



For Allied Member Director at Large...

Lynda Garvey

Business Development Manager American Express Business Travel

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NBTA History:

Allied member for 8 years, 4 years on the Groups and Meetings Committee, (Convention co-chair three years). Member CFBTA, currently co-facilitator of NBTA's SMMC (Strategic Meeting Management Certification), member in good standing MPI, 22 years in the industry including; all disciplines of meetings, meeting planner, Director of Meetings, meeting technology consultant, and SMMP consultant. BizBash 2003 top 10 planner of the year for the New Year City Marathon and, International speaker on SMMP.

Platform Statement:

I am excited and honored to submit my candidacy for the Allied Board position with the National Business Travel Association. As an active NBTA member and leader I understand building strategic business models and have elevated the profession through the development of the nation's first Strategic Meeting Management certification, my active membership on the Groups and Meetings Committee, and as an international speaker on Strategic Meetings Management Programs (SMMP). I will continue to leverage my assets to assist NBTA Allied members in being a healthy and successful organization.

With the recent NBTA bylaw changes to include Allied members on the board of directors, I bring the strength of a multi-faceted travel management partner to the board of directors. As the role of professional travel management changes, so must our paradigms change. We must learn more, listen better, and become more strategic about how we present our value propositions to potential clients. We now sell to professionals in travel, procurement, meetings, and technology. This diverse portfolio of members requires a disciplined and well thought out business approach not just an accident of good timing or personal relationships. In order to meet this challenge, NBTA allied partners must put themselves on a path of continuous learning and improvement. NBTA is our one stop solution to enable our allied members to meet today's challenges.

I offer my personal commitment to advocate for the needs and demands of Allied members, so my voice represents the voice of many. I ask you today for the opportunity to serve you and serve those that we represent. Let me lead the Allied interests within our association and continue to protect our critical role. Together we can develop dynamic partnership models that lead to unprecedented success.

Let Lynda drive. Let me drive continued innovation around the ever expanding role of the travel professional – innovation around meetings knowledge, globalization, virtual solutions, payment synergies, and technological advances. My background in these key areas makes me uniquely qualified to drive this necessary innovation.

Let Lynda influence. Let me leverage my professional relationships to influence leaders to protect our interests on Capitol Hill. NBTA is the most influential voice and we all must stay intimately involved with key issues that support the health of the business travel industry. My goal will be to align the needs of the Allied community with NBTA's government agenda.

Let Lynda prove. Let me prove my influence, my commitment, my passion and success, and I will use these to benefit you – my fellow allied members. Without us, there would not be a thriving association with global reach and unprecedented influence. Without us, there would be no support for the needs of our clients and customers. Without NBTA, we would be at a loss to find a successful venue for continuous learning and benchmarking. We are a critical component to the past success and future rebound of this industry – I will ensure our place in the leadership of our association is well respected and well utilized.

In closing, I want to recognize that we are in challenging times. These times call on all Allied members to reinvent how we approach the most basic objectives we have been given. NBTA will continue to be the very best investment we make – both personally and professionally – in the continued pursuit for excellence. Let me be your advocate and voice on the board and together we will not merely weather this current storm but emerge smarter, stronger, and more closely aligned with our clients than ever before. I am ready, willing and able...so please, Let Lynda be your next Allied board member.

