



## For Allied Member Director at Large...

### Shaun East, CTE, CCTE, CPCP

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Employee of Scotiabank, Canada's most international Bank, since 1979.

#### NBTA History:

I have been an Allied Member since 2004 and a member of the Canadian Alliance of Business Travel (NBTA Canada predecessor) prior to that. I was instrumental in selling my company on becoming a founding sponsor of these associations. I have been a member of the Educational Advisory Council for NBTA Canada since its inception, and continue my service today. I hold the CTE & CCTE designations, and have started taking GLP Courses. I have facilitated the CTE Canada Course on a number of occasions, and have spoken at several of the NBTA Canada Annual Conference & Exhibitor Showcases, having just completed the 5th Annual.

#### Platform Statement:

Over the past few years, the NBTA Board, not unlike our companies, and many others worldwide, has been forced to navigate in choppy waters. The weakening world economic crisis has taught us many things, not the least of which is just how connected we all are. In the last five years NBTA has taken its vision globally, an initiative I strongly support, and this is a core strategy that is largely responsible for my wanting to commit to its Board.

Your support of me, an international candidate who is close to home, (Canada) is your way of confirming that you too, see the benefits that this derives.

As one of your elected Allied Representatives, I will work tirelessly to protect and uphold the integrity of this role. The NBTA must remain a buyer-lead association, however I don't believe there has ever been a time where buyers and suppliers have needed each other more. The role of a travel manager is a complex and evolving one, and we as Allied Members of NBTA must continually work hard to ensure we understand their business, while also taking the time to educate them on what we need to succeed. We are more than sponsors, we are key strategic partners, without which, a travel manager cannot realize their objectives. No matter how your company supports the travel industry, through whatever product/service you provide, you will always have an unbiased conduit to the Board and the Allied Leadership Council, through me.

It was in late 2003 that a meeting with a travel buyer & her consultant convinced me that it was imperative that I develop a thorough knowledge of the travel industry. NBTA's extensive educational programs have facilitated my realization of this goal. None of us can be expected to know everything there is to know about the complex travel industry, but supporters of me in this campaign can expect that I will vocally support a focus on continually improving the existing programs, and to the development of programs yet to come. Successful execution in this regard, will posture the NBTA to remain the world's leading travel organization.

With so many quality candidates seeking your vote, it is very important that you elect someone who at least, is "East" – A Candidate that Every Allied Member Should Trust.

Thank you for your support- I look forward to serving you.

