

2008
ACHIEVEMENT REPORT



LETTERS FROM THE CHAIR AND DIRECTOR

Dear Industry Friends and Colleagues:

As Chair of the NBTA Foundation, I am pleased to provide our donors and NBTA members with an update of the Foundation's accomplishments over the past year. During 2008, the Foundation Board focused on our new Foundation Partnership Initiative—a strategic effort to secure the future of the Foundation and its research and educational mission. In March 2008, we publicly launched this effort with partnership commitments from seven industry leaders. At the NBTA Annual Convention in July we announced a total of \$5 million in commitments from 26 companies and NBTA Chapters. This new collaboration effort, to run from 2009 through 2013, will allow the Foundation to continue to deliver and enhance educational and research offerings, expand these offerings globally, and build a Foundation that is self-sustaining.

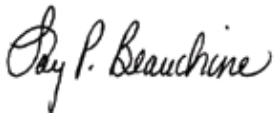


The NBTA Foundation continues to focus a large portion of its resources on educational opportunities for business travel professionals. This year 24 professionals were the first to complete the new Global Leadership Professional (GLP) Designation. They have earned the highest-level designation in the corporate travel industry, and at the same time they have delivered three strong research projects to our industry and pioneered a brand new, world-class professional development program.

In addition to educational advancements, the Foundation also invested its resources in a number of research initiatives, including enhancements to the online Managed Travel Index® & Benchmarking Tool. A new Corporate Social Responsibility (CSR) assessment tool was added, as well as the ability to benchmark hotel and car rental rates against other NBTA members. We are proud to continually improve this unique tool to give users that extra edge as they work to advance their travel management programs.

As we move into the New Year, the NBTA Foundation Board remains focused on delivering top-notch education and timely research that will benefit NBTA members and the greater corporate travel community.

Sincerely,



Fay Beauchine, Chair, Board of Trustees
NBTA Foundation

Dear Industry Friends:

Despite the challenges and uncertainty of 2008, the NBTA Foundation ends the year with an overall positive perspective and outlook for the year ahead. The Foundation Partnership Initiative recently completed its first phase and our supplier partners and NBTA Chapters stepped up to the challenge!

As we move into the New Year, we will remain focused on building partnerships that will allow the Foundation to continue its domestic efforts and expand research and educational resources for our members and customers around the world. In 2009, the NBTA Foundation will release an annual business travel report that will offer global insights into the business travel market. This research will provide metrics covering business travel volume, trip behavior, spending, and costs. In addition it will describe business travel's place in the economy, as well as business travel spending as it relates to number of jobs, the income contribution, and more.



The Foundation will also deliver three new research projects at the NBTA Annual Convention as a result of the work being done by our Global Leadership Professional designation teams. It is more important now than ever that the Foundation provide the educational resources our members need to survive and succeed in these challenging times. In 2009, the Foundation and the Wharton School will present five master's level educational opportunities through the GLP program focused on Critical Thinking, Financial Management, Negotiation Strategies and Leadership.

On behalf of the Foundation, I would like to express great appreciation for each of you who participated in an education session, focus group or survey and a special thank you to those of you who volunteered to serve on various committees and councils. Most importantly, thank you to the NBTA Foundation donors and board members who generously provided the leadership, resources and funding to make it all possible. As the research and education foundation of NBTA, we look forward to continuing to support the NBTA membership and our industry in the coming year.

Sincerely,



Daphne Bryant, Foundation Director
NBTA Foundation

SCHOLARSHIPS OPEN EDUCATIONAL OPPORTUNITIES

In 2008, the NBTA Foundation continued its commitment to providing NBTA members with access to educational opportunities through its annual scholarship awards. These scholarships provide members the opportunity to attend the Certified Corporate Travel Executive program (CCTE), the Global Leadership Professional Program (GLP) at The Wharton School, as well as focus on a merit-based Independent Studies Program (ISP). The Mike Kabo Global scholarship provides one individual with the opportunity to attend a 2-day Global Leadership Professional Program (GLP) session and NBTA's International Convention & Exposition.

Each CCTE scholarship is given in the name of one of NBTA Foundation's original Founding Donors and each GLP scholarship is given in the name of one of the Foundation's current Leadership Donors.

- To date, the NBTA Foundation has awarded more than 380 scholarships, valued at \$1.4 million to NBTA members.
- In 2008, the Foundation awarded scholarship grants valued at nearly \$90,000.
- 43 NBTA members were recipients of the following grants:
 - 13 CCTE scholarships
 - 8 GLP 5-day scholarships
 - 1 Mike Kabo Global scholarship
 - 16 GLP 2-day scholarships
 - 5 Independent Studies Program scholarships



2008 SCHOLARSHIP RECIPIENTS

Certified Corporate Travel Executive (CCTE)

Kim Bilsky • *Halliburton Company*
Denise Clark • *Washington Mutual*
Christine Collins • *Carlson Wagonlit Travel*
Kelleree Conrad • *Enterprise Rent-A-Car*
Lisa Hoehn • *Passageways Travel*
Thomas Klein • *CHG Healthcare Services*
Bonnie Leth • *Continental Airlines*
Ken Manzo • *Continental Airlines*
Pam McTeer • *Coors Brewing Company*
Marianne Mellado • *Omni Hotels*
Barbara Morgan • *Continental Airlines*
Mary Ryan • *American Diabetes Association*
Pamela Whitterspoon • *Universal Music Group*

Global Leadership Professional Program (GLP), 5-day

Mini Badacha • *Sears Canada Inc*
Diane Bradley • *Tokyo Electron US Holdings Inc.*
Angie Duncan • *VMS*
DJ Greenagel • *Carlson Wagonlit Travel*
Christle Johnson • *National Car Rental*
Bruce Miller • *McDonald's Corporation*
Cecile Mutch • *Kellogg Company*
Sharon Pierce • *Continental Airlines*

Global Leadership Professional Program (GLP), 2-Day

Shaun East • *Scotiabank*
Darragh Flood • *Millennium Broadway Hotel*
Robyn Gilmartin • *Continental Airlines*
Kendra Gleason • *Marathon Oil*
Mary Ann Greenelsh • *The Aerospace Corporation*
Shannon Hart • *Millennium Knickerbocker Hotel*
Susan Henson • *Continental Airlines*
Bobbi Huber • *Macy's Inc.*
Kathy Kaden • *Willis*
Margaret Lognion • *Ricoh Americas Corp.*
Richard McIntosh • *The Hertz Corporation*
Michele Nolan Maciek • *Continental Airlines*
Maureen O'Brien • *Millennium Broadway Hotel*
Oliver Rabsch • *Chatham Bars Inn*
Deborah Ryan-Pelletier • *ADP*
Adi Sidhwa • *Grand Hyatt New York*

Independent Studies Program (ISP)

Dan Baillie, CCTE • *Siemens*
Craig Banikowski • *Hilton Hotels Corp, CCTE, CPM, CMM*
Michael Kell • *Lanyon Inc.*
Karin Thompson • *ViaSat Inc.*
Karen VanBuskirk • *Perot Systems Government Services*

Mike Kabo Global Scholarship

Christine Telfer • *Australian Federal Police*

EDUCATING TRAVEL PROFESSIONALS

The NBTA Foundation recognizes the importance of continuous education among business travel professionals. In an ongoing effort to provide unparalleled educational opportunities, the Foundation offers its members outstanding educational programs that help enhance and further develop the skills and knowledge of executive professionals.

Global Leadership Professional (GLP) Program

In partnership with The Wharton School, NBTA Foundation launched the GLP program in 2001 to create a new level of learning for corporate travel professionals. The focus of the program is strategic. It presents a broad overview of all the major business disciplines and uses an interdisciplinary approach that addresses both the opportunities and challenges of conducting business in today's environment. In order to earn the *Certificate of Professional Development* from Wharton, applicants must complete one 5-day and three 2-day sessions in a 24-month period.

- In 2008, 28 travel professionals received their GLP *Certificate of Professional Development*; bringing the total recipients to 135.
- The GLP is the only program taught at the master's level by Wharton MBA professors for the travel management professional.
- NBTA members benefit from up to a 75% discount compared to Wharton's Open Enrollment Programs.



Global Leadership Professional (GLP) Designation

In 2007, the NBTA Foundation launched the expansion of the GLP program to a designation level. Corporate travel professionals who have completed their *Certificate of Professional Development* are eligible for the GLP Designation. This program provides corporate travel professionals an opportunity to utilize the various skills, knowledge and expertise they have gained during the GLP coursework, put it to practical use and then in turn share that knowledge with their peers in an effort to help better the travel industry.

To earn the designation, participants worked in three teams on an industry-related project, the findings of which were shared with the business travel community during a session at the 2008 NBTA International Convention & Exposition.

- Registered Traveler: Get it, Got it, Go
- Global Travel Programs - Myth or Reality
- Becoming a Strategic Player



2008 GLP CERTIFICATE RECIPIENTS

Cristina Alencar
Denise Craft, CCTE • *Purdue Pharma*
Janice Crawford • *AREVA NP Inc.*
Robert Cvik • *Millennium Hotels and Resorts*
Sharon Fogarty, CCTE • *Thomson Reuters*
Debbie Herrick Graves, CCTE, CTC • *Carlson Wagonlit Travel*
Kathy Hall-Zientek, CCTE, CTC • *Moog Inc.*
Mary Alice Hansen, CCTE • *Astellas US LLC*
Cyndi Hunter, CTE • *Contintental Airlines*
Anthony P. Kelly • *Workplace Safety & Insurance Board of Ontario*
Nikolay Khomenko • *ATH Business Travel Solutions*
Leigh Kramer, CCTE • *American Express Business Travel*
David Kreindel • *Choice Hotels International*
Ole Bo Larsen • *National Business Travel Association*

Nicki Leeds • *PricewaterhouseCoopers, LLP*
J. Karl Lehman • *Lufthansa German Airlines*
Curt Mattos • *Charles Schwab & Co.*
Barry McCaleb • *PricewaterhouseCoopers, LLP*
Maria McSorley, CCTE, CAS • *BlackRock*
Kevin M. Olsen, CCTE • *Autoliv North America*
Jim Mooney • *Millennium Hotels & Resorts*
Anne Oxley, CCTE • *Fisher-Price*
Debi Scholar, CTE, CMP, CMM • *PricewaterhouseCoopers*
Kari Schroeder-Bigot • *Advantage Travel Management*
Dila Skrela, CTC, CMM • *Sun Life Financial*
Yasuo Sonoda, CCTE • *Spanion, LLC*
Cynthia Teufel, AACP • *Merck & Co., Inc.*
Eve White • *HRG North America*

RESEARCH THAT EDUCATES

Research continues to be a cornerstone of the NBTA Foundation's mission. Over the past year the Foundation has focused on delivering critical and timely information to the business travel professional. Now more than ever, NBTA members need access to current, accurate and decisive reports and data to manage their programs.

Benchmarking

In July 2008, The NBTA Foundation unveiled upgrades to its unique Managed Travel Index® (MTI) & Benchmarking Tool. Users of the tool can now benchmark their average hotel rates in top markets against the rates of other NBTA members, in addition to the previously available capability to compare against national data from Smith Travel Research. Member benchmarking of average daily car rental rates was also added to the on-line tool.

The new Corporate Social Responsibility (CSR) component helps travel managers measure the maturity of their companies' travel CSR initiatives. The tool measures how the user's program is structured to manage travel demand, procure sustainable travel services, offset travel-related emissions and incorporate duty of care initiatives. Based on the responses the tool assigns each program a CSR maturity level from zero (Non-existent) to 5 (Integrated). Users also have access to the 2008 NBTA CSR Toolkit for detailed information on advancing their CSR initiatives and improving their programs.

In addition to these enhancements, the benchmarking tool provides users access to national air and hotel data, a Travel Risk Management assessment component and the Managed Travel Index to measure the overall effectiveness of a managed travel program.

2008 Travel Management Compensation and Benefits Survey

The NBTA Foundation and Industry Insights, an independent research and consulting firm, partnered in the fall of 2008 to conduct the Travel Management Compensation and Benefits Survey, a comprehensive report that allows individuals to compare their compensation levels and benefits to that of their peers.

The study focused on three primary areas: responsibilities, compensation and employee benefits. The goal of the study was to identify and compare compensation at the various levels, as well as geographically, based on corporate size, experience and responsibilities. The study also compares retirement plans, stock options, incentives and bonuses, annual leave, professional training and much more.

2008 Hotel, Car Rental, and Meal Taxes Study in Top U.S. Markets

The NBTA Foundation partnered with NBTA to conduct a comprehensive study of the taxes and fees assessed for car rental, lodging and meals in the top 50 U.S. travel destination cities (by number of air travelers). The study provides several different views of travel taxes to help readers make informed choices. The top 50 markets are ranked by overall travel tax burden, including general sales tax and discriminatory travel taxes, and by discriminatory travel tax burden, excluding general sales taxes to count only taxes that target car rentals, hotel stays and meals. Separate data are offered for central city and airport locations, as the tax regimes are often distinct. In addition to combined data on car rental, hotel and meal taxes, separate data are provided for each of the three spend categories.

2008 GLP DESIGNATION RECIPIENTS

Denise Adleman, GLP • *Robert Half International*

Jane Bankester, GLP, CCTE, CTE • *World Vision*

Carol Beaulieu, GLP • *Biogen Idec*

Barbara Campbell, GLP, CCTE, CMP, CTC • *Dr Pepper Snapple Group*

Fred Dallenbach, GLP • *Carlson Wagonlit Travel*

David DiPietro, GLP, CCTE • *Baxter Healthcare*

Don Draves, GLP • *Miller Brewing Company*

Janie Hansen, GLP • *Port of Portland*

Tina Itschner, GLP, CCTE • *HNTB Companies*

Kevin Iwamoto, GLP • *StarCite*

Donna Kelliher, GLP, CTC • *Dominion*

Carole Liberti, GLP, CTC, CCTE • *Information Resources, Inc.*

Stacey MacAlister, GLP, CCTE • *BTS Asia Inc.*

Kevin Maguire, GLP, CCTE • *The University of Texas at Austin*

Gary Murakami, GLP, CCTE, CTC • *The Ritz-Carlton, San Francisco*

Gary Polito, GLP, CCTE • *Bose Corporation*

Lois A. Raffel, GLP, CCTE • *AchieveGlobal*

Brian Robertson, GLP, CTC, CTE • *RADIUS Vision 2000 Travel Group*

Norma Rohrbach, GLP • *Citi*

Lisa Stanford, GLP • *ConocoPhillips*

Scott Sward, GLP, CCTE • *GE Security*

Sandy Taylor, GLP, CCTE • *Best Western International*

Rosemary Utesch, GLP, CCTE

Debbie Welder, GLP, CCTE • *CHG Healthcare Services, Inc.*

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Norma Rohrbach, *GLP*

Vice President Global Services Sourcing
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Debi Scholar, *CTE, CMM, CMP, CTT*

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Steve Sear

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Delta Air Lines

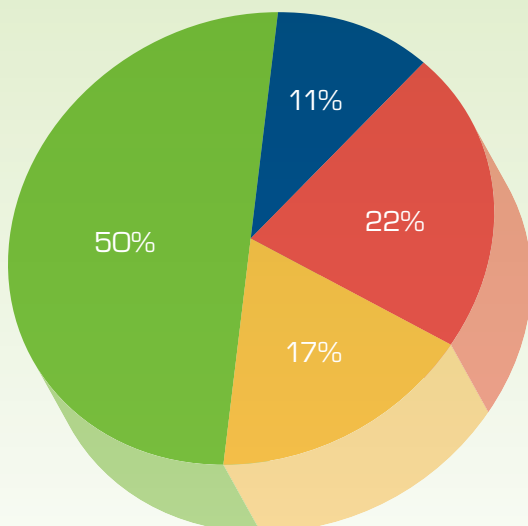
Steve Singh

Chief Executive Officer
Concur Technologies



COMMITMENT TO RESEARCH AND EDUCATION

The NBTA Foundation's founding Board of Trustees mandated that 75% of all capital gifts made in support of its mission be spent directly on programs and initiatives that benefit the members of the National Business Travel Association (NBTA) and the business travel industry as a whole. Operationally, the Foundation's board and staff have surpassed this mark for the past several years by spending 87% of every capital dollar on research and educational efforts that have a direct and measurable effect corporate travel professionals.



In 2008, the NBTA Foundation invested:

- \$280,000 for benchmarking and research initiatives
- \$225,000 awarded in scholarship grants to industry professionals
- \$655,000 dedicated to the development and delivery of the industry's only master's level educational program, the Global Leadership Professional (GLP) Program and GLP Designation.

- | | |
|--|---|
| ■ Administrative/Fundraising | ■ Scholarships |
| ■ Research/Benchmarking | ■ Educational Programs |

BUSINESS TRAVEL TODAY & TOMORROW

In March 2003, the NBTA Foundation embarked on a mission to renew \$4 million in capital support to maintain its education and research mission through 2008. In total, over 50 companies, NBTA chapters and NBTA members contributed more than \$5 million to this effort. Their leadership and vision allowed the NBTA Foundation to continue to deliver educational programming, scholarships, benchmarking, research and much more to keep our industry moving forward.



The NBTA Foundation would like to thank the following donors for their commitment over the past five years to the *Business Travel Today & Tomorrow* capital campaign (2004–2008).

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Visa
Wyndham Hotel Group

Ambassadors

Amadeus North America
Carlson Wagonlit Travel
Carey Worldwide Chauffeured Services
Choice Hotels International
Continental Airlines
Dav El Chauffeured Transportation
Network
Delta Air Lines
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