



EDUCATION DAY AND SUPPLIER SHOWCASE

Navigating the Future: Changes in Business Travel

WEDNESDAY, SEPTEMBER 25, 2019
Hilton Portland Downtown

A full day event designed to help travel buyers and suppliers succeed in the changing landscape ahead





Dear Friends and Colleagues,

On behalf of the Oregon Business Travel Association, I want to welcome you to the 2019 Education Day and Supplier Showcase at the Hilton hotel in downtown Portland, Oregon. This is an exciting time for OBTA as we continue to grow, adapt, and transform our industry. We seek to develop innovations to improve the traveler experience, create value, and preserve our resources. Our industry is facing many changes and we intend to bring education to our valued members to help you understand the impacts of travel from a local, regional and global perspective.

The 2019 Education Day brings together experts in the business travel industry to share ideas and tools that will help our profession adapt to the changing landscape. We hope that you leave today with a wealth of information that you can use in your daily lives and become a more effective and savvy business travel professional.

I'd like to thank our sponsors, speakers, and Supplier Showcase participants for their support of our association. Thank you as well to our board and committee members who volunteered their time to make this event a success. Finally, I want to thank you, the Education Day attendee, for being a part of this event and continuing to advance our profession in your day-to-day lives. Throughout this day of learning and connecting, I ask you to stay engaged, share your experiences, and help us shape the future of travel. My personal respect and thanks goes out to all of you.

Sincerely,

Megan Rooksby
OBTA President

Education Day - Agenda and Supplier Showcase

Session	Time	Speaker	Location	Sponsor
Registration	7:30am - 9:30am		Pavillion Foyer	
Continental Breakfast	7:30am - 8:00am		Pavillion Foyer	
Supplier Showcase	7:30am - 9:30am		Pavillion Foyer	
President's Welcome	8:00am - 8:20am	Megan Rooksby, OBTA	Pavillion Ballroom	
MAIN SESSION 1	8:20AM - 9:20AM			
Opening Session: 2020 Business Travel Outlook	8:20am - 9:20am	Marcello Gasdia, Deloitte Services, LLP	Pavillion Ballroom	
Supplier Showcase	9:20am - 9:30am		Pavillion Foyer	
BREAKOUT SESSION 1	9:30AM - 10:15AM			
Business Travel Compliance Programs	9:30am - 10:15am	Noel Ryan, Deloitte Tax, LLP	Broadway I	
Emerging Technologies in Travel	9:30am - 10:15am	Utpal Kaul, CWT	Broadway III & IV	
Supplier Showcase & Morning Break	10:15am - 10:30am	Refreshment Break	Pavillion Foyer	

Education Day - Agenda and Supplier Showcase

Session	Time	Speaker	Location	Sponsor
BREAKOUT SESSION 2				
Buyer Only: Selling Travel Program Goals to Internal Stakeholders	10:30am - 11:15am	Jerry Underwood, Columbia Sportswear	Broadway I & II	
Supplier Only: Sex Trafficking in Portland	10:30am - 11:15am	Esther Nelson, Safety Compass	Broadway III & IV	UNITED 
Supplier Showcase	11:15am - 1:00pm		Pavillion Foyer	
LUNCH & MAIN SESSION 2			ATRIUM BALLROOM	
Investing in and Rethinking Sustainability in Aviation	12:00pm - 12:30pm	Philippe Lacamp, Cathay Pacific	Atrium Ballroom	 CATHAY PACIFIC
Personal Branding	1:15pm - 2:00pm	Kevin Iwamoto, Goldspring Consulting, LLC	Pavillion Ballroom	
Supplier Showcase	1:45pm - 2:00pm		Pavillion Foyer	
BREAKOUT SESSION 3				
Breakout Session: Solving Travel Hot Topics	2:00pm - 2:45pm	Leslie Hadden, LinkedIn	Broadway I & II	UNITED 
Breakout Session: Duty of Care Convergence	2:00pm - 2:45pm	Jason Scott, Stabilitas	Broadway III & IV	
Supplier Showcase	2:45pm - 3:00pm		Pavillion Foyer	

Education Day - Agenda and Supplier Showcase

Session	Time	Speaker	Location	Sponsor
MAIN SESSION 3 3:00PM - 3:45PM				
Travel Tech-Take Off Introduction By: Chris Lefevre, BCD Travel Moderated By: Kjarsten Philipsen, BCD Travel	3:00pm - 3:45pm	Ted Capeless, Fairfly Kathleen Roberge, Rocketrip Tom Nicholson, Tripbam	Pavillion Ballroom	 travel smart. achieve more.
Supplier Showcase & Afternoon Break	3:45pm - 4:00pm		Pavillion Foyer	
FINAL SESSION 4:00PM - 5:00 PM				
Traveler Profiles are Changing	4:00pm - 5:00pm	Michael Hulshof-Schmidt, EqualityWorks NW	Pavillion Ballroom	 Possibility. In every direction.™
Closing Remarks and Thank You	5:00pm - 5:15pm	Megan Rooksby, OBTA	Pavillion Ballroom	
Cocktail Reception	5:30pm - 6:30pm		Pavillion Foyer	 travel smart. achieve more.



GBTA is proud to offer
5 GTP CREDITS
 for today's event

Notes:

2019 OBTA Education Day and Supplier Showcase

Venue Sponsors:

Hilton Portland Downtown and The Duniway Portland Downtown



Education Sessions and Key Takeaways



Today's Master of Ceremonies

Keith Hill | Area Sales Manager | Enterprise Holdings

Referred to as "The Saint" by his weekend sports radio audience on ESPN's 1080 The Fan, Keith is known for his practical, street-savvy style. His fusion of real-life stories and business acumen connect with his audiences whether on air or in person. Keith currently works for Enterprise Holdings as Area Sales Manager building successful programs for his clients.

Opening Session

Marcello Gasdia – Transportation & Hospitality Research Lead | Deloitte Services, LLP

2020 Travel and Hospitality Outlook: A look into the strategic opportunities and challenges that will define the U.S. travel industry in 2020 and beyond

The past ten years have often been referred to as "the golden age of travel"—a stint of record-breaking industry growth fueled by a strong economy, rising global consumer purchasing power, and digital innovation. But what will it take to sustain industry momentum in 2020 and beyond? What key challenges could throw the industry off course? And how are travel industry players looking to innovation to drive a competitive edge?

In this session, we'll deep dive into:

- Industry performance and forecasts for major travel segments, including air, lodging and car rental... and what's behind the numbers
- Top challenges facing the U.S. travel industry in 2020 and beyond...and where some industry players are looking for solutions
- How fierce competition for leisure and business travel spend is driving innovation that can reshape the experience of travel

Education Sessions and Key Takeaways

Breakout Session

Sponsored by Alaska Airlines

Noel Ryan – Senior Manager, Deloitte Tax, LLP

Why your company needs YOU to set up a Frequent Business Traveler Compliance Program and the steps you need to take to make it practical.

This session will highlight the shifts in the workforce that are making it necessary to proactively manage your business traveler population, and the pragmatic steps that companies are taking to reduce compliance risk efficiently and cost effectively. During this session we will cover these driving force behind this trend and will discuss how companies are addressing these issues in the 'real world'.

Breakout Session

Sponsored by CWT

Utpal Kaul, Global Head of Innovation and New Product Incubation | CWT

Implications of Emerging Technologies in Travel

In this session, you will learn how to leverage AI for your travel program, how new and emerging technologies are transforming the way we consume travel, and new trends on the horizon and their implications for your program's bottom line.

Buyer Only Session

Jerry Underwood, Travel Manager | Columbia Sportswear

Navigating inter-departmental communication to successfully support your travel initiatives

In this session, you will gain insights to the complicated and sometimes confusing process of selling your travel program goals to other stakeholders within your company. Jerry's long tenure in the business travel industry has given him a wealth of knowledge to be able to share best practices that will help professionals navigate these difficult situations in large and small organizations.

Supplier Only Session

Esther Nelson, Founder and CEO | Safety Compass

Sex-Trafficking In Portland: Red Flags to Identification and Community Response

This training will provide context for the occurrence of sex trafficking in the local community and will demonstrate the opportunity travel and hospitality professionals have to react and respond in a manner that protects the safety of the victims. Safety Compass will share what they see in terms of regional crime trends and how they work within county and state continuums of care to provide services to victims.

Lunch Presentation

Sponsored by Cathay Pacific

Philippe Lacamp, Sr. Vice-President, Americas | Cathay Pacific Airways

With flights worldwide expected to double in number over the next 15 years, the environmental impact continues to be of concern. During this informative lunch session, we'll explore often overlooked areas of improvement in your travel program. How can you do your part to improve your company's environmental footprint, and drive sustainability for your stakeholders? The answer is simple.

Education Sessions and Key Takeaways

General Session

Sponsored by Emirates

Kevin Iwamoto, Senior Vice President | GoldSpring Consulting, LLC

Developing Your Personal Brand

In this in-depth session, you will learn how to develop your personal brand and use social media to maintain your integrity. You will learn:

- How to define your personal brand
- Why is it important to brand yourself
- How to use social media to network and build your brand
- How to you maintain a positive brand identity

Breakout Session

Sponsored by United Airlines

Leslie Hadden, Global Travel Manager | LinkedIn

Solving travel hot topics – a collaborative/brainstorming session offering advice, ideas, and solutions.

This is an interactive and collaborative session to get to the heart of your biggest travel pain points. Bring your thoughts and ideas to share with industry colleagues!

Breakout Session

Sponsored by Alaska Airlines

Jason Scott, Marketing and Development | Stabilitas

Duty of Care Convergence. How Travel Managers can quickly take a leadership role in corporate risk management.

In this informative session, you will learn the implications of “Duty of Care” solutions to satisfy the needs of multiple departments and save money through a focus on safety and security. We’ll explore critical events that can impact your organization on multiple fronts, and how to build a solution with strong end-to-end alignment to ensure information can be channeled to those in need.

Travel Tech Take-Off

Sponsored by BCD

Ted Capeless, Director of Sales | Fairfly

Kathleen Roberge, Chief Revenue Officer | Rocketrip

Tom Nicholson, Director of Business Development | Tripbarn

Hear from industry experts in the Travel Tech world as they battle over who has the perfect travel platform pitch. You will leave this session with helpful insights and emerging trends to automate your travel workflow and improve your bottom line.

Introduced By: Chris Levefre, Vice President, Program Management | BCD Travel

Moderated By: Kjarsten Philipsen, Senior Vice President | BCD Travel

General Session

Sponsored by Port of Portland

Michael Hulshof-Schmidt, Executive Director | EqualityWorks NW

Traveler profiles are changing: Why looking at equitable travel policies benefits the travel industry both ethically and financially

In this session, Michael will help you understand how people have to navigate differently because of their held identities, and how to remove barriers in travel. To better understand these barriers we have to understand power dynamics and issues around race, gender, sexual orientation, and how intersecting identities work. While looking at traveler needs, we also want to look at how to treat employees equitably and use equitable hiring practices. Be prepared to share what is working for your agency and what has not worked as we look at adopting a new framework with an equity lens.

Speaker Bios

Keynote and General Sessions



Marcello Gasdia | Transportation & Hospitality Research Lead, Center for Industry Insights | Deloitte Services, LLP

Marcello is a Manager within Deloitte Services, LLP's Center for Industry Insights, and is the research lead for transportation, hospitality and services. He combines primary research experience and travel industry knowledge to study the trends shaping the future of travel and hospitality—including hotels, airlines, ground transportation and restaurants.



Kevin Iwamoto, GLP, GTP | Sr. Vice President GoldSpring Consulting, LLC

Kevin is a globally recognized industry influencer and subject matter expert in corporate travel, procurement, GDPR and strategic meetings management (SMM). He is also former President & CEO of the Board of Directors for the Global Business Travel Association (GBTA). He has served on numerous association boards, most recently as a Board member for the US Council for the MPI Foundation.

Kevin has won almost every major industry award in both business travel and the meetings and events industries. He has been named one of the Top 25 Most Influential People in the Meetings Industry from Successful Meetings magazine and one of the Top 500 People in Events under Strategy & Leadership category by BizBash. Kevin writes a popular award-winning industry blog, and has two published books to his credit, Strategic Meetings Management: From Theory to Practice and Your Personal Brand, Your Power Tool to Build Career Integrity.



Michael Hulshof-Schmidt, MSW | Exec. Director | EqualityWorks NW

Michael has extensive experience providing challenging and collaborative equity and inclusion consulting. He has a deep understanding of culturally responsive work, navigating power and privilege, and the impact of intersecting identities. Michael has worked in a wide variety of environments including non-profit social service agencies and government organizations, private and public K-12 education, colleges, and educational consortia. In addition to serving as the Executive Director of EqualityWorks, NW, Michael also teaches Social Justice and Anti-Oppressive Practice at the Portland State University School of Social Work.

Speaker Bios

Breakout Sessions



Noel Ryan | Senior Manager | Deloitte Tax, LLP

Noel specializes in business travel compliance, focusing on business travel policy development and process implementation. In his role with Deloitte Tax, he leverages technology to automate and streamline the tracking of business travelers and action tax, immigration and other company responsibilities. Noel has also provided consulting and implementation services to clients across assignment management, cross-border equity, global compensation management, and business travel immigration.



Utpal Kahl | Global Head of Innovation & New Product Incubation | CWT

In his current role, Utpal is responsible for leading and nurturing a technology focused innovation culture at CWT. Prior to CWT, Utpal held several leadership roles at companies like Expedia and Nor1, Inc. He is actively involved with mentoring travel tech startups in silicon valley and a featured speaker at various Industry events. Utpal's articles have been widely shared and published in several leading magazines like CIO Review.



Jerry Underwood | Travel Manager | Columbia Sportswear

Jerry is a results-driven Leader with in-depth knowledge of global travel management theories, processes and technologies. He possesses an acute understanding of the global business travel industry to consistently create and implement programs that deliver best-in-class savings, safety and customer service to clients on a global scale.



Esther Nelson | Founder and CEO | Safety Compass

Esther Nelson has been a crime victim's advocate for 15 years, serving sexual assault, domestic violence, and sex-trafficking survivors. Esther founded Safety Compass, an Oregon based non-profit that offers advocacy services for survivors of commercial sexual exploitation in the Northwest region of OR. Esther is the recipient of a 2017 FBI Director's Community Leadership Award and has been recognized for her advocacy service by the U.S. Attorney's Office, the Oregon Sexual Assault Task Force, the Portland Police Bureau, and the Nevada State Victim's Rights Alliance.



Philippe Lacamp | Sr. Vice-President, Americas | Cathay Pacific Airways

Since 2015, Philippe has held oversight responsibilities for all facets of Cathay Pacific's operations and commercial activities in the Americas. Previously, as Head of Sustainable Development, for Cathay Pacific's parent company, Swire Pacific, he played an integral part in development cleaner operations for the aviation, shipping, marine services, property development, beverages, and agri-business industries.

Speaker Bios

Breakout Sessions



Leslie Hadden | Global Travel Manager | LinkedIn

Leslie Hadden is the Global Travel Manager for LinkedIn, responsible for managing travel spend while driving the program strategy and vision. Globally, she leads a team that supports the travel needs of +15,000 employees, with the aim to make travelers happier and more productive on the road. Leslie is a thought leader on traveler satisfaction & wellness. Oftentimes, you can find her speaking about travel happiness and encouraging travelers to share their experiences while traveling. Leslie's goal is simple: reduce travel stressors so travelers can be safe, productive, and healthy.



Jason Scott | Business Development | Stabilitas

Jason Scott leads the marketing and growth efforts for Stabilitas. In addition to being a seasoned traveler (he's regularly an American Airlines Executive Platinum, Alaska Airlines MVP Gold and Marriott Platinum Elite member), Jason is a technology and start-up veteran who has worked with a number of successful early stage companies and has recently become a subject matter expert in all things "security" related.

General Session: Travel Tech Take-Off



Ted Capeless | Director of Sales | Fairfly

As Director of Sales for FairFly, Ted is responsible for all new sales activity in the Americas. Ted brings more than two decades of successful experience in developing and executing new sales strategies and partnerships in the corporate travel, technology and expense management segments. Prior to FairFly, he was responsible for establishing global hotel content distribution relationships with TMC's as a part of Expedia's Partner Solutions division. He previously held various executive sales roles and management responsibilities at both Egencia and IBM.



Kathleen Roberge | Chief Revenue Officer | Rocketrip

Kathleen has spent 20+ years growing technology companies through her focus on delivering strong go-to-market strategies, building demand generation engines, opening channels of revenue streams in new markets, and developing customer success programs. Prior to joining Rocketrip, Kathleen spent 5 years at Aventri where she was the Chief Revenue Officer leading a global sales and account management organization resulting in an increase in revenue by 600%.



Tom Nicholson | Director of Business Development | Tripbarn

Tom has held key roles in corporate business travel on both the buyer and supplier sides of the industry and is a frequent speaker at GBTA Chapter events and other events related to the industry. Tom has held roles with United Airlines, Hertz, Travel & Transport, and Worldspan during his career as well as a Travel Manager at AT&T and special projects at Facebook. He has been involved with sales training, account development, and portfolio management in each of these roles.

Event Sponsors



Supplier Showcase

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