-morning activity. All food and beverage preparation occurs here; training is conducted in mockup stations designed to replicate the interiors of KAL's fleet.

Trainees start almost every day with a written test and a series of stretching exercises. With those tasks completed, I joined a group of Chinese recruits dressed in the uniform Italian designer Gianfranco Ferré created for the airline in 2004. New attendants wear white jackets combined with pants or skirts and blue or white shirts. Blue jackets signify purser-level attendants. Without a uniform of my own, I blended in with an apron supplied by the instructor.

Each intensively interactive session begins with a short briefing followed by plenty of hands-on practice. On day one we served plastic replicas of Korean and Western menu items and learned about coffee and tea service. By day two trainees move on, serving real food and learning the ins and outs of meal prep in a mock-up galley. Individuals pair up to practice with "welcome cart" service, serving peanuts and a beverage. The class covers every aspect of the service, including loading the cart properly and learning the galley locations of all the necessities. As we worked our way up the aisle, instructors observed and offered tips and other constructive criticisms.

Although I was definitely a few steps behind my fellow trainees, I was quite pleased I had some restaurant experience under my belt when it was my turn to take to the aisle. Once I was center stage, though, I realized just how difficult it is to keep up with service demands while serving the snacks and beverages. As I asked my fellow students, posing as passengers, what they would like to drink, I had to remember to serve the window seat passenger first, but to clear the dishes from the aisle seat first. That may sound like a walk in the park, but it's easy to lose track as you try to keep moving and smiling. Other seemingly minute, but very important details (believe me, you'll notice on every flight from this day forward) included making sure to pull — never push — the cart, always wiping the rim of a can before serving, pouring wine with one hand, and never collecting too much refuse at one time.



The most important rule of thumb? Recognize the passenger's "castle" — his or her own personal space. To honor a passenger's space, flight attendants must always stand even with the seatbacks, always serve with the appropriate hand and never lean over a passenger. With all of these directives scrambling for space at the forefront of my memory, I heaved a huge sigh of relief when I finished my turn at the practice task.

KAL records all training sessions so the class as a whole can review and discuss the experience. Instructors also throw in real-life monkey wrenches to keep trainees on their toes and help them learn how to deal with less-than-compliant passengers. I learned what to do when I approached a sleeping passenger and how to diplomatically disclose that we had run out of a certain food or beverage item.

Later that day I silently observed a Korean-language business-class refresher course. Flight attendants are required to attend refresher courses throughout the year. I didn't understand a word that was said, but I could clearly interpret the distinctions between training for service in business class versus economy class.

At the end of the day I headed over to the training center for a quick tour. The awe-inspiring four-story facility includes classroom space, multiple plane mock-ups, flight simulators, state-of-the-art equipment, real Boeing aircraft life rafts and an Olympic-size swimming pool. The sessions that take place in this building are completed prior to food and beverage service training, so I had missed out on that portion of the program. Still, it was clear there is no room for error in this building where trainees learn CPR, fire prevention, emergency evacuation procedures and other safety measures that may come into play during extreme situations. Fail just one test and you're out.

The message that came through loud and clear on day two: It's all about the details. We spent the early part of the morning viewing a PowerPoint-enhanced lecture designed to hammer home KAL's ideals which, in sum, equal a genuinely heartfelt desire to serve.

I was honestly impressed with the way instructors stressed particulars. Repetition reinforced the proper pronunciation and inflections of Korean phrases. The instructor went through the class one by one, finetuning bowing posture including body angle and foot position. I'll confess, all of the bowing left me feeling physically and mentally tired. There's so much to remember: make eye contact, bend at the waist, keep your head and back in a straight line, pause for a moment, and on and on. After just two days of training, my head was overflowing with information. I can't even begin to imagine how trainees absorb everything they're taught during the full multi-week training session.

As day two came to an end, I spent my last few hours as a trainee learning about hair and makeup. Just as detailed as the other learning modules, this session focused on proper face cleansing technique, makeup application, skin care and more. The classroom resembled a sleepover party as we all began to practice hair and makeup on one another. (I learned some interesting makeup tips.)

During my flight home, I viewed the flight attendants through new eyes. I watched as they served from the left, bowed to the passengers and poured wine with one hand. I knew why they wore headbands and how they selected their eye shadow color. The truth is, I enjoyed being in on their secret and understanding the key to Korean Air's first-rate service.

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