



# 2009 ACHIEVEMENT REPORT

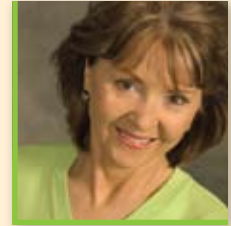
[www.nbtafoundation.org](http://www.nbtafoundation.org)

**NBTA** *foundation*   
Education & Research for  
Business Travel Professionals

# LETTERS FROM THE CHAIR AND DIRECTOR

## Dear Industry Friends and Colleagues:

As Chair of the NBTA Foundation, I am pleased to provide our partners and NBTA members with an update of the Foundation's accomplishments over the past year. During 2009, the Foundation Board continued to be focused on expanding our *Foundation Partnership Initiative*—a strategic effort to secure the future of the Foundation and advance the business travel industry. Throughout the year we developed new partnerships that provide the foundation for us to continue to deliver timely and relevant research, as well as top notch educational programming. At the NBTA Annual Convention in August we announced a total of \$5.7 million in commitments and that number continues to grow.



In 2009, the NBTA Foundation conducted several extensive research projects, including a landmark study that quantified global business travel spend and projected business travel growth for 72 countries through 2013. This comprehensive look at the global business travel industry provides corporations unique insight to help guide their travel programs and preferred supplier market strategies across the globe for many years to come.

The Foundation continued to focus a large portion of its resources on educational opportunities for business travel professionals. This year 14 travel professionals earned the industry's highest level designation, GLP (Global Leadership Professional), while delivering three strong research projects to our industry. The Global Leadership Professional program continues to expand not only in numbers of participants, but geographically. This year we delivered our first Canadian GLP session in conjunction with NBTA Canada's annual conference. Participants from around the globe continue to seek the advanced educational and networking opportunities available through GLP.

As I complete my term as NBTA Foundation Chair, I am thankful to all of you who have helped us strive for our mission over the past two years. It has truly been an industry effort, both buyer and supplier working together to achieve our goals. I am confident the leadership of the NBTA Foundation will continue to deliver benefit to the NBTA members and the greater corporate travel community.

Sincerely,

A handwritten signature in black ink that reads "Fay P. Beauchine".

Fay Beauchine, Chair, Board of Trustees  
NBTA Foundation

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## Dear Industry Friends:

In spite of the challenges and uncertainty that overwhelmed us in 2009, the NBTA Foundation is focused on the year ahead with an optimistic outlook. The *Foundation Partnership Initiative* recently surpassed the \$6 million mark, thanks to the strong support and commitment of our supplier partners and NBTA Chapters! We continue to develop strong partnerships within the industry that will allow us to deliver pertinent research and first-class educational programs in the months ahead.



As we begin a new decade, we will continue to seek partnerships that will allow the Foundation to develop and expand research and educational resources for our members and customers around the world. In 2010, the NBTA Foundation will release several new research initiatives that will deliver critical data, best practices, and insightful information for travel professionals globally. In addition, the Benchmarking Toolkit will be made available at no charge to all NBTA members as an added membership benefit, thus allowing all members access to a wealth of data and information by which to benchmark their corporate travel programs.

The Foundation, in partnership with the Wharton School, will deliver five master's level educational opportunities through the Global Leadership Professional program focused on scenario planning, global strategy, finance, marketing, and leadership. Additionally, GLP will expand its reaches across the pond this year to present a program in conjunction with NBTA Europe's annual conference.

On behalf of the NBTA Foundation, thank you to each of you who partnered with us in 2009 by completing a survey, attending an education session, participating in a focus group, or serving on a committee. A special appreciation to the NBTA Foundation donors and board members who generously provided the leadership, resources, and funding that made 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,

A handwritten signature in black ink that reads "Daphne Bryant".

Daphne Bryant, Executive Director  
NBTA Foundation

# 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 2009, 16 travel professionals received their GLP *Certificate of Professional Development*, bringing the total recipients to 151;
- 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 with 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 work in teams on an industry-related project, the findings of which are shared with the business travel community during education sessions at the NBTA International Convention & Exposition. The 2009 GLP Designation teams delivered:

- Harness the Power of the Millennial Generation
- From Blocking and Tackling to Strategic Managing: Meeting your CFO's Expectations.
- Golden Green—Strategic Collaboration for Long Term Success

# 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.**

## GLOBAL BUSINESS TRAVEL FORECAST

The NBTA Foundation partnered with Egencia and IHS Global Insight to conduct a landmark study that quantifies global business travel spend and projects business travel growth in 72 countries through 2013.

The study predicts that growth of business travel in China and Japan will exceed U.S. growth over the next five years. In addition, developing nations, like India, Vietnam, Iran and Indonesia will experience significant compound annual growth rates over the same timeframe. The full report includes a complete profile of U.S. business travelers, the economic impact of business travel around the globe, as well as a comprehensive forecast of U.S. and global business travel activity.

## 2009 GLP CERTIFICATE RECIPIENTS

Hans DeHaan • *Lufthansa Airlines*  
Kerry Gaylor, CTE • *NBTA Foundation*  
Bob Gotthart • *Kohler Co.*  
LaShawn Hampton • *Delta Air Lines*  
Kieran Hartwell • *RADIUS*  
Mark Johnson • *Textron*  
Christle Johnson • *Johnson Partners LLC*  
Matt Lederman • *Lufthansa Airlines*  
Richard McIntosh • *The Hertz Corporation*  
Iris Menendez, CCTE, CTC • *Fluor Corporation*



Delia Peng, CCTE • *US General Services Administration*  
Nancy Rissky, CTC • *Travel and Transport*  
Melinda Ryals, CCTE • *Emdeon Business Services*  
Amanda Somers, CCTE • *Infor*  
Penny Watermeier, CTC • *Travel and Transport*  
Joan Wilbanks-Keeler • *Embassy Suites Outdoor World*

## 2009 GLP DESIGNATION RECIPIENTS

Dan Baillie, CCTE, GLP  
Maylena Burchfield, CCTE, GLP • *ADTRAV Travel Management*  
Janice Crawford, GLP • *AREVA NP, Inc.*  
Cheryl Geib, CCTE, GLP • *Grant Thornton*  
Kelly Henry Luedtke, CCTE, GLP • *BNSF Railway Company*  
Colleen Kempf, GLP • *Omni Hotels*  
Susan Long, CCTE, GLP • *Alliance Data*  
Joni Miyashiro, GLP  
Debi Scholar, CTE, CMM, CMP, CTT, GLP • *PricewaterhouseCoopers*



Yasuo Sonoda, CCTE, GLP • *Sonoda Travel Management Solutions*  
Martin Stoll, GLP • *GoSeeTell Network*  
Karin Thompson, CCTE, GLP • *ViaSat, Inc.*  
Karen Vanbuskirk, CCTE, GLP • *Perot Systems*  
Eve White, GLP • *HRG North America*

## 2009 HOTEL, CAR RENTAL, AND MEAL TAXES STUDY IN TOP U.S. MARKETS

The NBTA Foundation partnered with Concur and American Economic Group 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. 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. An interactive map allows users to drill down geographically as well.



## 2009 TRAVEL MANAGEMENT COMPENSATION AND BENEFITS SURVEY

The NBTA Foundation and Industry Insights, an independent research and consulting firm, partnered in the fall of 2009 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.

## BENCHMARKING

The Foundation, in partnership with IHG, continues to provide travel management professionals with a robust and dynamic web-based benchmarking tool. The tool kit allows travel managers to benchmark their air, hotel and car rental rates against national data, as well as NBTA member data. In addition, members can review the effectiveness and efficiencies of their managed travel program through the Managed Travel Index (MTI), providing insights into areas for improvement. The Corporate Social Responsibility (CSR) tool provides an opportunity to determine the maturity level of your travel CSR, while the Travel Risk Management (TRM) allows for benchmarking risk within your company's travel program.

## GLP DESIGNATION PROJECTS

During the 2009 NBTA Convention in San Diego, the GLP designation teams delivered the findings of their industry-related research projects during three sessions at the NBTA Convention.

The first education session, *Harness the Power of the Millennial Generation*, focused on research that assists in interpreting this generation's different values, use of technology and buying habits and illustrates how it will affect your travel management programs.

The second GLP team delivered *From Blocking and Tackling to Strategic Managing: Meeting your CFO's Expectations*, which focused on the what, the how, and the why as it relates to delivering travel data being requested from and presented to C-Suite executives. Travel professionals gained leading business acumen on performance management and communication techniques. Attendees also heard the guiding principles in upward communication, what is valuable to CFO's, and key strategies common to successful travel professionals. Presenters of this session created a Tool Kit 2.0 which allows travel professionals to deliver meaningful, timely and concise information to their management.

The third group delivered *Golden Green – Strategic Collaboration for Long Term Success*. This session focused on best practices in creating a green travel program and green travel policy and how to practically communicate, apply and track that program. Panelists focused on unique aspects of the program describing the successes and how they were achieved. Session presenters distributed a "How To" document indicating the steps to success, the timeline to achieve success and the stakeholders to invite for each of the aspects of the process being discussed.

All 2009 GLP Designation presentations are available for download and can be found on [www.nbtafoundation.org](http://www.nbtafoundation.org).

# 2009 BOARD OF TRUSTEES

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& Customer Service Field Operations  
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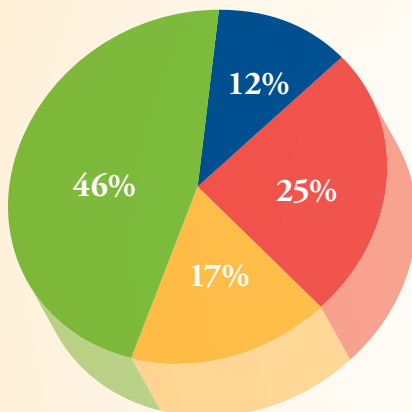
Vice President Sales  
*Delta Air Lines*

## Steve Singh

Chairman & CEO  
*Concur*



## COMMITMENT TO RESEARCH AND EDUCATION



### In 2009, the NBTA Foundation invested:

- \$360,000 for benchmarking and research initiatives
- \$172,000 awarded in scholarship grants to industry professionals
- \$660,000 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

## Foundation Partnership Initiative

The Foundation Partnership Initiative was launched in March 2008. This new collaboration effort, to run from 2009 through 2014, 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. To date, the Foundation has secured more than \$6.1 million in partnerships to support this effort.



The NBTA Foundation wishes to extend its sincere appreciation to its generous partners.

### \$1 MILLION PREMIER PARTNER



### \$500,000 PREMIER PARTNER



### \$250,000+ PREMIER PARTNER



### \$100,000+ AMBASSADOR PARTNER



### \$50,000+ PARTNER



### CHAPTER PARTNER



These Partnerships will deliver educational and research offerings, expand these offerings globally, and build a self-sustaining Foundation.



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Business Travel Professionals

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