

Introducing NBTA Foundation What's In A Name?

For the educational and research foundation of the National Business Travel Association (NBTA) the new name means clarifying its identity. On January 31, 2006, the Institute of Business Travel Management unveiled its new brand, including a new name for the foundation – the NBTA Foundation; a new website – www.nbtafoundation.org; a new logo; and a new tagline – “Education and Research for Business Travel Professionals.”

“We are changing our name because we wanted to clarify our relationship with NBTA,” says Daphne Bryant, the foundation’s director. “The name now makes it clear that we are the foundation arm of NBTA. And our new tag line further emphasizes our mission, which is education and research for the business travel industry.”

Since 1997, the NBTA Foundation, previously known as the Institute of Business Travel Management (IBTM), has been a leading provider of research and education for the corporate travel industry. Under the new moniker, the foundation’s mission will remain the same: to maintain ongoing financial resources that support and conduct research initiatives beneficial to the entire business travel industry; to support educational research offerings for business travel industry professionals; and to provide scholarship opportunities for business travel professionals.

New NBTA Foundation Board Chair, Ellen Keszler, president of Sabre Corporate Solutions, said, “The NBTA Foundation name and logo will clearly communicate the bond between the foundation and NBTA, the two leading organizations working to benefit corporate travel professionals. All of the elements of the new brand are designed to better position the NBTA Foundation to meet its educational and research goals.”

New Board

In a parallel development, a new NBTA Foundation board of trustees has come into place as part of the normal board rotation cycle. Ellen Keszler, president of Sabre Corporate Solutions, is now chair of the Foundation and Richard Wooten, director of corporate travel services for Lockheed Martin Corporation, is vice chair. Additionally, five new Trustees were appointed to serve two-year terms along side eight returning members.

New Leadership

Ellen Keszler, Chair
President
Sabre Corporate Solutions

Richard Wooten, Vice Chair

Director, Corporate Travel
Services
Lockheed Martin
Corporation

New Members

Sheri Carlsen, CCTE
Director, Global Travel
Services and T&E
EMC Corporation

Pam Elledge
Vice President - Sales &
Distribution
Delta Air Lines

Andrew McGraw

Senior Vice President &
General Manager American
Express Business Travel NA
American Express Company

Katina M. Tryforos

Travel Manager
Special Services & Customer
Support
Deloitte Services LP

NBTA Foundation Publishes 2005 Travel Management Compensation and Benefits Survey

Have you ever wondered what salary your peers are making around the country? Are you earning what you're worth? Do you ever find yourself comparing without really knowing the facts?

The NBTA Foundation and Industry Insights, an independent research and consulting firm, partnered in the Fall of 2005 to conduct the Travel Management Compensation and Benefits Survey, a comprehensive report that allows individuals to compare their compensation levels and benefits to that of their peers.

The study focused on three primary areas: responsibilities, compensation and employee benefits. The goal of the study was to identify and compare compensation at the various levels, as well as geographically, based on corporate size, experience and responsibilities. The study also compares retirement plans, stock options, incentives and bonuses, annual leave, professional training and much more.

The Travel Management Compensation and Benefits Survey is just another important service provided by the NBTA Foundation and is a representation of their continuous efforts to offer timely and accurate research projects beneficial to NBTA members.

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NBTA Foundation Managed Travel IndexSM & Benchmarking Tool Update

Since its launch in August 2005, the NBTA Foundation Managed Travel IndexSM & Benchmarking Tool has gained a lot of attention from both allied and direct members. The Managed Travel IndexSM (MTI) component looks inward and provides subscribers with a way to assess their overall managed travel program and how it compares with their peers.

The Benchmarking Tool looks outward, letting viewers compare their costs for hotel and air travel against national hotel and air data. Together, these two components provide a dynamic and robust way to prove the value of your managed travel program. The tool also provides a mechanism to download prepared reports for presentations and reporting to senior management.

The NBTA Foundation is currently working on several upgrades to the tool, including the addition of international flights, hotel cost data for Canada and more. A Canadian version of the Managed Travel Index is also under development and is scheduled for debut at the Canadian Alliance of Business Travel's Annual Conference & Exhibitor Showcase, March 22-23 in Toronto, Ontario.

NBTA members interested in subscribing to the tool should visit www.nbtafoundation.org/benchmarking for an application. The annual subscription is \$595.

Compensation and Benefits Survey

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The NBTA Foundation expects that the outcome of all research and education initiatives and activities will serve to expand the knowledge and awareness of business travel and its value within corporations as well as the broader economic community. Survey highlights include:

- The average compensation for all respondents was \$86,227.
- Overall, 61% of the respondents were either satisfied or very satisfied with their compensation, while less than 20% expressed dissatisfaction.
- There was an 8% increase in average total compensation for all respondents from 2002 to 2005.
- Forty-nine percent (49%) of the respondents reported spending between 76% and 100% of their time on travel management, while 52% of respondents reported spending time on non-travel responsibilities such as meeting planning and travel security.

- Eighty percent (80%) or more of the respondents reported that their employer offered all of the major types of insurance (health, dental, short-term and long-term disability, vision, term life and accidental death/travel).
- About 37% of the respondents were offered a pension plan by their employer. Of those, 90% report that they were enrolled.

The study is based on an online survey that was distributed to NBTA Direct members. This report was compiled based on a total of 227 responses.

The survey results were distributed to all NBTA Direct members at no charge. A copy of the complete report can also be found by visiting the NBTA Foundation's Web site at www.nbtafoundation.org under Research. For more information or comments please contact Kia Megas at kmegas@nbtafoundation.org or 703-236-1163.

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Peter Turso
Managing Principal
Seaside Consulting LLC

Returning Members
Fay Beauchine
Senior Vice President
Enterprise Sales
Carlson Companies

Bill Connors, CTC
Executive Director & COO
National Business Travel
Association

Suzanne Fletcher
President & CEO, NBTA
Director-Travel, Meetings,
Food Services, Fleet,
Transportation
Weyerhaeuser

Mathias Friess
Director Passenger Sales
North America
Lufthansa German Airlines

Susan Jacobs
Senior Vice President, Travel
Services & Corporate Events
Visa U.S.A. Inc.

Jack O'Neill
Executive Vice President &
Chief Operating Officer
Carlson Wagonlit Travel

Ex-Officio
**Daphne Bryant, Secretary/
Treasurer**
Foundation Director
NBTA Foundation

Carol Devine, CCTE
Chairman/Past President,
NBTA
Director Strategic Sourcing
BNSF Railway Company

Keszler remarked, "I am proud that I will be working with such a distinguished group of colleagues to lead the efforts of the NBTA Foundation. We will continue to provide the excellent work of our predecessors, including enhancing the NBTA Foundation Benchmarking Tool, which has quickly come into high demand as an industry resource."

2-Day Global Leadership Program – Register Now!

Mark your calendars! The NBTA Foundation is offering four all new 2-day GLP sessions this year, beginning with the April session that is being held at the Wharton School in Philadelphia from April 30 – May 2. *Communication Strategies for Leadership and Crisis Management* will help individuals gain insight into the different needs of executive audiences and build confidence in communicating with both internal and external clients. The discussion-based class will focus on content, messages and the style of communication that influences executive level audiences both in normal and crisis situations.

After completing the two-day session, participants should have a good understanding of how to interpret complex situations and adapt messages accordingly as well as ascertain how communication

messages change in times of crisis. In addition to counting towards the Wharton Certificate of Professional Development, this session can be used to satisfy the annual post-graduate CCTE elective requirements.

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 issues through the help of Wharton professors.

Space is limited and offered on a first come, first served basis—so register today! For more information or to register for this session visit www.nbtafoundation.org and click on Education. Please contact Kia Megas at 703-236-1163 or email at kmegas@nbtafoundation.org with additional questions.

Ninth Annual Gala Dinner Tables on Sale Now!

With the month of April quickly approaching, the NBTA Foundation is busy preparing for the annual gala dinner. The date has been set and the location has been finalized. This year, the Hilton New York will be hosting the Foundation's premier black-tie event on Monday, April 3.

Every year business travel professionals from around the country come together to join in NBTA Foundation's premier fundraising event. This prestigious occasion provides an excellent opportunity for travel professionals to network with their peers in the business travel industry while at the same time support our industry's only research and education foundation.

The NBTA Foundation is committed to providing business travel professionals

with outstanding educational programs and groundbreaking research that has been a valued resource among NBTA members. Proceeds from the gala dinner help the foundation continue to provide members these benefits.

Last year's event was the largest, with nearly 400 industry leaders in attendance and the most successful yet, raising more than \$165,000. Many tables have already been pre-sold, with only a limited number of Friends tables remaining. Reserve your table today to make 2006 the most successful ever! For more information or to reserve a table, call Kia Megas at: 703-236-1163 or email at: kmegas@nbtafoundation.org.

REMINDERS

NBTA Foundation Scholarships - Apply Today!

The NBTA Foundation will award \$90,000 in scholarships this year for qualified members to attend the Certified Corporate Travel Executive program (CCTE), the Global Leadership Program (GLP) and the Independent Studies Program (ISP). The NBTA Foundation's scholarship program is just one of many benefits offered to NBTA members. The Foundation is committed to advancing the professional development of business travel professionals. To date, the Foundation has awarded 250 scholarships, valued at nearly \$1 million to NBTA members. Completed applications are due no later than Friday, May 12, 2006. To download the application, please visit www.nbtafoundation.org and click on Scholarships. For more information on our scholarship program, please contact Kia Megas, 703-236-1163 or email, kmegas@nbtafoundation.org.

The Wharton School is prestigious... everyone has heard of it. When I tell people that I am attending Wharton on scholarship, they are impressed... This education is something that I could never have received without the help of scholarship money and I will always be grateful for the generosity and support given to me.

– Debbie Welder, Travel Manager, CHG, Salt Lake City, UT

The IBTM scholarship was a wonderful help to me in pursuing my CCTE. Financially it was of great assistance but it also showed my company that I was committed to doing this and had done something myself toward reaching this goal by trying for the scholarship.

–Joan Wilbanks-Keeler, CCTE, Business Travel Sales Manager, Embassy Suites Outdoor World, Grapevine, TX

UPCOMING EVENTS

April 3, 2006:

NBTA Foundation 9th Annual Gala Dinner
New York

NBTA Foundation Board Meeting
New York

April, 30 – May 2, 2006

Global Leadership Program

*Communication Strategies for Leadership
and Crisis Management*
The Wharton School – Philadelphia

May 12, 2006

Scholarship Application Deadline

July 15 – 16, 2006

Global Leadership Program

*Marketing Metrics – Linking Marketing to
Financial Consequences*
NBTA International Convention & Exposition
Chicago

July 16 – 19, 2006

NBTA International Convention & Exposition
Chicago

September 17 – 19, 2006

Global Leadership Program

*Stepping Up as a Leader – Tools &
Techniques*
Los Angeles

November 12 – 14, 2006

Global Leadership Program

*Profitable Development - Driving Growth,
Creating Value*
New Orleans



Education & Research for
Business Travel Professionals

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