



For Direct Member Director at large...

Cindy Gillen, CCTE, C.P.M.

National Director, Procurement & Travel

BDO Seidman, LLP

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NBTA History:

NBTA Direct Member since 2000
NBTA Chapter President's Council
(2008-current)

Local NBTA Chapter:

Chicago BTA (formerly MidwestBTA)
member since 2000
Chicago BTA President (2008-current)
Chicago BTA First Vice President (2006-
2008)
Midwest BTA Chair and Founder – Charity
Committee (2004-2006)
Midwest BTA Treasurer (2002-2004)

Awards and Professional Accomplishments:

Business Travel Professional Service Award
- NBTA Chapter President's Council (2007)
Mina White Scholarship – NBTA Chapter
President's Council (2007)
Business Partnership Award/BDO Seidman,
LLP – American Express (2006)
Best Practitioner Award - Business Travel
News (2005)
Midwest BTA GLP Scholarship (2005)
Direct Member of the Year– Midwest BTA
(2004)
NBTA Foundation (formerly IBTM) CCTE
Scholarship (2003)

Education:

Wharton Global Leadership Program (GLP)
Certificate of Development (2007)
Wharton Global Leadership Designation
Program – beginning August 2009
Certified Purchasing Manager (C.P.M.) –
Institute of Supply Management (2005)
Certified Corporate Travel Executive (CCTE)
– Cornell and University of Houston
(2004)
Bachelor of Arts, Literature –University of
Virginia

Industry Advisory Boards:

Northwest Airlines Sales Advisory Board
Business Travel New Editorial Advisory
Board
American Express Corporate Advisory
Board
Continental Airlines Midwest Advisory Board

Platform Statement:

The role of business travel managers and the benefits of effective travel management programs are becoming more important and visible every year. Growing abilities for globalization, mounting legislative issues, greater financial visibility - now more than ever, the travel manager is out there in front. NBTA is our collective voice. Through NBTA, our ideas are heard, shared and are making a difference.

If elected as a Board Member of NBTA, I will focus on opportunities for us, as members, to share our knowledge together, improve our value to our companies and ourselves, and expand the visibility of our profession. I am committed to listening to you and to making sure your voice, ideas and aspirations are part of what NBTA is now, and what it becomes.

The foundations I see for NBTA ongoing change are:

Education – I will work to expand NBTA's educational offerings and channels, and always with an eye for quality. Topics pertinent to small and mid-sized organizations are especially important. Cutting edge education and access to best practices is what can help a good travel manager change into a great one.

Expanding Global Presence – Creating opportunities for expanded communication and sharing of travel management practices and principals amongst members of NBTA's growing international partners is essential.

Government Relations – The travel industry is a leading engine of the global economy, however government initiatives, both U.S. and non-U.S., often control the steering wheel. Be it at the local, state, national or international level, NBTA and its global partners must grow their positions and increase their visibility to represent the voice of business travel.

Chapter Membership and Services – The voice of NBTA springs from the Chapter level. I will work to foster local NBTA chapter growth and NBTA national support and promotion of chapter services, including expansion of relationships with other professional associations.

Promote Quantifiable and Measurable Means for Assessing Managed Travel – With procurement's growing influence and the visibility of travel spend on company finance radar, it is more important than ever to document the value of effective travel management programs. I'm a procurement professional as well as a travel director, and am experienced in the benefits that the marriage of travel principals with procurement strategies can create. I support NBTA's ongoing efforts to provide its members with tools and techniques for showcasing the bottom line value created by travel managers.

No matter what the size or type of our organizations, we all have the same goals - we want to create value and success for our companies and for ourselves as travel professionals. We all have it within us to become the change we want to see. I believe NBTA can provide us the tools to effect that change.

If elected, I will strive to create the opportunities within NBTA for each of us to achieve these goals. I look forward to serving you and ask for your vote.

