

***In this issue***

- *President's Report*
- *Recap from April and June Meetings*
- *Treasurer's Report*
- *Committee Updates*
- *Thank you to our sponsors!*

***President's Report from Colin Naimy***



Dear Members,

As we approach the mid-point of 2018, I want to focus on what a great year it has been for the GBTA Michigan Chapter thus far.

The beginning of each year is a very busy time for our committees and chairs as they help set the tone for the year. I want to start off by thanking all committee members and chairs for the hard work you have put in, you all have been doing an amazing job. Let's keep up the impressive momentum you all have built through the remainder of 2018! To continue to maintain our success this year, the Executive Board and the Committee Chairs have an all-day, in person board meeting on July 23<sup>rd</sup> to discuss our strategy for the remainder of 2018 and begin planning for 2019.

As we wrap up the first quarter of 2018, June brings us an opportunity to meet our 2018 Charity that we will be sponsoring this year at our annual golf outing, which took place on June 11<sup>th</sup>. The charity we have selected this year is the Ally Julie Baldwin Foundation (AJBF), which was founded by friends and family of Ally Jolie Baldwin. Ally was diagnosed with large cell lymphoma on October 4, 2010 and bravely fought against the disease for years. Unfortunately, Ally succumbed to the horrible disease and passed away on April 5, 2012. Those that knew Ally, from family and friends to doctors and nurses, were forever touched by her bravery and spirit. AJBF, in Ally's memory, is dedicated to other children and their families battling against pediatric cancer. After hearing about Ally's brave battle, I look forward to our chapter providing support for her charity this year.

In closing, I want to personally thank all of the 2018 sponsors. Without your contribution to the Michigan Business Travel Association, we wouldn't be able to provide the chapter enriching educational content, scholarship opportunities and productive meetings. THANK YOU!

If you have any questions or suggestions regarding the Michigan Business Travel Association, please send me an email at [president@michiganbta.org](mailto:president@michiganbta.org).

Colin Naimy  
President, GBTA-Michigan Chapter

## Meeting Recaps

Thank you to the Amway Grand Plaza Hotel for hosting the April meeting! It was wonderful to be in such a beautiful, historic building and everything from service to the accommodations to the food was simply amazing.

Our guest presenter Jill Boiarski Moore - Concur Consulting Manager, Axosnet Consulting – kept MBTA members engaged with a lively and informative discussion about how to manage and interpret the massive amounts of data from online booking tools, expense reports, TMCs and our own internal systems. The afternoon session offered tips for suppliers on working with the buyer's TMC to bridge the gap and help demonstrate value beyond price. Later, Buyers and Suppliers met separately for deeper discussions around issues specific to their roles.

At our June meeting, we were educated and entertained by Mark Thiesmeyer, MS, MPH, RD; Founder of Better Living Fitness. Mark gave us useful insight about how to keep up with your fitness routine while traveling and make healthier choices. He and his colleague got everyone on their feet to demonstrate some easy ways to fit in a workout while we're on the road. Special thanks to Stonebridge Golf Course for being an excellent host location. A great time was had by our golfers, while another group of members enjoyed an artistic afternoon at Painting With a Twist, creating a beautiful custom painting.



## Committee Updates

*Treasurer's Report - Lisa Hoehn – ALTOUR - [treasurer@michiganbta.org](mailto:treasurer@michiganbta.org)*

### Reports Profit and Loss

**\$20,524**  
NET INCOME

**\$34,250**  
INCOME

**\$13,726**  
EXPENSES





---

**Membership - Committee Chair - Megan Craig - Sheraton Detroit Metro Airport Hotel - [membership@michiganbta.org](mailto:membership@michiganbta.org)**

**Welcome new members! We are currently at 156 members!**

Lillie Smith – Dura Auto  
Marisa Pryor – Hilton Garden Inn Detroit Downtown  
Lamar Parker – The Townsend Hotel

Please update your MBTA profile online – **specifically your Company Name under the Business Information section** – so that it will appear on your name badge at our MBTA meetings!

Please remember to renew your MBTA Membership when it becomes due. Don't forget that the **GBTA All Access Pass** that combines GBTA and MBTA membership together is now an option. For more information, please check out the **Join Membership Page** at [www.michiganbta.org](http://www.michiganbta.org)



---

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

**The Education Committee promotes education and professional development and provides 20+ hours of travel focused education and 35+ hours of face-to-face networking.**

In 2018 MBTA members can earn up to 18 hours of continuing educational credits

Our focus this year is: Accommodations --- Travel Management Staying on Track

#### **Upcoming Events**

**Aug 12 – 15** – GBTA San Diego

**Sept 24 – 25** – OVBTA/MBTA Education Day – Ohio

**Oct 25** – Hotel Booking Channels to Move Market Share

**Dec 6** – Ho-Ho-Hotels – Business Bleisure: There's No Place Like Hotels for the Holidays

---

**Technology - Committee Chair - Chuck Oliver - Sonesta - [technology@michiganbta.org](mailto:technology@michiganbta.org)**



- **Sponsors are now highlighted to promote and provide additional value for becoming a sponsor. Thank you to all of our sponsors for 2018.**
- **New feature to the website: A download section which allows you to download documents for specific committees**

**Goals / Mission:** The Technology Committee is committed to providing the association with resources to better understand technology available to travelers, as well as keeping the MBTA website up to date. We work with the various committees to optimize our Internet real estate by posting relevant documents, sites, blog entries, etc...

We are looking for a new Committee Member to help the Technology Committee grow and assist the association. It's a great opportunity to get involved within the association. Please email Chuck at [technology@michiganbta.org](mailto:technology@michiganbta.org)

---

**Sponsorship - Committee Chair – Shirley Randall - [sponsorships@michiganbta.org](mailto:sponsorships@michiganbta.org)**



A special THANK YOU to all our GBTA Michigan Chapter 2018 Annual Sponsors, we exceeded our goal of \$30,000 and have nearly filled all the sponsorships for this year.

Sponsorship dollars allow MBTA to bring in knowledgeable speakers to present current travel industry related topics that ultimately increase our membership attendance and provide scholarships for continuing education, MBTA memberships and GBTA conferences.

In an effort to reach more-MBTA members and provide value for our Sponsors, we will be transitioning to Social Media vs. the Quarterly Newsletter as a means of advertising and promoting those who support our organization. We conducted a survey at our April meeting and based on that learned that most members are in touch quite frequently with Facebook, Twitter and Linked In and using these tools gives us the ability to target an audience and current news, bringing awareness to that sponsor.

- GBTA Michigan Chapter has 174 members
- Our educational content allows members to earn credit to maintain certifications

We couldn't do the things we do without our sponsors, so members, please let them know we appreciate them and if possible support them when you can. Refer to the MBTA website [www.michiganbta.org](http://www.michiganbta.org) or for additional questions, contact Shirley Randall at [sponsorships@mbta.org](mailto:sponsorships@mbta.org), 734-658-3604 or one of our committee members.

**Thanks to all of our 2018 Sponsors!**

**Don't forget to add a MichiganBTA Sponsorship to your 2019 Budget!**



---

*Scholarship - Committee Chair - Jamie Cotter - Travel, Inc. - [scholarships@michiganbta.org](mailto:scholarships@michiganbta.org)*

**Congratulations to our 2018 MBTA Scholarship Winners who were announced at our April 19 meeting:**

**GBTA Convention valued at \$1,000 (ea)**

- Jim Smith – Enterprise Holdings
- Sandra Chwierut – Robert Bosch LLC
- Jennifer Steeb – Trinity Health
- Nicole Massey – Brose North America Inc
- Amy Cutter – Hagerty Insurance

**Education valued at \$1,000 (ea)**

- Lisa Tucker – Hagerty Insurance

**MBTA Annual Membership valued at \$300 (ea)**

- Shirley Randall – Conlin Travel
- Elisabeth Johnson – Meritor, Inc.
- Tricia Alexander

**GBTA All Access Membership valued at \$495 (ea)**

- Joyce McCarter – NSF International
- Ann Westfall – MSX International
- Whit Wallace – Conlin Travel

Visit [www.michiganbta.org](http://www.michiganbta.org) and click on scholarships under Quick Links for more information.

---



*Meetings & Events - Committee Chair - Amy Gibson - Adient - [events@michiganbta.org](mailto:events@michiganbta.org)*

The committee is actively looking at new and exciting locations for our 2018 meeting schedule. If you may be interested in hosting one of our upcoming events, please contact Amy at [events@michiganbta.org](mailto:events@michiganbta.org).

**Upcoming MBTA meetings:**

**August 12-15 – GBTA in San Diego**

**September 24-25 – OVBTA/MBTA Education Day – Ohio**

**October 25 – Hotel Booking Channels to Move Market Share (Location TBD)**



---

*Charity - Committee Chair - Kathy Mastin - La-Z-Boy, Incorporated - [charities@michiganbta.org](mailto:charities@michiganbta.org)*

Thanks to all the members & guests who purchased raffle tickets to benefit the Ally Jolie Baldwin Foundation, our 2018 charity. Brad Baldwin, President and Founder of AJBF spoke about the foundation at the June 11th, MBTA meeting & golf outing event as did Dr. S. Savasan M.D., from Children's Hospital who was Ally's doctor. It was a heart-wrenching presentation about the foundation named in honor of Ally. This wonderful foundation was created to provide support and companionship for children whose parents and family aren't able to be with them daily in the hospital while they're battling a life threatening illness.

### **Raffle Winners**

**1st Prize: 2 Delta Air Lines Tickets - Meredith Upward**

**2nd Prize: \$500 AMEX Gift Card - Rob Conley, Hertz Rental Car**

**3rd Prize: 60,000 Hilton Honors Points - Michael Hoff, Continental**

It was a beautiful day all around. We are proud to announce that we raised \$1,483 from the raffle and \$500 was generously donated by Conlin Travel for a total amount of \$1,983 going to the foundation. **FANTASTIC!!!**

Thank you so much!!

Charity Committee

*To learn more about the incredible work of the Ally Jolie Baldwin Foundation, please visit <https://www.allyjoliebaldwinfoundation.org/>.*



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

MBTA Secretary Leslee Fritz joined Government Relations Committee Chair Michael Hoff at the GBTA Legislative Summer in Washington, DC. June 4 – 6, 2018.

Roughly 130 GBTA members gathered for the fly-in to meet with elected officials on Capitol Hill to discuss priorities specific to business travel.

Association members urged legislators to continue to be supportive of the business travel industry. Business travel's value to the U.S. economy is \$547.3 billion and supports 7.4 million jobs.

The group's asks of elected officials were to pass the Federal Aviation Administration Re-Authorization bill and the sponsorship of the FASTER Act. The FAA Re-Authorization bill would maintain a five year authorization, no

cell phones on planes (no "live" conversations,) as well as reject an increase on passenger facility charges (PFCs.) The FASTER Act supports using the entire 9/11 security fee for airport security and passenger facilitation.

Visit GBTA's website for more information: <https://www.gbta.org/news-and-advocacy/newsroom/gbta-members-call-on-congress-to-pass-a-long-term-faa-bill-and-ensure-the-9-11-aviation-security-fee-is-used-to-improve-security>



**Public Relations – Committee Chair – Kerri Nelson – Ann Arbor Marriott Ypsilanti at Eagle Crest – [publicrelations@michiganbta.org](mailto:publicrelations@michiganbta.org)**

**Chair:** Kerri Nelson – Ann Arbor Marriott Ypsilanti at Eagle Crest Resort

**Committee Members:** Jennifer Cruz – Sabre; Leslee Fritz – AHC+ Hospitality (Exec Board Liaison); Autumn McLaren – Flint Bishop International Airport; Whit Wallace – Conlin Travel; Ashleigh Rogers – Hilton XX XX; Alison Sigler – Marriott International; Jessica Bennett – Crowne Plaza Detroit Riverfront

Some of our duties include: Producing the quarterly MBTA newsletter, promoting our chapter on Facebook, LinkedIn, Twitter and other outlets and gathering nominations to recognize our Direct and Allied Members of the Quarter and for the Year.

- Don't forget to follow us on Facebook, Twitter and LinkedIn. Like and comment on our posts!
- Please remember to nominate your friends and colleagues for quarterly recognition. It's a great way to honor those who have been consistently involved in supporting our MBTA chapter as well as those who are newer members who have stepped up and taken on leadership roles. It can also be a great way to get to know each other better.

**Contact Us:**

**GBTA - Michigan Chapter Officers**



**President**  
Colin Naimy  
Meritor  
Phone: 248-435-1913  
E-mail: [president@michiganbta.org](mailto:president@michiganbta.org)



**Chairperson - Past President – 2013-2017**  
Debbie Graves, CCTE, CTC, GTP  
Carlson Wagonlit  
Phone: 248 685-9613  
E-mail: [chairperson@michiganbta.org](mailto:chairperson@michiganbta.org)



**Vice President**  
Jim E. Smith, CTC  
Enterprise Holdings  
Phone 517-647-5855  
E-mail: [vicepresident@michiganbta.org](mailto:vicepresident@michiganbta.org)



**Secretary**  
Leslee Fritz  
AHC+Hospitality  
Phone 616-776-6414  
E-mail: [secretary@michiganbta.org](mailto:secretary@michiganbta.org)



**Treasurer – Past President – 2009-2013**  
Lisa M. Hoehn, GTP, CCTE  
ALTOUR  
Phone: 248-735-7426  
E-mail: [treasurer@michiganbta.org](mailto:treasurer@michiganbta.org)

# We are extremely grateful to our wonderful 2018 Sponsors:

**Diamond Sponsor:**



**Platinum Sponsors:**



ALTOUR

ENTERPRISE HOLDINGS.



AHC + HOSPITALITY

**Bronze Sponsors:**



**Copper Sponsors:**

