



Philadelphia Business Travel Association

**Chapter Meeting and Networking Event
February 8, 2012
Loews Philadelphia Hotel
2010/2011 Review
2012 Goals and Objectives**



Board of Directors

David McDonald, President

Jeff Meadows, Vice President

Dawn Friedman, Treasurer

Heather Tassoni, Secretary

Louisa MacNeill, Direct Representative

Tom Wilkinson, Allied Representatives

Fiona Flagler, Education and Scholarships

Lois O'Shea, Immediate Past President



Committee Chairs

- Membership – Collette DeChalus Lee & Heather Tassoni
- Hospitality – Louisa MacNeill & Tom Wilkinson
- Education & Scholarship – Fiona Flager, Tom Wilkinson
- Annual Holiday Charity Dinner & Fundraiser – Lois O'Shea, Jeff Meadows & Allison Cole
- Quarterly Newsletter/Social Media – Jeff Meadows
- Sponsorship – Dawn Friedman
- Government Liaison – Jeff Meadows



Notable 2010/2011 Accomplishments

- Over \$11,000.00 in scholarship funds made available to members
- Hosted 6 chapter meetings, 7 social mixers, 2 holiday charity dinners & auctions, 2 education days and one wine tasting event, with total attendance of 994
- The 2010 and 2011 Annual Holiday Events raised over \$22,000.00 for City of Hope with record attendance at both and a total of nearly 350 attendees
- PBTA representatives attended both the 3Q10 and 4Q11 GBTA Chapter Presidents Council's Leadership Summit in Short Hills, NJ and Ft. Lauderdale, FL respectively
- Chapter representative has attended the GBTA annual Legislative Summit in Washington D.C. in both 2010 and 2011



2010/11 Accomplishments

Finances



- Jan 2010 \$20,000.00
- Jan 2012 \$36,000.00
- Beginning year balance the last two years averaged \$28,000.00
- The chapter has now been consistently strong financially for the past several years



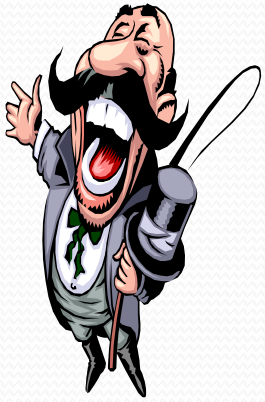
2010/11 Accomplishments

Membership

- Chapter membership continued to see strong growth in 2010 and 2011
- Jan 2012 – 114 members
- 25% Direct, 75% Allied
- Thanks to Heather Tassoni, Collette DeChalus Lee and Dawn Friedman

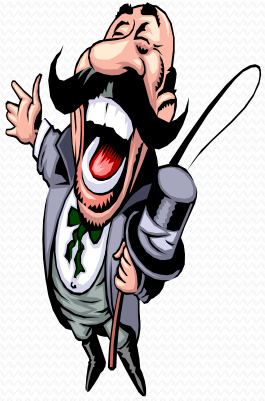
Welcome 2010/2011 New Members!

Name	Organization
Barbara D. Sivers	Holiday Inn Philadelphia Stadium
Robert Van Ess	Dav El Chauffeured Transportation
Monica Kinney	University of Pennsylvania
Lelia Pierce	Firestone Hotel Management
Christina Hunt	Crowne Plaza Wilmington
Gregory Stevens	Hyatt Regency at Penn's Landing
Chris Cawthorn	World Travel Service, Inc.
Jeffrey Hilt	TOC Chauffeured
Ernie Soreth	Sterling Limousine
Stacey Wenger	Enterprise Holdings
Lisa Ramirez	AMR Meetings and Incentives



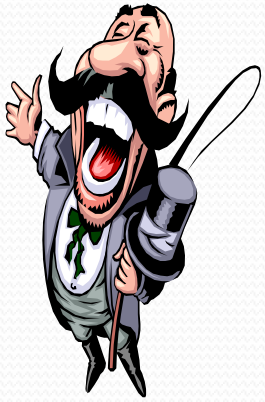
Welcome 2010/2011 New Members!

Name	Organization
Christy Callahan	Avis Budget Group
Jim Procopio	University of Pennsylvania
Karen Smith	Hersha Hotels
Holly Breece	Carlson Wagonlit Travel
Sara Lane	Wally Park Airport Parking
Felicia Willets	Cannon Business Solutions, Inc.
Terry Abel	Crowne Plaza Philadelphia West
Agnieszka Kostyszyn	BCD Travel
Kelly Gatti	Teva Pharmaceuticals
Cara Perez	Red Roof Inns
Anita Beltrante	Cephalon, Inc.

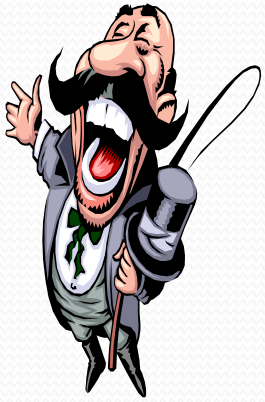


Welcome 2010/2011 New Members!

Name	Organization
Alison Galik	Lanyon
Jeffrey Nossbaum	China Airlines
Carol Weiss	TOC Chauffeured Transportation
Gwendoline Pinchon De Vandeuill	SOS International
Tamara Peskin	El Al Israel Airlines
Mary Murphy	Adare Manor & the K Club
Traci Aultman	ICG Commerce
Jay Gloede	SCA Americas
Shani DeSantis	Comcast
Steve McCorry	Omega World Travel



Welcome 2010/2011 New Members!



Name	Organization
Diana Loaces	United Airlines
Ava M. Hill	Diners Club BMO Financial Group
Jennifer Byiers	Duff & Phelps
James Toffel	FCm Travel Solutions
Elaine Verna	Concur Technologies
Peter Kennedy	United Airlines
Jim Pio	The Parking Spot
Carri Tovsky	Global Tour Connection LLC
Kathleen Diggins	HelmsBriscoe
Don Calahan	Virgin America

Renew NOW
and WIN BIG !!

Renew YOUR PBTA Membership
before March 1, 2012 and YOU could win one of these
FABULOUS prizes:

- Two complimentary roundtrip airline tickets courtesy of Don Calahan and Virgin America
- Free registration to the PBTA Annual Education Day in April

All members that renew by March 1, 2012, those that have already renewed and any new members who join before the deadline will be eligible to WIN one of the prizes above. Winners will be announced via blast email and at the annual Education Day event on Wednesday, April 25, 2012



2010 Meetings and Events

Date	Program & Host Property
17 February	"It's Your Chapter!" - Holiday Inn Historic District
24 March	PBTA Winter Mixer – aka Philadelphia
21 April	Annual Education Day – Crowne Plaza Philadelphia
20 May	"Road Warrior Secrets Revealed" – Four Seasons Philadelphia
16 June	PBTA Summer Mixer – sponsored by Southwest Airlines, at Cantina Laredo at PHL International
16 September	Chapter Meeting and Elections, plus "Seven Trends for Business Travel" – Dolce Valley Forge Hotel
20 October	PBTA Fall Mixer – Marriott Courtyard Philadelphia Downtown
8 December	Holiday Dinner and Charity Auction – Hyatt Regency at Penn's Landing
Monthly	12 Board of Directors Meetings



2011 Meetings and Events

Date	Program & Host Property
16 February	Wine 101 - Tria Fermentation School
23 February	"New Technology Within the Travel Industry" – Holiday Inn Historic District
29 April	Annual Education Day – Crowne Plaza Philadelphia
18 May	PBTA Spring Mixer – Radisson Warwick Plaza
23 June	"Business Travel Quarterly Outlook" – Hotel Palomar Philadelphia
20 July	PBTA Summer Mixer – Omni Philadelphia at Independence Park
21 September	"Duty of Care" – Four Seasons Philadelphia
19 October	PBTA Fall Mixer – Hyatt at the Bellevue
6 December	Holiday Dinner and Charity Auction – Le Meridien Philadelphia
Monthly	12 Board of Directors Meetings



7 Events!

2012 Calendar Review

Register Today at www.phillybta.org

- February – Educational Meeting – Loews Philadelphia Hotel
- March – Wine Tasting Event – Tria Fermentation School
- April – Education Day – Sheraton Philadelphia Downtown
- June – Chapter Meeting – TBA
- Sept – Educational Meeting – TBA
Board Elections 2013-2014
- October – Member Appreciation Day - TBA
- December – Seventh Annual Holiday Event and Charity Auction - TBA



2012 Goals and Objectives

1. Education

- Chapter Meetings
 - Informative / relative speakers
 - Continue fun, networking opportunities (Member Appreciation Day, Holiday Event)
- Scholarships!
 - GBTA Foundation
 - GLP/Mike Kabo Scholarships Available
 - Applications are available online at www.gbtafoundation.org/Scholarships
 - Applications are due June 1, 2012, winner announced on June 15, 2012



2012 Goals and Objectives (continued)

- CPC Scholarships – Individual and Chapter Scholarships available. Information & instructions available on the GBTA website
- PHL BTA Scholarships – Number given determined partially by the number of applicants. Applications may be submitted to the education committee with information on the formal 2012 application process coming later in the year
- Philadelphia BTA Education Day – April 25, 2012 - 3rd annual offering. This year's host property will be the Sheraton Philadelphia Downtown.



2012 Goals and Objectives (Cont'd)

2. Financials

- Continue to grow financial status to strengthen the organization and provide more programs to the Chapter members

3. Leadership

- Prepare qualified candidates for upcoming open Board positions
- Elections in September 2012
- New board term two years serving in 2013 & 2014



Get Involved!

- Join a Committee –make great contacts
 - Openings available on several committees!
- Chair a Committee – exercise your leadership skills!
 - Run for Board of Directors in the fall – make a difference from the top!
- Contact any board member!



Membership Committee

- Provides on going communication with members to ensure Chapter programs and professional benefits are provided through our Chapter's activities and projects
- Continuing focus on recruitment of new members and the annual renewal campaign
- Emphasis in 2010 on increasing the number of Direct Members for the chapter



Hospitality Committee

- Focuses on the retention of existing members via special programs like the mentoring program
- Responsible for meeting and greeting attendees at all Chapter functions
- Provide a source of general information and monthly membership recognition



Education and Scholarship Committee

- Responsible for the communication of all local and national scholarships to the general membership
- Develop local chapter scholarships and are responsible for receiving and reviewing all applications
- Coordinate all educational programs on behalf of the chapter such as the development of an Education Day and Tradeshow



Annual Holiday Charity Event

- Focuses on the annual Holiday Event and Auction, which benefits the City of Hope and the chapter's scholarship and education fund
- Plans and manages all aspects of the Chapter's largest special event of the year
- Need new chairs for 2012



Quarterly Newsletter/Social Media

- Creates and manages the chapter newsletter and publishes it on the website
- Documents the activities of the chapter as well as highlights pertinent business travel information that may be of interest to the general membership, welcome of new members
- Initiative to develop and maintain social media interaction through the chapter website
- Government Liaison updates



Sponsorship Committee

- Finds creative ways to increase sponsorship opportunities for the general membership within chapter events
- Explore how website design to provide more options for advertising and sponsorship
- Create sponsorship policy and guidelines



Government Relations Liaison

- Jeff Meadows of Sabre Travel Network has replaced Sharon Pierce as our appointed liaison
- The liaison is responsible for representing the chapter with regard to government initiatives and issues and is the GBTA's point of contact for all correspondence and action
- GBTA will send weekly emails with information and updates on important issues affecting our chapter members
- Jeff will be sharing this information with the membership through the quarterly newsletters
- This past June, Jeff represented the chapter at the GBTA's annual Legislative Summit in Washington



New Website Coming in 2012!

- GBTA has mandated that all local chapters must adopt a standard website design provided by one company
- All chapters will now be contracting with the same vendor and we will be terminating our agreement with our existing website provider
- Move designed to provide seamless look and feel of websites on the local level and with the national organization



It's Survey Time!

Please take a few minutes to complete the survey at your table. Your feedback can help us to make a better chapter for all of us. Results will be shared with the membership within the next few weeks.

Thanks!



Thank You!

We accomplished all of our 2010/2011 Goals and
look forward to a great 2012!

Please give us information to help make your Philadelphia
BTA a valuable resource for all. We need your help!
After all, It's Your Chapter!

The PHL BTA Board
and Committee Chairpersons