

## **FOR IMMEDIATE RELEASE**

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### **Los Angeles Business Travel Association Hosts Best-Selling Author at July Meeting**

-- Chip Conley to Share Insights from "*Peak: How Great Companies Get Their Mojo from Maslow*" --

LOS ANGELES, July 1, 2008 – At its July 9 meeting, the Los Angeles Business Travel Association (LABTA) will feature Chip Conley, CEO and founder of Joie de Vivre Hospitality and author of several books including his latest, "*Peak: How Great Companies Get Their Mojo from Maslow*." The meeting, sponsored by Los Angeles World Airports, will begin at 11:30 a.m. at the Flight Path Museum (6661 W. Imperial Highway, Los Angeles, 90009).

Conley will speak about his new book, which explores how his company, the second largest boutique hotelier in the world, overcame the storm that hit the travel industry in the post-dot.com and post-9/11 economy. Conley drew inspiration from psychologist Abraham Maslow's iconic Hierarchy of Needs. Part memoir, part theory and part application, "Peak" tells of Joie de Vivre's remarkable transformation while providing real world examples from other companies and showing how everyone can bring about similar changes in their work and personal lives. Conley will explain how to understand the motivations of employees, customers, bosses, and investors, and use that understanding to foster better relationships and build an enduring and profitable corporate culture.

The program is \$50 for members and \$60 for non-members with advanced reservations by July 7. The cost is \$65 at the door for everyone. For more information and to make reservations, visit [www.labta.org](http://www.labta.org) or call (818)848-5578.

#### **About LABTA**

The Los Angeles Business Travel Association is the authoritative voice of business travel management in Los Angeles. Membership is comprised of corporate travel executives and associates from airlines, hotels, ground transportation providers and other segments of the corporate travel industry. LABTA is dedicated to the professional development of its members and the advancement of the business travel management community through advocacy, education, training and networking opportunities. Founded in 1970, this nonprofit organization is the largest chapter of the National Business Travel Association with more than 250 members.

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