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**President's Report from Debbie Graves**



*It is so exciting for me to be leading MBTA for another 2 years. I am honored to be a part of this chapter and to watch our membership grow!*

*It's that time of the year! As we move into a new year we have been advised that Camelia Mesek-Scholarship Chair & Maureen Baker-Meeting & Events Chair will be stepping down from their board positions with GBTA. We wish to thank Camelia & Maureen for their commitment and hard work. You did a wonderful job and we will miss you on the MBTA board. We appreciate you for volunteering! Jamie Cotter-Membership Chair will move to the Scholarship Chair during this transition with the appointment of Chair of Membership to be announced shortly.*

*Don't forgot to apply for a MBTA scholarship – Deadline to apply is December 31<sup>st</sup>!*

*As you all know, we have been working with GBTA over the past 3 years on the GBTA All Access initiative which will provide GBTA Members and Chapter Members an option to purchase both memberships in one transaction. I am happy to say All Access was rolled out on November 24th. Benefits of purchasing All Access include an annual discount for business Travel Professionals who want to take advantage of education and networking opportunities at the local, national and global levels. Visit our website for more details. GBTA All Access membership is available for purchase at all 25 participating Chapters! Please let me know if you have questions or email [allaccess@gbta.org](mailto:allaccess@gbta.org).*

*In February, six of our Chapter board members will be attending the GBTA Leadership Summit in Austin, TX. Many topics will be covered over the two day summit and you can expect to hear more from your board members in the future, on what they learned.*

*GBTA Committees – Joining a GBTA Committee is a great way to be further involved. GBTA Committees shape the Travel industry by writing white papers; provide educational opportunities to Chapters, during Convention and webinars throughout the year. Applications are being accepted for most committees for the 2016-2018 timeframe.*

**GBTA Updates**

**Reflects on the Paris Attacks - Submitted by Christle Johnson – GBTA President**

On the heels of the terrible incidents in Paris and Brussels, GBTA offers its sincerest condolences to the victims, as well as their families and loved ones. Rest assured that we stand together, as a strong and unified business travel industry. GBTA and its Members have been doing everything we can to provide resources to the travel community in this time of need. For example, GBTA's Risk Committee is updating our database of resources and tips to help you and your company better prepare for emergencies and fully understand your duty of care responsibilities to your travelers. This information is available to members via the GBTA Blog. Additionally, GBTA will also host a webinar featuring members of the Risk Committee on this same topic in December. GBTA's Research team has reached out to our members with a lightning poll survey to help assess the immediate impact these attacks have had. The results can be viewed here: [GBTA Poll Shows U.S. Business Travel to Europe Remains Resilient Despite Paris Attacks](#). Most recently, the US State Department has issued an alert advising U.S. citizens to exercise vigilance when in public places or using transportation. The alert does not instruct Americans to avoid travel, but it does urge U.S. citizens to "exercise vigilance when in public places or using transportation." The complete report can be found on the State Department's website. As you know, the business travel industry is resilient and we will continue to work together and stand strong. We will exercise caution and care – as we always have – to keep our travelers safe. As we move forward to recover from the events of Paris, I ask all of you to continue to engage with GBTA sharing your expertise and contributing your ideas and input in every way possible. One thing is certain... we will never stop traveling. Travel drives the global economy, but more importantly connects us all in the most fundamental, essential and powerful way. Thank you for your help in continuing to make this possible.



We are happy to advise that MBTA has a healthy budget heading into 2016.

**Net Worth**

As of 10/30/2015

Bank and Cash Accounts

Total Bank and Cash Accounts \$34,604.00

**Net Worth \$34,604.00**

Monthly Income and Expenses

1/1/2015 through 10/30/2015

Income	January	February	March	April	May	June	July	August	September	October	November	December	Total
Meeting Income	\$430	\$920	\$85	\$770	\$235	\$960		\$300	\$1,110	\$1,270			\$6,080
Membership Dues	\$8,150	\$8,725	\$1,000	\$4,190	\$1,185	\$3,020		\$300	\$1,240	\$2,390			\$30,200
Sponsorship	\$7,250	\$11,750	\$0	\$500	\$1,160	\$500	\$500		\$150				\$21,810
<b>Total Income</b>	<b>\$15,830</b>	<b>\$21,395</b>	<b>\$1,085</b>	<b>\$5,460</b>	<b>\$2,580</b>	<b>\$4,480</b>	<b>\$500</b>	<b>\$750</b>	<b>\$2,350</b>	<b>\$3,660</b>			<b>\$58,090</b>
<b>Expenses</b>													
Total Bank Charges													\$0
Board & Speaker Travel										\$3,913			\$3,913
Board Meeting Expenses									\$85	\$174			\$259
Chapter Technology/Web-site Expenses	\$80	\$80	\$80	\$80	\$80	\$80	\$80	\$80	\$80	\$80			\$800
Charitable Donations						\$600							\$600
CPC Travel													\$0
D&O Insurance		\$440											\$440
GBTA Conference							\$550	\$2,071					\$2,621
GBTA CPC				\$501		\$732							\$1,233
GBTA Legislative Summit		\$772		\$98	\$2,347								\$3,217
GBTA Leadership Summit		\$3,084							\$1,101	\$1,380			\$5,565
Insurance													\$0
Meeting Expenses		\$4,383		\$1,845	\$500	\$1,607	\$11,117			\$6,470			\$25,922
Merchant Bnkcd Fee	\$101	\$225	\$16	\$89	\$160	\$162	\$137	\$51	\$57	\$95			\$1,093
Miscellaneous	\$18			\$62	\$231	\$240		\$9					\$560
Scholarship Paid	\$995			\$3,980	\$1,300	\$995			\$1,000				\$8,270
Speaker Gifts													\$0
Speakers Fee		\$359											\$359
<b>Total Expenses</b>	<b>\$1,194</b>	<b>\$9,343</b>	<b>\$96</b>	<b>\$6,655</b>	<b>\$4,618</b>	<b>\$4,416</b>	<b>\$11,884</b>	<b>\$2,211</b>	<b>\$2,323</b>	<b>\$12,112</b>			<b>\$54,853</b>
<b>Income less Expenses</b>	<b>\$14,636</b>	<b>\$12,052</b>	<b>\$989</b>	<b>-\$1,195</b>	<b>-\$2,038</b>	<b>\$564</b>	<b>-\$11,384</b>	<b>-\$1,461</b>	<b>\$27</b>	<b>-\$8,452</b>			<b>\$3,237</b>

**Announcing – Member Recognition Program!**

Your profile could be featured here in the next MBTA Quarterly newsletter as MBTA Outstanding Member!



**Outstanding Allied Member**  
Your Name Here!



**Outstanding Direct Member**  
Your Name Here!

Each Quarter the MBTA board will recognize an outstanding Allied & Direct member who will receive a gift of appreciation and will be featured in the Quarterly Newsletter highlight the member and their company.

#### 4<sup>th</sup> Quarter Meetings Recap

### **December Meeting featured guest presenter Jennifer Steinke, Sr. Manager Corporate Travel, ACT, Inc. – TRAVEL TECHNOLOGY MATURITY INDEX - IDENTIFY YOUR TRAVEL PROGRAM'S TECHNOLOGY STRENGTHS AND GAPS**

- Key Program Takeaways: How can you strengthen your travel program? Learn more about GBTA's Travel Technology Maturity Index, a web-based assessment survey. Identify opportunities to utilize technology solutions based on best-practice standards across six categories: shopping/booking, reservation approval/processing, traveler experience, expense management, meetings and data. Your survey results will measure your performance for each category as either passive, engaged, proactive, managed or strategic and will provide insights to strengthen your program. Attendees will leave with the knowledge of:
  - Where to take this free assessment survey
  - What processes are considered in each category
  - What influences your utilization of travel technology
  - Examples of how to improve your technology engagement
- Our Charity Presentation from Talon's Out Honors Flight Michigan featured a heartfelt letter from a thankful veteran and the visit to Washington DC by the nation's oldest living veteran Emma Didlake, 110, of Detroit, who was a member of the women's Army Auxiliary Corps during World War II. President Barak Obama welcomed the 110-year-old veteran to the White House. She then visited the WWII memorial, her favorite president's memorial — Franklin D. Roosevelt — and the Women in Military Service Museum.

### **October MBTA/OVBTA Education Day – Wonderful Meeting filled with excellent speakers & educational content:**

- GBTA Updates – Speaker: Eric Norberg, GBTA Board Member, Director, Global Business Development, Carlson Wagonlit Travel - The latest updates from the Global Business Travel Association. Learned about initiatives driving the future success and value of GBTA including membership, the Political Action Committee (PAC), the ever changing landscape of business travel and much more. Gained insight on the benefits extended to the local Chapters
- Emcee: Jay Campbell, Founder "The Company Dime" Travel Industry Hot Topics - Jay led a talk with expert panelists on the latest issues in corporate travel, hosted at one of the nation's largest hub airports by the Michigan Business Travel Association. Get an update on hot topics and how corporate travel professionals are addressing items like: Impact on airfares due to Consolidation of Airlines and reduced inventory, magnitude of benefits by driving traveler booking compliance, KPI's we all need to incorporate, evolving span of control of Travel Management (what's in your bucket?!? - reporting hatchery, interaction with other departments, revenue recovery, corporate jet interface, fleet management)
- Managing Travel Documents – Presented by Kim Conway, Vice President & Siobhan Thomas Account Manager - Trivisa Passport & Visa Service - Using services that interface with travel bookings and provide guidance to your travelers is critical to avoid delays and issues when traveling internationally. This session will demonstrate the many ways a program can complement the services your travelers expect and often require when it comes to Passports, Visas, Invitation letters, and even keep track of expire dates for all travel related documents (including TSA – Pre-Check, Global Entry etc.)
- Hotel Booking Compliance - Augmenting Content – Presented by Travelport, Keith Harrison, Global Head of Hotel Providers - Attendees took away best practices for leveraging technology to allow their travelers to make choices and solve problems while on the road. They will also learn how to make the best use of their detailed card program data to manage travel budgets, maintain policy compliance and ensure traveler safety.
- Sustainability – Moderated by Barbara Helzlsouer, Sabre - Recent studies have shown that Sustainability is a growing focus of many companies' Corporate and Social Responsibility and Business Travel programs. This presentation and best practice panel discussion brought to life how buyers and suppliers have successfully partnered to add value with key stakeholders in their organizations.
- The Grand Convergence: Travel, Procurement and Meetings - Presented by Amy Schuerman, Associate Program Manager, Carlson Wagonlit Travel. - Jay Campbell, The Company Dime, emceed the Q&A session
  - Understanding each area and what drives success for each role
  - Details on how to partner for success
  - Typical myths and realities along this path
  - Behind the wave of companies driving success in centralized meeting strategies sits a convergence that began more than a decade ago: the alignment and necessary partnership of travel, procurement and meetings. Participants will walk away with an understanding of each of these key stakeholder groups, what makes them tick, why the partnership can be challenging, and how to ultimately drive success. For suppliers, this session will inform and educate participants on what they can expect when working with a new and more diverse set of customers.
- TSA – Latest Updates – Presented by James Douglas, Deputy Federal Security Director
- Understand TSA's: Mission to protect the nation's transportation systems to ensure freedom of movement for people and commerce & Vision to provide the most effective transportation security in the most efficient way as a high performing counterterrorism organization. Travel is in a constant state of change, technology evolves... learn what's on the horizon.

If you missed this wonderful event and you are an MBTA member, the presentation documents can be found at [www.michiganbta.org](http://www.michiganbta.org) under previous meetings.

## Committee Updates

**Membership – Committee Chair - Jamie Cotter – Travel Inc. – [membership@michiganbta.org](mailto:membership@michiganbta.org)  
(The Membership Chair position is currently open to interested MBTA members)**



The All Access membership option has now launched for all chapters. Look for more information coming soon, on the different 2016 membership options that are available for purchase.

GBTA All Access Member Benefits include:

- GBTA Daily News Brief
- GBTA Business Travel Magazine
- Complimentary Member Only Webinars
- GBTA Career Center
- Eligible for Chapter Scholarships
- Member rate at all Chapter Network events
- Discount on GBTA Academy classes
- Discount on GBTA Certification
- Access to GBTA Hub
- GBTA Event Discounts
- GBTA On Demand

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**Education – Committee Chair - Jack Reynaert – Meritor – [education@michiganbta.org](mailto:education@michiganbta.org)**



**Education Goals / Mission:** Provide members with the opportunity to expand their travel industry knowledge, growing travel professionalism through educational and informational programs. We provide members with a path to 20 hours of industry related educational opportunities per year from our local chapter meetings. Additionally, since MBTA is a full chapter of GBTE, when an “All-Access” membership is linked to GBTA, there are countless hours of education with an opportunity leading to Industry Recognized Certification. Members also grow their knowledge by networking with peers on an on-going basis. Our memberships’ travel industry experience ranges from: new to the industry to over 40 years in the industry... and we have over 100 members in our Michigan Chapter.

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**Technology – Committee Chair – Colin Naimy – Meritor – [technology@michiganbta.org](mailto:technology@michiganbta.org)**



The Technology Committee is looking for individuals to help keep our chapter on the cutting edge! The time commitment would be no more than 4 hours per month. Please contact me at [technology@michiganbta.org](mailto:technology@michiganbta.org)

Goals & Updates for 2016

- The Technology Committee has received approval from the board to purchase visual equipment for the association
  - New projector, 100” projector screen, projector splitter, and cables (cost estimate of \$500)
  - Will help save \$1,500 yearly in visual equipment rental costs (per meeting cost of \$300 \* 5 meetings)
  - Reviewing audio equipment for 2017
- Any suggestions to the MBTA Website?

### Industry Tip

- *When evaluating Mobile programs/apps. make sure it can accomplish traveler satisfaction and/or compliance, ability to influence traveler behavior, en route support, data gathering, and security.*

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**Sponsorship – Committee Chair - Ann Ammons – Travel, Inc. – [sponsorships@michiganbta.org](mailto:sponsorships@michiganbta.org)**



*It's that time of year again for the 2106 Michigan Business Travel Association sponsorship drive. MichiganBTA Sponsors reach a highly targeted audience of business travel professionals within the travel industry. Sponsorship funds support educational meetings and scholarship opportunities for our members.*

### 2016 Annual Sponsorship Opportunities

- Annual Sponsorships available now until January 31, 2016
- Golf Tournament Sponsorships and Hole Sponsorships available
- Sponsorships for 2016 Holiday Auction

### Join the Sponsorship Committee

- A 60 day commitment
- Over by February 15, 2016
- Gratifying to see the benefits of your hard work enjoyed by members throughout the year!

Become a 2016 Michigan BTA Sponsor!



- Diamond - \$5,000
- Platinum - \$2,500
- Gold - \$1,500
- Silver - \$1,000
- Bronze - \$500
- Copper - \$250

- Annual Golf Outing
- Annual Holiday Meeting

Please consider becoming a MichiganBTA Sponsor

**Scholarship – Committee Chair - Camelia Mesek – Emirates – [scholarships@michiganbta.org](mailto:scholarships@michiganbta.org)  
We are happy to announce that Jamie Cotter will be moving into the Scholarship Chair position beginning January 1<sup>st</sup>  
Many Thanks to Camelia for chairing this committee!**



We are taking applications! Scholarship opportunities include:

Annual Membership valued at	\$ 300 (each)
Education valued at	\$1,000 (each)
GBTA Convention valued at	\$1,000 (each)
Legislative valued at	\$1,000 (each)

Visit [www.michiganbta.org](http://www.michiganbta.org) and click on scholarships under Quick Links for more information and to apply.  
Deadline is December 31, 2015.

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**Meetings & Events – Committee Chair - Maureen Baker – Conlin Travel – [events@michiganbta.org](mailto:events@michiganbta.org)  
(The Meetings & Events Committee Chair position is currently open to interested MBTA members)**



We are currently accepting proposals for upcoming MBTA meeting in 2016. Thank you to The Royal Park Hotel for hosting our December holiday meeting & Detroit Metro Airport Marriott for hosting our October Education Day.

We look forward to our February meeting hosted by Embassy Suites Detroit Livonia/Novi

If you are interested in hosting a MBTA meeting please contact us!

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**Charity – Committee Chair - Kathy Mastin – Visteon – [charities@michiganbta.org](mailto:charities@michiganbta.org)**



Goals & Updates for 2016 are:  
To Evaluate & Choose a New Charity for 2016  
Research online auctions for our annual golf and holiday events

Our committee would like to thank everyone who donated gifts for the silent auction and thanks to everyone for participating in our charity raffle & silent auction. We are thrilled to announce that the MBTA silent auction at our December meeting raised \$7,500 for our 2015 Annual Charity – Talon's Out!

Thanks to all of you that bid and purchased items!

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**Government Relations – Committee Chair - Michael Hoff – Continental Corporation – [government@michiganbta.org](mailto:government@michiganbta.org)**



The 2016 Legislative Symposium dates and event information has been announced for 2016. The event will be held May 9-11 in Washington, DC.

For details, visit <http://www.gbta.org/Legislative/Pages/default.aspx>. Registration will open soon!

Michigan Chapter is #1 AGAIN! 2012 | 2013 | 2014 | 2015 | 2016 Chapter CHALLENGE PARTNER!

**10<sup>th</sup> Annual BTA Challenge is ON!**

**GBTA is challenging its BTAs to engage their elected officials. BTAs meeting these 5 tasks will be recognized as Challenge Partners**

- ✓ 35% of membership sends a communication to one of their elected officials through the **Legislative Action Center**
- ✓ Large BTAs raise \$1,500.00, Medium BTA's raise \$1,000.00 and Small BTAs raise \$500.00 in PAC contributions.
  - ALL must have 30% of members contribute
- ✓ BTA appoints a liaison to the GBTA Government Relations Department
- ✓ Invite an elected official to speak at a chapter meeting or host a GBTA government relations focused meeting
- ✓ BTA sends a letter to its representative or senator endorsing a GBTA endorsed bill or vote

**BTAs that meet each task will be recognized as Challenge Partners**

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A warm welcome to committee members:  
Whit Wallace, Regional Vice President, Business Development and Client Services - Conlin Travel &  
Autumn McClaren – Assistant Director of Marketing and Public Relations - Flint Bishop International Airport

**Goals & Updates for 2016:**

- Enhanced Social Media Presence & Participation
- Media Coverage
- GBTA Advertising & Marketing Program – Start Date Pending
- MBTA Quarterly Newsletter
- Member Recognition - Highlighting Direct & Allied Members

Follow MBTA on Twitter [@mbtamichigan](https://twitter.com/mbtamichigan), [LinkedIn](https://www.linkedin.com/company/mbtamichigan), and [Facebook](https://www.facebook.com/mbtamichigan) for information on trending topics and upcoming monthly meetings.

As announced at the December holiday meeting, we are pleased to launch the MBTA Direct & Allied Members Recognition Program beginning in January 2016.

Recognition to one Allied & one Direct member will be announced and awarded quarterly during our last business meeting of the quarter and in the quarterly newsletter. An Annual Direct & Allied Member of the Year will be announced during the first quarter meeting and will be selected from the previous year quarterly winners. A \$25 gift certificate per quarterly recognition & a \$75 gift certificate will be awarded annually and each winner and their companies will be highlighted in the MBTA quarterly newsletters.

Winners will be contacted prior to the meeting announcement and will be interviewed for the quarterly newsletter. Current members are welcome to nominate a member to be recognized, email your nomination to [publicrelations@michiganbta.org](mailto:publicrelations@michiganbta.org)

**Criteria to receive recognition (at least one of these below):**

- Must be a current paid & active member of MBTA for at least one year
- Must have contributed to the membership in one of the following categories:
  - Sponsorship
  - Committee Involvement
  - Presenter, Speaker of Panelist
  - Audience Participation
  - Industry Participation, i.e. GBTA contributor as speaker, sponsor etc.

Minimum attendance requirement – 2 meetings per year including webinars

**Dates to Remember**

**The GBTA Michigan Chapter typically meets every other month with webinars on the alternating months**

**Future Meetings**

- |                      |   |                   |
|----------------------|---|-------------------|
| • February 18, 2016  | Meeting Cost & Savings in Travel Programs | Detroit Area      |
| • March 23, 2016     | Examples of Cost Savings Reporting        | MBTA Webinar      |
| • April 21, 2016     | Optimizing Travel Apps for Road Warriors  | Grand Rapids, MI  |
| • May 18, 2016       | Diving Deeper into Travel Apps.           | MBTA Webinar      |
| • June 13, 2016      | MBTA Golf Outing                          | Detroit/Mid State |
| • July 16-20, 2016   | GBTA Convention                           | Denver, CO        |
| • August 24, 2016    | GBTA Take-a-ways (Scholars share)         | MBTA Webinar      |
| • September 15, 2016 | Strategic Meeting Management              | Detroit Area      |
| • October 6, 2016    | OVBTA/MBTA Education Day                  | Cleveland, OH     |

**Contact Us**

**GBTA - Michigan Chapter Officers**

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DIAMOND



PLATINUM



STAR ALLIANCE MEMBERS

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