Event Details: **"LABTA Education Day"**

GBTA Certification Credit:	*Attendance qualifies for 5 continuing education credits toward GBTA certification.*
Guest Speaker(s):	**Jack Gonzalez, Moderator**, Former Director of Travel Services at Sony Pictures Entertainment **Jim Davidson, FareLogix**, President and Chief Executive Officer **Grace Crickette, AAA NCNU** *and formerly of University of California*, Chief Risk Officer **John Rose, iJet**, CEO **Elizabeth Glau, CMP Building Blocks Social Media**, Chief Foundation Strategist **Mark Hollyhead**, Senior Vice President of Egencia Americas
Date:	Wednesday, March 12, 2014
RSVP By:	03/12/2014
Registration Time:	8:30 AM - 9:30 AM
Program Time:	9:30 AM - 3:00 PM; *Lunch will be provided*
Venue:	The Proud Bird
Address:	11022 Aviation Blvd. Los Angeles, CA 90045
Phone:	310.670.3093
Directions:	For directions, click here
Parking:	Complimentary
Cost:	**Registration**: Members/Other GBTA Chapter Members $125; Non-Members $165 **At the Door**: (add $50 to the prices above)

Don't miss one of the most valuable LABTA events of 2014 - Education Day on Wednesday, March 12, 2014 from 9:30AM to 3:00PM. Our theme for this event is: ***"Maximizing the Value of Managed Travel for Buyers & Suppliers."*** Based on both direct and allied member feedback, we have put together an agenda that addresses the most popular topics you asked us to cover. These topics include:

Session I (100 minutes) Risk Management/Duty of Care: Why It's Important for Buyers & Suppliers
LEARNING OUTCOMES: *Our featured session explores the components of constructing a successful risk management/duty of care program for business travel and why it's important for both buyers & suppliers - including legal implications that can impact an organization's bottom line. Also provided will be a wealth of real life examples of what can happen without a solid program in place – and the tools and resources available to develop an effective program and where to find them.*

Session II: (50 minutes) Supplier Showcase for details on this new sponsorship opportunity click here
Networking Lunch/Break Time

Session III: (50 Minutes) New Distribution Capability (NDC)/IATA 787: How will it impact Corporate Travel Management?
LEARNING OUTCOMES: *This timely session will explain NDC/IATA 787, latest developments in this highly disputed area regarding the future of travel distribution and explore the impact for corporate travel buyers and suppliers.*

Session IV: (50 Minutes) Performing Your Job at a Higher Level in the Age of Information Overload
LEARNING OUTCOMES: *This session, designed for both travel buyers and suppliers, will explore the critical skills*

necessary for today and the future in effectively performing, thriving and growing in your role as a travel management professional and the resources available to you for gaining and refining these skills. The session will also explore strategies for managing the immense amount of information coming at us from so many mediums to effectively perform your job objectives.

Speaker's bio(s):



Jack Gonzalez, Moderator
Former Director of Travel Services at Sony Pictures Entertainment
Jack's career in the travel industry spans 29 years. 25 of those years were with Columbia/Sony Pictures Entertainment where he started in 1984 and retired from in 2009. While with the 'Studio' he was involved in or oversaw various projects from: Vendor selection (air, lodging, ground, charters, meetings & technology, etc.), T&E Policy development (and enforcement), Contractual metrics & reporting (both internal & external), Travel Security (post 9/11), and many other areas of travel (Columbia/Sony Pictures has operated an 'in-house' Travel Department since 1982), as well as other non-travel related matters.

Jack was a member of NBTA, LABTA (since 1989) and ACTE. He founded & facilitated an Entertainment Travel Networking group (Entertainment Travel Council or ETC) from 1989 to 2003. While a member of NBTA & LABTA he sat on a variety of committees. He has facilitated (or acted as Moderator) for Panel Discussions for LABTA & AFM. Most recently he facilitated a monthly Roundtable Discussion Group at the Andaz West Hollywood and currently sits on the Board of Directors for Visit West Hollywood (marketing the City as a destination).

Jack attended California State University Long Beach (BA in History), and in addition has taken a various courses at Santa Monica College & UCLA.



Jim Davidson, FareLogix
President and Chief Executive Officer
Since his appointment as Farelogix President and CEO in January 2005, Jim Davidson has transformed the company's vision and product offerings to focus on broader opportunities within travel distribution technology. Under his leadership, Farelogix solutions are in production on six continents and the company has transformed into a true global force in travel.

A passionate thought leader on topics such as travel distribution, direct connect, merchandising and ancillary revenue,

Jim was named one of the 25 Most Influential Executives in the Business Travel Industry by Business Travel News. Prior to Farelogix, Jim held a series of senior positions in supply chain and travel distribution management, including president and CEO of NTE; and president and CEO of Amadeus Global Travel, North America. He holds a BA in Business Management, a Masters of Science in Education and an MBA.



Grace Crickette

AAA NCNU (formerly of University of California) Chief Risk Officer

Grace Crickette joined the AAA NCNU in May of 2013, as the Senior Vice President and Chief Risk and Compliance Officer, and she is charged with implementing Enterprise Risk Management (ERM) with her legal, compliance, risk management, and internal audit team. The Risk Services Team's ERM vision is to support AAA's Membership Promise: We will keep you safe and secure - We will offer you the right product at the right time - We will provide you helpful and knowledgeable service - We will reward your loyalty - One Member, One AAA. Prior to coming to AAA NCNU, Grace served as the University of California's Chief Risk Officer. Grace was chosen in 2011 as one of Business Insurance's Women to Watch. Grace was also selected by Business Insurance magazine for their 2011 Risk Management Honor Roll. Also in 2011, Treasury and Risk magazine named Grace as one of the "100 Most Influential People in Finance".



John Rose

iJET, COO

John oversees iJET's day-to-day operations, including the company's intelligence, response operations and business development. Prior to joining iJET, John spent 15 years at Travel Guard Worldwide, a Chartis company, where he advanced to the position of division president. He also served as Program Director of the US Department of Defense's Travel and Information department in Naples, Italy, for 4 years. Throughout his career, John has built a deep expertise in managing complex international travel operations, focusing on risk management, security and cost containment. John is an active member of the Global Business Travel Association (GBTA) Industry Advisory Council and GBTA Risk Management Committee. A former US Marine, John has also served on the Commonwealth Business Travel Group Board, American Express Business Travel Advisory Board and as Vice Chairman of the American Society of Travel Agents' Corporate Advisory Council. John is a frequent speaker and subject matter expert on international travel risk.



Elizabeth Glau,
CMP Building Blocks Social Media, Chief Foundation Strategist
Elizabeth Glau, CMP launched Building Blocks Social Media in 2009. With a thorough knowledge of key social platforms and understanding of content flow within these networks, Elizabeth's thirst for "What's Next" keeps her on the cutting edge of the tools and tactics in interactive media. Elizabeth has helped to increase the proficiency of the meetings and events industry by consulting and speaking on topics such as personal branding, engagement technology and event marketing.

The forthcoming 9th edition of the Convention Industry Council Manual will feature Elizabeth's expertise in event marketing. Elizabeth is an instructor at the California State University San Marcos Meeting and Event Planning Certificate Program. She graduated from Nebraska Wesleyan University with a degree in International Business. Elizabeth earned the Certified Hospitality Sales Professional (CHSP) designation in 2003 and the Certified Meeting Professional (CMP) designation in 2006.



Mark Hollyhead,
Senior Vice President of Egencia Americas
Mark Hollyhead brings 20 years of global experience in sales, marketing and operations across the travel and telecommunications industries to his role as Senior Vice President of Egencia Americas.

In 2010, Mark joined Egencia from Vodafone where he was Head of Transformation. Prior to that, he spent 15 years at British Airways (BA) in a variety of leadership positions including Vice President of eCommerce and Customer Contact, and Head of Revenue Management for the long haul business worldwide.

Mark completed his tenure at BA as the Head of Heathrow Customer Service where he was responsible for day-to-day operations and chaired the change program for a multi-terminal consolidation as well as the future design for airport customer services. He started his career in the hotel business where he led a number of sales and marketing functions at Forte Hotels.

Mark earned a M.B.A. in Strategy and Distribution from the City of London Business School and received post graduate honors in Economics at Birkbeck University of London.