



## For Allied Member Director at Large...

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#### **NBTA History:**

I have been an active Allied member since 2006 and participate in my local chapter, Puget Sound Business Travel Association (PSBTA). I obtained my Corporate Travel Expert<sup>SM</sup> (CTE) accreditation in 2006 as part of my efforts to ensure all customer facing personnel received CTE accreditation, making Concur the first Allied companies to undertake such an initiative. I am a charter member of the newest NBTA Committee – Corporate Social Responsibility – and played an active role in drafting the committee's vision and speaking on behalf of the committee at Chapter meetings and Convention. I have presented on numerous occasions at Convention and at NBTA International events in Canada and Europe.

#### **Platform Statement:**

In 2007, NBTA made the wise decision to establish Allied Board seats to give Allied members a greater voice in setting the priorities and direction of NBTA.

There is so much more that Allied members can leverage from our participation on the NBTA Board. To do so requires a vocal, active Allied Member representation on the Board to help unleash the benefits for all regardless of locale, size or type of organization they represent.

If elected to the NBTA Board as your Allied representative, every action I undertake or position I support will be guided by three key principles:

1.Accountability and Visibility – create an environment of transparency by advocating greater visibility into the work being done by NBTA on behalf of Allied members. I will work with the NBTA staff to leverage technology that helps us to better document and communicate the progress being made by your Allied Board members. Specific initiatives include:

- Develop a Blog on NBTA's web site to keep members abreast of Board progress and to establish a two-way communication channel with Allied members and Leadership
- Implement enhancements to the NBTA web site to better serve Allied members
- Review how alternative forms of Social Media could be leveraged for timely and broad communications with Allied members (LinkedIn, Facebook, Twitter, etc)
- Publish all Allied Leadership meeting minutes in a timely manner

2.Global Perspective – It is time for fresh ideas to be gathered from across the broad spectrum of Allied companies. This must include NBTA's growing international membership which faces unique challenges and opportunities based on geography. I will leverage my recent overseas experiences and work with international members to give them a "voice" on the board.

3.Diversity – I will advocate greater diversity among the Allied Leadership Council by proposing changes to ensure that your elected Allied Board members will have input into the selection of the Allied Leadership Council (ALC). With this change Allied members will have a direct voice to help decide who will guide the ALC.

By demanding the transparency and accountability that all Allied Members deserve, and ensuring that a broader cross-section of member voices are heard, together we have the opportunity to increase the benefits that all Allied members enjoy through their association with this great organization, NBTA.

