



| NORTH CENTRAL CHAPTER



| WISCONSIN CHAPTER

Virtual Joint Town Hall



Thursday, March 11th 2021

1:00PM- 2:30PM CST

Agenda

Industry Hot Topics

1:00 p.m.	Welcome
1:05 p.m.	Chapter Updates & Sponsor Recognition
1:15 p.m.	Suzanne Neufang, CEO/Executive Director GBTA
1:25 p.m.	George Kalka, VP Business Travel, Fox World Travel
1:35 p.m.	Richard Rytman, Director, Global Security, Kohler
1:45 p.m.	Danica Potier, Director of Sales, Marcus Hotel Group
1:55 p.m.	Bob Somers, Sr. Vice President, Delta Air Lines
2:15 p.m.	Q&A
2:25 p.m.	Wrap Up



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GBTA-NC Updates

- **SAVE THE DATE: April 8 Virtual Meeting**
Topic: Metropolitan Airports Commission (MAC) & TSA Updates
Keynote Speakers: MAC CEO Brian Ryks & Martin Robinson, TSA Federal Security Director
- Complimentary Virtual Meetings Continue through May 2021
- Education Summit in September will Launch our In Person Meetings



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2021 Virtual Silent Auction

April 21st

GBTA-WI Chapter

Thanks to all that have generously donated!

Anyone else who would like to donate, contact:

Lauren Sollazo Lauren.M.Sollazo@ehi.com

- Guest are welcome and encouraged to attend
- We have airline tickets, great hotel stays (including some certificates that can be used at any Marriott or Hilton), car rentals and more!



2021 Charitable Giving

GBTA-WI Chapter



Together, we can make a difference in travel!

In 2021 our goal is to raise funds to pay for bus transportation for students to experience an airport tour. We are sure these kids will have fun while learning about aviation and the types of jobs at an airport.

As a chapter member or a guest, please consider a donation to help support our goal. We are excited to share our chapter will match up to \$1500.00 of total funds raised.

\$\$ Please watch for an update coming soon regarding the specific details of how easy it will be for you to donate. \$\$



Thank You to Today's Sponsor



DELTA



GLOBAL BUSINESS TRAVEL ASSOCIATION



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Welcome
Suzanne Neufang,
CEO/Executive
Director

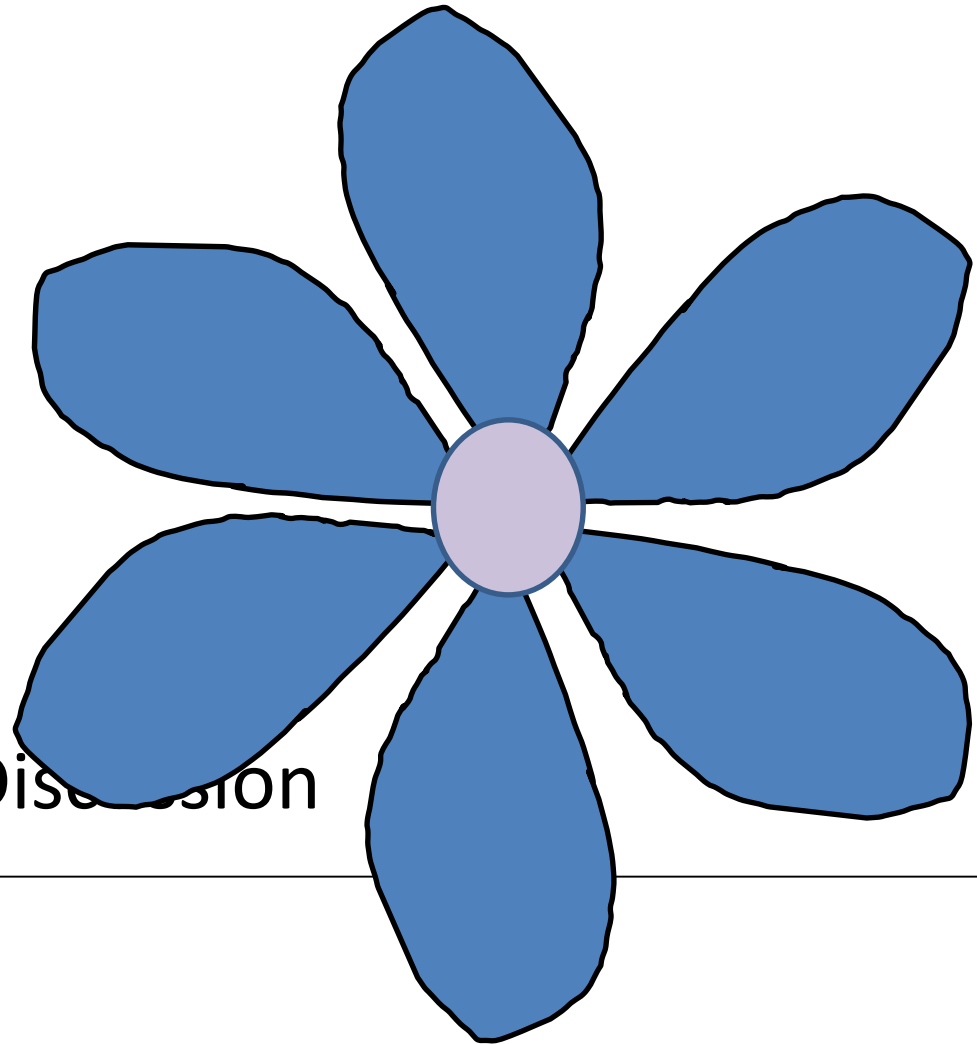


GLOBAL BUSINESS TRAVEL ASSOCIATION

About Me



- 15-year leader in the **travel industry** (HRS, GetThere, Sabre, Travelocity)
- **Additional industry** experience in telecom, digital marketing, commercial and public TV, and tax and accounting software
- Diverse functional **leadership** experience as global GM/MD, and in Sales, Marketing, Product, Operations, Administration, and Communications
- Long a member (and student) of **associations** – related to telework, technical and business communication, The Conference Board, advertising, accounting, and ultimately ACTE and GBTA.
- In 2011 was recruited (while President of GetThere) as **ACTE's board president** 2012-2013. Served as interim ED for the summer of 2012, and remained on ACTE's board through 2018.
- MO: **solution-mindset** that connects people to ideas and products... and a **practical** “run the business for and with people” mentality that balances big ambition with available operational resources
- **NYC-based American** – I've lived in 5 different US states, and have an affinity for other global regions: **Europe** (German husband); **APAC** (8 years in Hawaii); and **South America** (led teams in Brazil/LATAM).



Questions and Discussion

George Kalka, GLP

Vice President, Business Travel



At Fox, we do things differently.

We are who you want us to be.

We don't try to fit you into a predetermined box based on our own goals. We develop solutions, invest in our Fox associates and offer products from ready-made to fully customizable to give an unbeatable travel experience. Travel is personal. Whatever the reason, wherever the destination – it's unique for everyone and we pride ourselves on not giving fixed service to everyone. What we are is here for YOU.

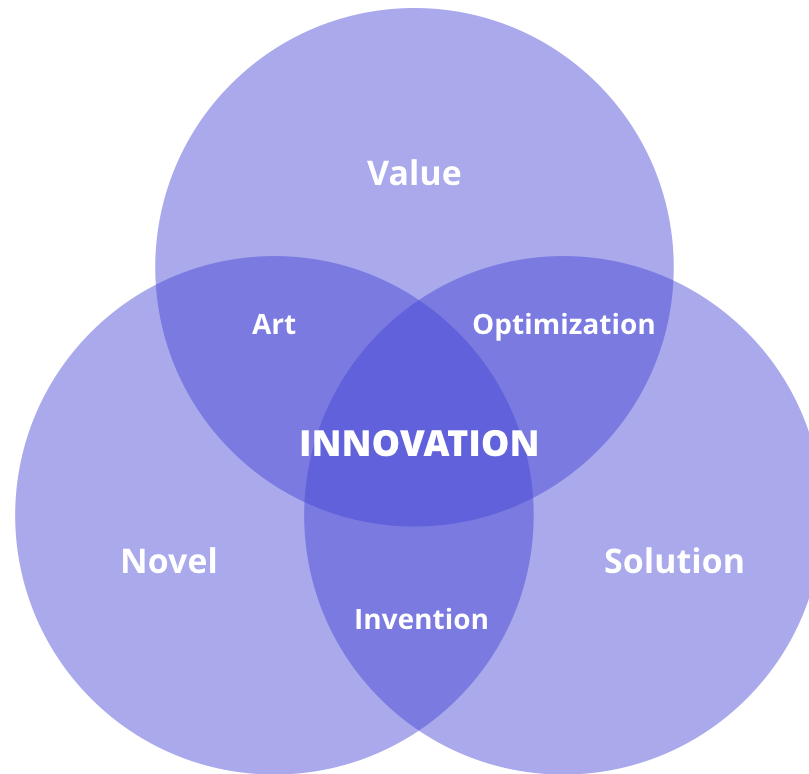


About George

As Vice President of Business Travel, George provides executive leadership and is responsible for Fox's enterprise sales, client management and operations. George guides the Business Travel unit's profitability, growth, commercial strategy, customer retention and service delivery.



Operational and Technology Demands Have Changed



“There’s a way to do it better – find it.”
- *Thomas Edison*

Richard Rytman, Director Global Security, Kohler Co.

A Corporate Perspective on Current Business Travel

KOHLER®

Founded in 1873, KOHLER has steadily grown and expanded over its storied history to become a global leader in a broad array of products and services covering: kitchen and bath, engines and generators, and five star resorts and championship golf courses. Currently operates in 29 countries, with over 36,000 associates.



Richard Rytman is the Director, Global Security for KOHLER Co. Prior to joining KOHLER, he was Head of Security/Business Travel for FCA. His diverse background includes positions as a prosecutor, FBI Special Agent, and in the military.



Key Updates

- Q1 (Jan.- Mar) yearly comparison based on air transactions
 - 2019 - 5255
 - 2020 - 3491
 - 2021 - 204
- Though domestic travel has resumed, still limited to “business essential”. Global travel is minimal due to fluid nature and uncertainty of restrictions/quarantine requirements
- Based on current conditions, no significant change expected for Q2 or Q3
- Pandemic has redefined the nature of meetings (Zoom, Microsoft Teams, etc.) and business travel
- However, near 100 percent reliance on virtual meetings has also highlighted limitations of that platform
- While the Pandemic and virtual meetings have reshaped the business travel landscape, they have also underscored the importance of, and lack of adequate substitute for, on-site/in-person meetings
- Budgets may have been slashed for 2021, but believe year-end and 2022 numbers will tell a different story
- Concerns of business travelers (mid-Pandemic)



Danica Potier, Area Associate Director of Sales

Marcus Hotels & Resorts



- 24 years of operations and sales & marketing experience
- Industry knowledge within Marriott and Hilton brands, Luxury Independent Hotels and Resort properties
- Career Hot Spots: Green Bay, Milwaukee, Denver, San Francisco
- Opened 6 Marriott branded hotels (ground up & historic renovations)
- Key Areas of Expertise: Business Travel, Corporate Group, Marketing to the corporate client, Contract Negotiations

Marcus Hotels & Resorts is a leader in the hospitality industry with 50+ years of expertise in hotel management, development, and historic renovations within a diverse portfolio that includes city-center convention hotels, premium brands, upscale resorts and independent and branded hotels.

- 18 properties, 8 States
 - *Hilton, Marriott, Hyatt, IHG, Independent*
- Marcus Corporation (MCS)
 - *Theaters, Hotels, Restaurants, Foundation*



Key Updates

What's New in Hotels for Business Travel & Meetings?

- “Bleisure” is real – it’s here – *it’s not going anywhere soon*
- Hybrid Meetings – *what does this really mean?*
- Did we take guest interactions and touchpoints for granted?
 - Digital key – *must have or nice to have?*
 - Mobile check-in – *we miss welcoming our guests!*
 - Text for Requests – *personalizing the delivery*

Adapting to Less Business Travel, More Leisure Travel

- Changes in hotel operations
- Restaurant and amenity demands
- Managing room type inventory and pricing



Bob Somers

S.V.P. - Global Sales, Delta Air Lines



Customer

Creating a customized approach to make you and your travelers feel confident to travel.

Innovation

Leveraging technology to provide a seamless travel experience from curb to gate.

Operation

Keeping safety at the forefront of all we do and continuing to be an industry leader in operational reliability.



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Open Discussion & Q&A

Closing Notes

- This deck will be shared on both chapters websites.
- A survey will be sent following the meeting.
- A follow up will be provided should there be any unanswered questions.
- Thank you!

