

The Teams

Arizona BTA: Assisting President Louise Kendall in reaching all the goals that have been set are: Vice President Begga Akers, IBT/corporate sales manager for Pointe Hilton Resorts; Secretary Wendy Wilderman, manager of business development for American Express; and Treasurer Colleen Guhin, strategic sourcing manager with ON Semiconductor.

Directors of AZBTA committees include: meetings – Tina McHale, senior sales manager of SuperShuttle of Phoenix/Execucar; membership – Mandy McKaskle, director of corporate and leisure sales of Tempe Mission Palms Hotel; philanthropy – Tim McAlphin, director of travel industry sales for Arizona Grand Resort; programs/education – Dawn Biela-Kramer, director of business travel for XONA Resort; and communications/PR – Melinda Hausner, global travel director of American Express Business Travel. Bill Johnson, director of business development of Carlson Wagonlit Travel, is the immediate past president.

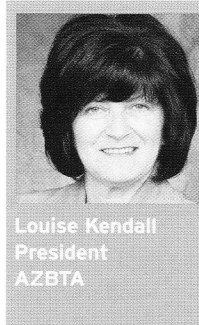
Baltimore-Washington BTA: In addition to President Tom Waters, other elected officers for the same term are Patty Ross, vice president; Amy Fuller, treasurer; Diana Marowski, secretary; Emily McAuley, vice president of programs & education; Jennifer Cooke, vice president of sites; Corey Snowberger, vice president of membership; Ron Windsor, vice president of technology; Dottie DeMarr, board advisor.

Bay Area BTA has a stable board structure and does not start each year with all new members. The president's term is for one year, with an option of running for a second term. The directors are in office for two years to give guidance and support to incoming officers. Three directors retire at the end of the January board retreat, and new directors take their place.

The following board will assist and support President David Kuffel for the next year: administration – Pete Gold, American Airlines; membership – Greg Sweeney, AvisBudget Group; newsletter – Sara LeBrun, Sheraton Pleasanton CA; programs – Denise Lucas; technology – Judy Emma, Informatica Corp; treasury – Damien Keller,

The Leaders

Arizona BTA elected Louise Kendall, western regional sales executive with ADTRAV Travel Management, to serve as president for the next two years. "I am excited to be in this position for the Arizona chapter for 2009-2010," she says, "and am looking forward to advancing the chapter in areas of membership growth, educational and scholarship opportunities for its members, being a major contributor to our selected charity and more!"



Louise Kendall
President
AZBTA

Kendall has been a member of NBTA and the Arizona BTA for 10 years. The time she spent in both organizations, plus working on the executive board as treasurer for two years and the director of membership, has prepared her for this position. "I was involved with AZBTA fundraising efforts over the years, working on committees and volunteering where needed," she says. "My background is in procurement as a senior buyer at Arizona State University for 15 years, handling travel and hospitality for ASU and being a travel manager. I left ASU in 2005 and came over to the supplier side, with ADTRAV."

Kendall was active in many organizations while in procurement, including AZBTA, NBTA, NAEP (National Association of Educational Procurement), SCTM (Society of Collegiate Travel Managers), SGMP (Society of Government Meeting Planners) and the NIGP (National Institute of Governmental Purchasing). "I feel that my background in procurement has given me a better perspective on how buyers are perceived in the travel industry," she says, "where procurement has acquired travel as a commodity. I know where they've been, having been there myself. I have friends and members of AZBTA and NBTA to thank for the relationships, networking and education gained as a travel manager/buyer. Priceless!"

Kendall says she has "new ideas to take to fruition for the chapter in areas of

membership growth, scholarships, exposure within the business community and giving back to the community." She and three others from the Arizona board attended the NBTA Leadership Summit in November 2008. "We brought back great ideas and strategies to implement, in line with our mission for advancement for this year," she reports. "With work and commitment from various committees and their volunteers, I feel that we will reach milestones for our chapter this year, and 'Shine in 2009!'"

Those goals, she says, are to:

- increase the membership by 20 percent with an emphasis on direct memberships;
- reach out to the many businesses in the Phoenix metropolitan area;
- add a student category for membership and recruit students from ASU, ISM and other organizations involved in travel and hospitality;
- have a new NBTA PAC liaison to keep the membership apprised of what's going on in Washington DC;
- start a mentoring program and succession plan to cultivate interest and develop members for future committee and board positions;
- work closely with their selected charity to promote it and its work to the community, while raising funds to assist in meeting its goals;
- provide more opportunities for its members through scholarships for membership, CTE and CTE designations, and the annual NBTA conference;
- network more with other associations (such as MPI, HSMAL, ISM and the CVBs);
- and promote awareness of benefits in our affiliated associations.

Baltimore-Washington BTA elected Tom Waters to serve as president for 2009. Waters is vice president of purchasing for Sinclair Broadcast Group, which owns or operates 58 television stations across the US. He was hired by Sinclair in 1996, when the company was rapidly expanding, to establish a purchasing department. Early on, oversight of the company's travel expenses was included.