

IBTM Will Award \$90,000 in Scholarships at NBTA's 37th Annual Convention

The Institute of Business Travel Management will award a total of \$90,000 in scholarships to qualified NBTA members during the opening general session of NBTA's 37th annual convention in San Diego.

These merit-based scholarships provide individuals with grants to attend the Certified Corporate Travel Executive program (CCTE), the Global Leadership Program at The Wharton School (GLP) and the Independent Studies Program (ISP).

This year, IBTM will award 13 \$2,000 CCTE scholarships to: **Jackie Adams**, *Spenard Builders Supply*; **Rebecca Allen**, *Stepan Company*; **Jennifer Borth**, *Edison Schools, Inc.*; **Christopher Cope**, *Uversa International, Inc.*; **Fred Dallenbach**, *Carlson Wagonlit Travel*; **George Dunwoody**, *Worldspan*; **Melissa Grimes**, *BAE Systems*; **Charlene Hoover**, *Gates Corporation*; **Ellen Meyer**, *BMC Software Inc.*; **Molly Murray**, *Wyndham Hotels & Resorts*; **Anne Oxley**, *Fisher-Price*; **Guy R. Parker**, *O'Hare-Midway Limousine Service*; and **John Michael White**, *Richmond Marriott*.

IBTM will also award 10 scholarships to the Global Leadership Program's 5-day session held each year at The Wharton School in Philadelphia to: **Jane Bankester**, *World Vision, Inc.*; **Robert Cvik**, *Millennium Broadway Hotel*; **Jules Davis**, *Citigroup*; **Cheryl Geib**, *Grant Thornton LLP*; **Kathleen Goodlife**, *Intermountain Health Care*; **Linda Gray**, *Chiron Corporation*; **Bobbi Huber**, *Federated Department Stores, Inc.*; **Michael Kell**, *Sol Melia Hotels & Resorts*; **Douglas Payne**, *The Travel Authority*; and **Deborah Reynolds**, *American Airlines*.

In addition, IBTM will award 24 Global Leadership Program scholarships for a 2-day program to: **Denise Adleman**, *Nestle Business Services*; **Marilyn Booth**, *Juniper Networks*; **Eve Coven**, *WorldTravel BTI*; **Barb Dillon**, *Salt Lake City Center*; **Pam Downey**, *WorldTravel BTI*; **Don Draves**, *Miller Brewing Company*; **Celeste Edwards**, *InterContinental Hotels Group*; **Lindsay Geier**, *Brocade Communications Systems*; **Shelly Glenn**, *Park 'N Fly*; **Janie Hansen**, *Port of Portland*; **Linda Holman**, *Univar USA Inc.*; **Cyndi Hunter**, *Continental Airlines*; **Clyde Jeffries**, *Millennium Hotel Cincinnati*; **Leigh Kramer**, *Titan Corporation*; **Peggy Lee**, *Network Appliance*; **Marion LeQuier**, *Convergys Corporation*; **Kelly Henry Luedtke**, *BNSF Railway Company*; **Joni Miyashiro**, *Amgen Inc.*; **Jim Mooney**, *Millennium Broadway Hotel*; **Cynthia**

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IBTM Launches Travel Management ROI and Benchmarking Tool

The Institute of Business Travel Management has partnered with Simat, Helliessen & Eichner, Inc. and Partnership Travel Consulting, Inc. to design a tool that measures the Return on Investment (ROI) of corporate managed travel programs and to provide benchmarking for these programs. "As corporations have focused more on containing costs and maximizing ROI, travel managers have risen to the challenge, enhancing the value their programs provide," said Joe Monaghan, IBTM Board Chair and Senior Vice President, Marketing & Sales Support, WorldTravel BTI. IBTM looks forward to providing tools that will help travel managers demonstrate that value more clearly than ever."

Through this initiative, corporate executives will gain a better perspective of the value of managed travel. The tool will have two primary components. The first will allow corporate travel managers to score their programs on the Managed Travel IndexSM (MTI) and benchmark their program against others based on geography, travel spend and industry. The tool's second component will allow corporate travel managers to benchmark costs for the air and hotel portion of their programs on several different layers and compare them against national data. Car benchmarking will be added to the tool at a later date.

This US-based innovative tool is being introduced at this year's NBTA annual convention and tradeshow in San Diego. Attend the session Tuesday, August 16 from 8:00 a.m.-9:15 a.m. to learn more. *ROI of a Managed Travel Program: A Benchmarking Study.* ■

IBTM's 6th Annual Fundraising Raffle Will Send 13 Winners on a Dream Vacation

The Institute of Business Travel Management will be raffling off 13 luxury vacation prizes at NBTA's 37th annual convention in San Diego, August 14-17, 2005.

Lucky winners will receive two round-trip airline tickets, a seven-day stay in a luxury hotel, \$100 gift cheque, free airport parking and car rental or sedan service for US destinations.

This year's exciting destinations include Paris, London, Rome, Berlin, Hawaii, Puerto Rico, Jamaica, several US destinations and a dream destination that the winner chooses.

All drawings will take place on-stage during the general sessions. You do not need to be present to win.

IBTM would like to thank the following companies for their generous donations of raffle prizes:

- AirportParkingReservations.com
- American Airlines
- American Express
- Carey Worldwide Chauffeured Service
- Continental Airlines
- Dav El Chauffeured Transportation Network
- Delta
- The Hertz Corporation
- Hilton Hotels Corporation
- InterContinental Hotels Group
- Kimpton Hotels
- Lufthansa German Airlines
- Marriott International
- Millennium Hotels & Resorts
- Northwest/KLM Royal Dutch Airlines
- Omni Hotels
- Rezidor SAS Hospitality/Carlson Hotels Worldwide
- Sol Melia Hotels & Resorts
- Starwood Hotels & Resorts
- United Airlines
- US Airways
- Wyndham Hotels and Resorts

Raffle tickets can be purchased on-site at NBTA's annual convention. Visit the IBTM booth on the ground level of the San Diego Convention Center. Proceeds from the raffle will be used to support IBTM's continuous effort to provide research and education to the travel industry. ■

IBTM Will Award \$85,000 in Scholarships

Continued

Perper, *Partnership Travel Consulting*; **Sharon Pierce**, *Continental Airlines*; **Norma Rohrbach**, *Citigroup*; **Michal Ann Stewart**, *Sabre-Holdings*; and **Debbie Welder**, *CHG Companies*.

The Independent Studies Program was developed to provide travel professionals with the opportunity to seek educational offerings from other accredited institutions or organizations. IBTM congratulates **Patti Nicolaci** from Kendle International for receiving the ISP scholarship grant.

The Mike Kabo Global scholarship provides one corporate travel manager with free convention registration and the

opportunity to attend the 2-day Global Leadership Program session in San Diego. Congratulations to **Shelly Lewchuk**, Canadian Natural Resources Limited who received this scholarship.

The Institute of Business Travel Management is committed to advancing the professional development of business travel professionals. To date, IBTM has awarded nearly 250 scholarships, totaling more than \$900,000 to NBTA members. ■

IBTM to Present 22 with Wharton Certificates of Professional Development

On Tuesday, August 16, IBTM will award 22 business travel professionals with the Certificate of Professional Development from The Wharton School for completion of the Global Leadership Program. The certificates will be presented on-stage during the general session at NBTA's annual convention in San Diego to honor the following individuals: **Maureen Bradford**, *General Motors*; **Fred Dallenbach**, *Carlson Wagonlit Travel*; **Carol A. Devine**, *CCTE, BNSF Railway Company*; **Phil Dunphy**, *Pfizer Inc*; **Noha Elzayat**, *Emeco Travel*; **Marianne Farhan**, *CCTE, CAS, HelmsBriscoe Performance Group*; **John Hackett**, *Omni Hotels*; **John Hintz**, *CCTE, TIAA-CREFF*; **Barbara Ireland**, *American Express*; **Donna Kelliher**, *Dominion Resources*; **Colleen Kempf**, *Omni Hotels*; **Flodine Lee**, *CCTE, JELD-WEN*; **Cheryll Maze**, *Roche Diagnostics*; **Hanna Murphy**, *CCTE, Siemens Shared Services*; **Jan Overstreet**, *Unum Provident*; **Teresa Powell**, *CCTE, Health Care Service Corp.*;

Lois Raffel, *CCTE, AchieveGlobal*; **Stephen Ridzon**; **Sebastian Ruvira**, *Claxson*; **Brenda Schuldt**, *CCTE, CPM, Principal Financial Group*; **Lisa Stanford**, *ConocoPhillips Company*; and **Cathy Winter**, *Weyerhaeuser*.

To complete the program, individuals must fulfill one 5-day and three 2-day Global Leadership Program sessions within a two-year period. These sessions must encompass three of four main competencies: leadership, management, finance and marketing.

The Global Leadership Program was designed to create a new level of learning for those responsible for corporate travel decisions. The curriculum builds upon NBTA's Certified Corporate Travel Executive (CCTE) program, and is the only course for the travel management professional offered at the master's level.

IBTM and The Wharton School are accepting applications for the remaining 2005 sessions. For more information about the Global Leadership Program or to learn how to apply, please contact Kia Megas, Research & Education Specialist – IBTM at 703-236-1163 or kmegas@ibtmt.org or visit IBTM on the Web at www.ibtmt.org. ■

Looking Ahead: 2006 Global Leadership Program Schedule

The Institute of Business Travel Management is pleased to announce the 2006 academic schedule for the Global Leadership Program, a master's level education program designed for the travel professional. The Wharton School of Business and IBTM have been working together for the past six years to provide practical and valuable education to professionals in the travel industry.

The first session to be offered in 2006 will be *Essentials of Managements: Mastering Core Business Concepts*, the only 5-day program scheduled for 2006. This session will take place at The Wharton School in Philadelphia from February 5-10, 2006.

In order to receive the Certificate of Professional Development from The Wharton School, candidates must complete one 5-day session and three 2-day sessions in a 24-month period. Space is limited and offered on a first come, first served basis, so make sure to register early!

The Wharton School, founded in 1881 as the first collegiate business school in the United States, is known for its innovative leadership and entrepreneurial spirit. Consistently ranked among the top business schools in the world, Wharton is recognized for their broad academic strengths across every major discipline and at all levels of business education.

The Global Leadership Program aims to provide individuals with the skills to create value for corporations, develop analytical skills to study industry trends and identify new solutions for emerging problems.

The program stimulates intellectual curiosity and provides individuals with the opportunity to converse with some of the most highly charged scholars in the field. Faculty offer valuable insight into current business issues in the fields of leadership, marketing, management and finance. Travel professionals consider the GLP as the next logical step in their professional development careers after receiving their CCTE certification.

IBTM has committed to underwriting the program to bring it to NBTA members at a greatly reduced rate – up to 75% discount compared to Wharton open enrollment rates.

Mark your calendar for these important sessions:

2005 Global Leadership Program Sessions

September 11-13, 2005
Leading in Times of Challenge and Change
The Wharton School
Philadelphia

November 13-15, 2005
Creating Value through Financial Management
Chicago

2006 Global Leadership Program Sessions

February 5-10, 2006
Essentials of Management: Mastering Core Business Concepts
The Wharton School
Philadelphia

April 30-May 2, 2006
Communication Strategies for Leadership and Crisis Management
The Wharton School
Philadelphia

Companies Continue to Support IBTM's *Business Travel Today & Tomorrow* Capital Campaign

In March 2003, a \$4 million capital campaign was launched to provide funding for IBTM's research and education mission for the next five years. At the official close of the campaign in August 2003, IBTM had raised \$4.4 million. Since that time, leading suppliers and NBTA chapters have continued to make commitments to ensure IBTM's future. In 2005, the following companies joined the IBTM donor family: **Lufthansa German Airlines** with an additional contribution of \$60,000, bringing their total to \$100,000; **Midwest BTA** with a Friend's level contribution; and **Millennium Hotels & Resorts** with a Supporter's commitment of \$25,000. These new donations bring the current campaign total to \$4.9 million. ■

July 15-16, 2006
Marketing Metrics-Linking Marketing to Financial Consequences
NBTA Annual Convention
Chicago

September 17-19, 2006
Stepping Up as a Leader-Tools & Techniques
West Coast

November 12-14, 2006
Profitable Development-Driving Growth, Creating Value
New Orleans

For more information or to register, please contact Kia Megaw at kmegas@ibtm.org or 703-236-1163 or visit us on the Web at www.ibtm.org. ■

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