



For Allied Member Director at Large...

Cindy C. Lewis

Vice President, Sales BCD Travel

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NBTA History:

NBTA member 7+ years
NBTA Technology Committee 2006–2008
NBTA Aviation Committee 2004-2005
Dallas/Fort Worth BTA member over
12 years.

Board Member Positions - Secretary
and Membership Chair, served on
Golf Tournament, Charity and
Membership committees.

Previously member of Austin BTA and
Kansas City (Mid-America) BTA

Professional Awards:

BCD Travel President's Club national
award - 2003, 2004, 2006, 2008
Chapter Presidents' Council Business
Travel Professional service award- 2006
Dallas Ft. Worth Business Travel
Association
Chapter Service award-2005
IBTM GLP Scholarship recipient – 2003
WorldTravel BTI Mentoring Program
certificate of Distinction Award – 1998
Certificate of Excellence in Management
award – 1997
Partnership in Management award – 1997
"Catch the Olympic Spirit" national
award – 1996

Platform Statement:

My career has been dedicated to corporate travel, always in the Allied Community. I have worked and persevered through the monumental changes and transitions of our industry. More than ever, the Allied Community will benefit from a strong, influential and committed voice – an industry veteran who understands your needs. I am equipped and motivated to promote education, raise our relevance in the industry and embrace new channels of communication.

Nielsen recently published a study showing that people today spend more time on "social networking" than on e-mail. Travel industry professionals are responsive to change regardless of the speed; however, today the pace is unprecedented. The Facebooking and Twittering generation of today is tomorrow's travel professional and tomorrow's NBTA member. We must prepare to meet his or her needs, positioning the Allied Community and NBTA as a continued valuable resource in the new age of travel.

Education is paramount to elevating Allied and Direct members. A key pillar of my candidacy is harnessing these new technology forces to advance our core, traditional offerings. Throughout my years as an active leader and member of the Dallas/Ft. Worth NBTA chapter, education has been and continues to be a passion of mine. My goal is to leverage the evolutionary and popular mediums of communication to shape NBTA's educational offerings to promote the specific benefits of the Allied Community.

I propose to do this by first listening to YOU, the Allied Community, and to incorporate YOUR ideas into opportunistic channels that will further our ability to effectively communicate and attract new talent – recruiting the cutting-edge corporate travel decision makers and business travelers of today and tomorrow. It is not an option to "maintain" membership in our organization; it is our responsibility and my objective to promote our value as service providers and assist with growing our membership.

With this in mind, I ask for your support and pledge my commitment to advancing our common goals.

