

ACHIEVEMENT REPORT
2004-2005



 **INSTITUTE OF
BUSINESS TRAVEL
MANAGEMENT**

The Education and Research Foundation of NBTA



As Chair of the Institute of Business Travel Management (IBTM), I have had the honor and privilege of serving along side many great industry executives over the past two years. Their leadership, vision, wisdom and friendship have been a valuable part of my experience at IBTM. Members of the IBTM Board, Committees and the Industry Advisory Council have committed valuable time and resources to ensure the success of IBTM.

During the past two years, IBTM has continued its dedication to providing educational opportunities for business travel professionals. Through its partnership with the Wharton School, IBTM's Global Leadership Program has delivered master's level courses to ever increasing numbers of members. Having personally experienced one of these sessions last year, I can tell you it is an excellent opportunity to learn from some of the world's most renowned professors, as well as our industry's own seasoned veterans.

In addition, donor contributions have made it possible for IBTM to provide educational scholarships to NBTA members. These grants have allowed travel professionals to participate in the Certified Corporate Travel Executive (CCTE) program, the Global Leadership Program (GLP), and attend accredited college and university programs of their choice through the Independent Studies Program (ISP).

But education is only half of the equation. We also recognize the value of timely and accurate research in an industry that doesn't stand still, working against a backdrop of an ever changing world. IBTM has spent considerable resources to provide NBTA members and the industry with information that will continue to move business travel forward in a positive light. While those of us in the business clearly know the value that managed travel brings to a company, NBTA members told us that they struggle everyday to demonstrate their ROI. Our goal in developing the IBTM Managed Travel Indexsm & Benchmarking Tool, was to continue to build the awareness of the value of managed travel and its contribution to corporations.

As I close out my final weeks as IBTM's Chair, I am thankful to all of you who have helped us strive for our mission over the past two years. It has truly been an industry effort, both buyer and supplier working together to achieve our goals. I am also looking forward to continuing my affiliation with IBTM as the Chair of the IBTM Industry Advisory Council in 2006.

I wish you and yours a wonderful holiday season and a prosperous New Year.

Sincerely,

Joseph Monaghan
Chair, IBTM Board of Trustees



The past two years have proven to be both exciting and challenging for the business travel industry. We have experienced major natural disasters around the world, witnessed numerous industry mergers and acquisitions, and continue to be challenged with rising fuel costs and looming bankruptcies. During this time, the Institute of Business Travel Management (IBTM) is proud to have supported members of the National Business Travel Association (NBTA) through the funding of research initiatives, scholarships and educational programs that focused on essential management skills such as negotiations, scenario planning, finance, strategic alliances, benchmarking and leadership.

As we look forward to the coming year, IBTM is dedicated to continuing the development of programs and materials that will assist both corporate buyers and industry suppliers. The Global Leadership Program (GLP) in 2006 will consist of four new 2-day sessions covering such topics as communication strategies and profit development, as well as the popular 5-day session held at the Wharton School campus. The IBTM Board has also allocated \$90,000 in scholarship grants for the

CCTE, GLP and Independent Studies Programs, that will be awarded at the NBTA convention in Chicago.

And as travel managers continue to strive to prove their value and the value of a managed travel program, IBTM is committed to continuing to improve and expand the recently released IBTM Managed Travel Indexsm & Benchmarking Tool. With input from current users and focus groups, IBTM has plans to increase the capacity and scope of the tool. In response to NBTA member demand, IBTM will release in January 2006 its Annual Compensation and Benefits Survey, designed to help travel professionals compare and contrast compensation and benefits with their peers.

On behalf of IBTM, I would like to express appreciation for each of you who participated in an education session, focus group or survey and a special thank you to those of you who volunteered to serve on various committees and councils. And most importantly, thank you to the IBTM donors and board members who generously provided the leadership, resources and funding to make it all possible. As the research and education foundation of NBTA, we look forward to continuing to support the NBTA membership and our industry in the coming year.

Sincerely,

Daphne Bryant
Foundation Director

BUSINESS TRAVEL TODAY & TOMORROW CAMPAIGN



Since 1968, the National Business Travel Association (NBTA) has committed itself to the professional development of its 2,700 members. In 1997, the NBTA Board of Directors increased their efforts to impact the corporate travel community by creating the Institute of Business Travel Management (IBTM), the research and education foundation for the National Business Travel Association. Through groundbreaking research projects, educational initiatives and scholarship funding, IBTM has grown to become an important resource to both buyers and suppliers of corporate travel services.

In March 2003, IBTM embarked on a mission to renew \$4 million in capital support to maintain its education and research initiatives through 2008. By August 2003, IBTM announced pledges totaling \$4.4 million, surpassing the original goal of \$4 million.

In 2004 and 2005 leading suppliers and NBTA chapters continued to make commitments to ensure IBTM's future. Now, with more than 50 companies and NBTA chapters contributing more than \$4.9 million, IBTM is in a strong financial position to continue its mission through 2008.

IBTM would like to thank the following donors for their commitment to the *Business Travel Today & Tomorrow* capital campaign.

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SCHOLARSHIPS OPEN EDUCATIONAL OPPORTUNITIES

In keeping with its commitment to provide educational opportunities to travel industry professionals, each year at NBTA's annual convention, the Institute of Business Travel Management awards scholarships to qualified NBTA members. These scholarships provide them the opportunity to attend the Certified Corporate Executive program (CCTE), the Global Leadership Program at The Wharton School (GLP) or the Independent Studies Program (ISP). Each CCTE scholarship is given in the name of one of IBTM's original Founding Donors and each GLP scholarship is given in the name of one of IBTM's current Leadership Donors.

- To date, IBTM has awarded more than 250 scholarships, valued at nearly \$1 million to NBTA members.
- Between 2004-2005, IBTM awarded scholarship grants valued at more than \$350,000.
- In 2004 and 2005 IBTM experienced the largest number of scholarship applications and awarded the following grants:
 - 28 CCTE scholarships
 - 41 two-day Global Leadership Program scholarships
 - 19 five-day Global Leadership Program scholarships
 - 2 Independent Studies Program scholarships
 - 2 Mike Kabo Global scholarships



"IBTM's scholarship gave me both a sense of confidence and pride, knowing that I had the full support of such a respected organization behind me."

*Jeffrey Brown
Worldwide Sales Manager
Best Western International*

"IBTM's scholarship allowed me to accomplish my personal and professional goals. Had I not received a scholarship, I would not have been able to finish by CCTE certification in a timely manner."

*Susan Unger, CCTE
Travel Coordinator
Commercial Federal Bank*

2004-2005 SCHOLARSHIP RECIPIENTS

Certified Corporate Travel Executive

Jackie Adams
Rebecca Allen
Peggy Berry
Toni Bonnette-Verdi, CCTE
Jennifer Borth
Jeff Brown
Wayne Childs, CCTE
Christopher Cope
Fred Dallenbach
George Dunwoody
Melissa Grimes
Charlene Hoover
Scott Lamb, CCTE
Claire Langford
Chris Magulski
Ellen Meyer
Irene Mincey
Molly Murray
Anne Oxley
Guy R. Parker
Bryn Potter, CCTE
Deborah Reynolds, CCTE
Susan Story
Susan Unger, CCTE
Melanie Volkens
Joan Wilbanks-Keeler, CCTE
Cathy Picone
John Michael White

Global Leadership Program, 2-day

Denise Adleman
Rebecca Allen
Jane Bankester, CCTE

Michael Barron, CCTE
Marilyn Booth
Eve Coven
Kathryn Darnell, CCTE
Barb Dillon
Pam Downey
Don Draves
Celeste Edwards
Sharon Fogarty, CCTE
Lindsay Geier, CCTE
Alfred Gilbert
Shelly Glenn
Deborah Graves, CCTE
Kathy Hall-Zientek, CCTE
Janie Hansen
Kelly Henry-Luedtke, CCTE
Linda Holman, CCTE
Cyndi Hunter
Kevin Iwamoto
Clyde Jeffries, CCTE
Leigh Kramer, CCTE
Peggy Lee
Marion LeQuier, CCTE
Joni Miyashiro
Jim Mooney
William Murray, CCTE
Cynthia Perper
Sharon Pierce
Lois Raffel, CCTE
Stephen Ridzon
Norma Rohrbach
Brenda Schuldt, CCTE
Michal Ann Stewart, CCTE
Marilyn Townsend, CCTE
Debbie Welder
Mark Ziegler, CCTE

Global Leadership Program, 5-Day

Jane Bankester, CCTE
Lynn Brunner, CCTE
Robert Cvik
Fred Dallenbach
Jules Davis
Celeste Edwards
Charles Franklin, CCTE
Cheryl Geib, CCTE
Lindsay Geier, CCTE
Kathleen Goodliffe
Linda Gray, CCTE
Robert Haislip, CCTE
Bobbi Huber, CCTE
Michael Kell, CCTE
Douglas Payne, CCTE
Cynthia Perper
Teresa Powell, CCTE
Deborah Reynolds, CCTE
Bradley Seitz

Independent Studies Program

Patty Ferris
Patti Nicolaci

Mike Kabo Global Scholarship

Cristina de Alencar
Shelly Lewchuk, CCTE

EDUCATING TRAVEL PROFESSIONALS

The Institute of Business Travel Management recognizes the importance of continuous education among business travel professionals. In an ongoing effort to provide unparalleled educational opportunities, IBTM offers its members outstanding educational programs that help enhance and further develop the skills and knowledge of executive professionals.

Global Leadership Program

In partnership with The Wharton School, IBTM launched the Global Leadership Program (GLP) in 2001 to create a new level of learning for corporate travel professionals. The focus of the program is strategic. It presents a broad overview of all the major business disciplines and uses an interdisciplinary approach that addresses both the opportunities and challenges of conducting business in today's environment. In order to earn the Certificate of Professional Development from Wharton, applicants must complete one 5-day and three 2-day sessions in a 24-month period.

- In 2004 and 2005, 39 travel professionals received their GLP Certificate of Professional Development.
- Approximately 30 professionals are on track to receive their Certificate in 2006.
- The GLP is the only program taught at the master's level by Wharton MBA professors for the travel management professional.
- NBTA members benefit from up to a 75% discount compared to Wharton's Open Enrollment Programs.



"The Global Leadership Program gave me the opportunity to learn from academia's finest professors in addition to being in the company of experienced travel professionals from every facet of the industry."

*Carol A. Devine
Director Strategic Sourcing
BNSF Railway Company*

"I have learned more in the three GLP courses I've taken than I learned in my four years of college."

*Debbie Welder
Travel Manager
CHG*

2004-2005 GLP CERTIFICATE RECIPIENTS

Laurie L. Belanger, CCTE

Connie Bocchieri

Maureen Bradford

Peter Browne

Daphne Bryant

Caro Cook, CCTE

Fred Dallenbach

Carol Devine, CCTE

Phil Dunphy

Noha Elzayat

Marianne Farhan, CCTE, CAS

Marianne M. Goodman, CCTE

Ingra Greene, CCTE

John Hackett

Karin Hart, CCTE

John Hintz, CCTE

Barbara Ireland

Donna Kelliher

Colleen Kempf

Flodine Lee, CCTE

Kevin Maguire, CCTE

Cheryll Maze, C.P.M.

Gary Murakami

Hanna Murphy, CCTE

Jan Overstreet

Gary Polito, CCTE

Teresa Powell, CCTE

Lois Raffel, CCTE

Stephen Ridzon

Phil Roberts, CCTE

Gail Rubenstein, CCTE

Sebastian Ruvira

Ron Sharer, CCTE

Brenda Schuldt, CCTE, C.P.M.

Lisa Stanford

Jesse Suglia

Ronald Thelen

Cathy Winter

Linda Woo

RESEARCH THAT EDUCATES

Building on its mission to deliver groundbreaking research reports on new trends and challenges in the travel industry, IBTM continues to expand its research program. In the past two years, IBTM has partnered with leading organizations in the travel industry to provide the most accurate and up-to-date research and online tools to NBTA members.

Managed Travel IndexSM & Benchmarking Tool

In December 2004, IBTM partnered with Simat, Helliesen & Eichner, Inc. and Partnership Travel Consulting, Inc. to develop an online benchmarking tool for travel managers that would measure the effectiveness and ROI of their companies' travel programs. The ROI initiative was based on an earlier study done by IBTM that looked at the perception of managed travel among corporate executives and on quantifying the value of managed travel. This on-line tool has two primary components to help evaluate a corporate travel program of any size. The first element is the Managed Travel IndexSM (MTI), which measures the level of performance of the program in six key areas: finance, administration, sourcing, technology, quality, and compliance. The MTI provides the ability for travel managers to benchmark their results against companies of similar volume, industry or geographic location.

The second component is the Benchmarking Tool which provides onboard fare and performance information for specific airlines and city-pairs that you select, as well as hotel room and occupancy rates across city and regional markets.

Nearly 100 corporate travel professionals from both the buyer and supplier communities contributed to the development of this tool through surveys, focus groups and alpha and beta testing phases. The tool is currently U.S.-based; however IBTM has plans to expand the benchmarking tool to other markets.



"I was impressed by the capabilities of the IBTM Managed Travel IndexSM and Benchmarking Tool to provide data that can be used to demonstrate ROI. Illustrating value is paramount in today's business environment, and this is the only tool providing instant benchmarking information to travel managers today."

Hanna Murphy, CCTE
Vice President
Siemens Shared Service

2004 Business Travelers Survey

IBTM, in partnership with NBTA, sponsored the Business Travelers Survey conducted by the Travel Industry Association of America (TIA) which highlights the importance of business travel and the need for travel programs. Some key findings revealed the following:

- Business travel is integral to the travel industry and the U.S. economy with 38.3 million Americans generating 210.5 million domestic business trips in 2003.
- Business Travel is recovering. There was a 3.8% increase in the number of domestic business travel trips taken in the first six months of 2004 compared to 2003.
- 89% of travelers in managed programs report their companies have at least one of 14 specific travel policies in place.
- 37% of travelers book travel through a managed travel program.

Corporate Travel Department Overview

In response to numerous requests from NBTA members, IBTM distributed the Corporate Travel Department Overview prepared by Partnership Travel Consulting. The overview summarizes the requirements and qualifications of a CTD program as well as the benefits of such a program. This document was intended to provide answers to travel manager's questions about the option of a Corporate Travel Department.

All research is available to NBTA members through IBTM's Web site at www.ibtm.org/research.

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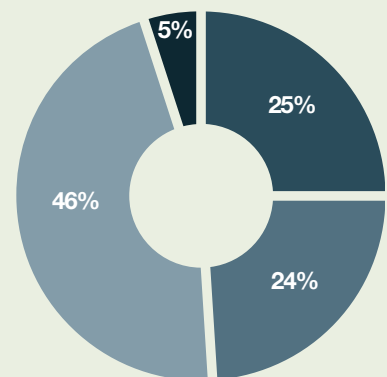
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Director Strategic Sourcing
BNSF Railway Company

COMMITMENT TO RESEARCH AND EDUCATION

IBTM's founding Board of Trustees mandated that 75% of all capital gifts made in support of its mission be spent directly on programs and initiatives that benefit the members of the National Business Travel Association (NBTA) and the business travel industry as a whole. Operationally, IBTM board and staff have surpassed this mark for the past two years by spending 89% of every capital dollar on efforts that have a direct and measurable effect on the entire corporate travel industry, as well as the corporate travel professional.

Over the past two years, IBTM has invested:

- \$500,000 in timely and accurate research initiatives.
- \$470,000 in scholarship grants to industry professionals.
- \$930,000 dedicated to the development and delivery of the industry's only master's level educational program, the Global Leadership Program.

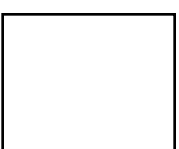


- Administration/Fundraising
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The Education and Research Foundation of NBTA

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**NATIONAL BUSINESS
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