



## April 2018 Edition

Can't tell if spring is here or not!!! Read below for GBTA-WI Chapter Updates

Visit our Website

### Presidents Message

Happy & Healthy Greetings ~

As we are entering the 2<sup>nd</sup> quarter of 2018 I invite you to do a little **analysis of your life**, a quick check-in to see how you are doing. This gives you an opportunity to take a pause and make any slight or big adjustments to get you back on track. Life happens and we need to check-in with ourselves; look at it as a quarterly review of your life. =) Take 30 minutes to spend some time on you; you can even break it into chunks with 10 min a day to review the following questions. A secret key to this – BE HONEST with yourself.



#### Work Life:

- Are you achieving the goals that you set for yourself or the goals set for you by your employer?
  - o Do you even know your goals??
- Are you connecting with your clients – *internally and externally?*
  - o Are you meeting their needs?
  - o Are you taking time to really connect on a personal level?
  - o Are you sharing information about you and what you need?
  - o Are you collaborating together?
  - o Have you told them how important they are to you and that you are grateful for them?
- Are you bringing in innovation to your everyday tasks and responsibilities to spice it up?
- Are you adjusting your goals if they aren't truly aligned anymore or achievable?
- Are you sharing your voice at work; your ideas, your requests, your boundaries, your goals?
- How many hours are you spending at work? Are you spending way more time at work than home?
  - o Are you taking breaks?
- Do you allow yourself uninterrupted project work time? A time where you don't check emails or take calls for at least an hour at a time to bust out a project.



#### Family / Friends:

- Are you prioritizing screen-free connection time to talk and catch up?
- Are you scheduling outings or vacations?
- Have you told them how important they are to you and that you are grateful for them?
- Are you surrounding yourself with people that make you better; that bring out your best?
- Are you meeting new friends and trying new adventures?
- Do you know what is important to them right now in their life? Do you know their challenges, their dreams, their successes?

The  
GREATEST  
gifts are  
& FAMILY  
Friends

#### Finances:

- Do you have a budget?
- Are you staying within your budget?
- Do you have a plan to pay off debt?
- Are you overspending in some areas that aren't necessary?
- Are you short on areas that need more cash flow?
- Are you giving to charity?



#### Health:

- Are you getting enough sleep?
- Are you eating healthy food to fuel your body?
- Are you drinking water?
- Are you getting health check-ups?
- Are you moving your body - getting your blood pumping, and lungs breathing?
- Are you taking time to reflect and get clear with your thoughts – meditations, yoga, journaling?
- Are you finding joy or laughter in something every day?

These are just a few areas in your life that I encourage you to take some time and really think about. If there are any areas that feel way out of balance, lacking, or in excess see what you can do to get back in balance. Don't beat yourself up, just notice what needs a bit of attention and do the best with what you can to get in alignment.

- Reach out for assistance where you need it – to your manager, a co-worker, a friend, a mentor, a coach, your partner or a family member.

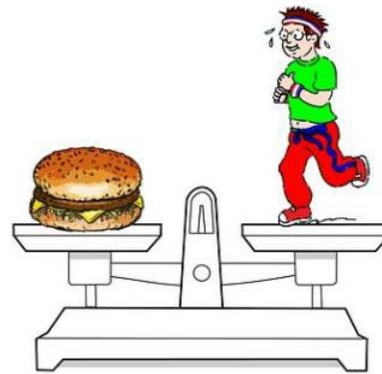
We are on this planet together for a reason.... To work with each other to collaborate, to share, to listen, and to help build each other up!

**We must first start with ourselves to improve all the other areas of our life.** We have a phenomenal community of travel professionals and it is exciting to see how everyone is taking their positions to the next level at work and collaborating with each other.

I look forward to seeing you at our May Chapter meeting, which is on Wednesday, May 9<sup>th</sup> at the Four Points Sheraton Brown Deer. I know it will be a great meeting where we will connect together through conversations, learn new ideas, and make a difference in our travel industry!

**Make it a Great Day!**

*Emily Wright*  
Fox World Travel



Education Corner: By Matt Hoffmann

Get ready for an **awesome panel of travel experts** to help you with your travel program! I know we say it for every meeting....but **REALLY – REALLY** you don't want to miss the next chapter meeting on **Wednesday, May 9<sup>th</sup>**. The meeting will be held at the Four Points Sheraton Brown Deer;

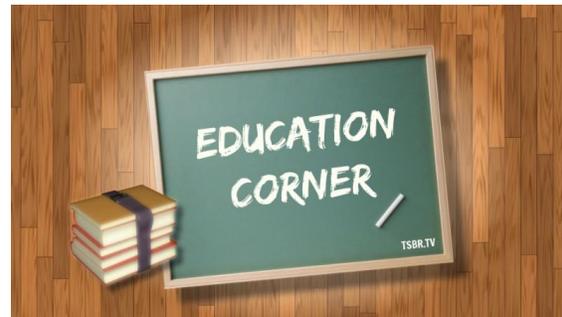


**Meeting topic will be:** A Day in the Life of a Travel Manager

- What are their top 2 challenges
- Share 2 success w/ the program
- How do Travel Managers engage with travelers and leaders
- Policy best practices
- How do Travel Managers interact with their top suppliers' reps

The panel will consist of Travel managers from our own Wisconsin Chapter from small, medium and large companies.

**Direct Members** - we will host a Direct Round Table session following the chapter meeting. *Direct Members please be sure to register for the session when you sign up for the Chapter meeting.*



### May Meeting Details

**Date: Wednesday, May 9th**

**Time: 11:00am**

-Registration/Networking

**11:30am–1:00pm**

-Lunch Buffet - Chapter Meeting

**1:00pm – 2:30pm**

-Panel of Travel Managers, A Day in the Life of a Travel Manager

**2:30pm-3:30pm**

- Direct Session

**Location:**

**Four Points Sheraton Brown Deer**

Address: 8900 N Kildeer Ct in Milwaukee, WI

**Website:**

<http://www.fourpointsmilwaukeeenorth.com/>

**Room Block:**

Discounted Room Rates:

Room Block under GBTA - Wisconsin [Click Here](#) to access online

- Rates available until May 9, 2018

**March 2018 Chapter Meeting Survey**

**Results:** [Please click here for link](#)

I look forward to seeing all of you on Wednesday, May 9<sup>th</sup>! Please contact me if you have any ideas for a chapter meeting or



questions regarding our session topics. I am here for all of you and look forward to working with you!

Warm Regards,  
Matt

## Summer Event

# GBTA- Summer Event 2018

**\*\*SAVE THE DATE\*\***

## Brewers Game Tailgate Event

**When:** Thursday, June 21st (7:10pm game  
Brewers vs. Cardinals)

**Where:** Miller Park

**Agenda:** TBD Tailgating, networking , and  
games

**Donations:** TBD

**Dress:** Casual

**Food:** Traditional tailgate fare

**Beverages:** Assorted beer, water, soda

**\*\*\*\*More details to come\*\*\*\***



## Allied Member Spotlight

Amber Meyer Holiday Inn & Suites Green Bay  
Stadium

City of Residence: Appleton

Current Job Title and Employer: Director of Sales  
& Marketing, Holiday Inn & Suites Green Bay  
Stadium

Names and ages of children: **our fur-baby is an 8  
year old Great Dane named Teegan**

What is the coolest/strangest thing about your  
family? **We go all out for Halloween. We decorate  
inside and out for our epic Halloween Party-  
including a blacklight room with masks and a 20'  
spider on our roof. We've been featured in our  
local newspaper for our decorations!**

Where is your favorite place to travel? **I love the**



west coast – Oregon, Washington, Idaho – I grew up in Boise, so it's like being back in my element.

What is your favorite music group, or artist? **Close race between Aerosmith and Pink Floyd**

How long have you been a member of the GBTA – Wisconsin Chapter? **On and off for 6 years**

What TV show are most embarrassed to admit you watch? **We don't really watch TV these days, but back in college I was an avid watcher of Jersey Shore (don't judge me ☐)**

If you have a college degree what is your major? **I have a BA in Arts Management with a minor in Theatre Arts – Design/Technology**

What was the first job you held after high school? **I worked in a flower shop all throughout high school and into college. I also worked at the YMCA as a building monitor supervising Friday Teen Nights.**

What are your favorite hobbies? **Home renovating, camping, birding, antiques, and thrifting.**

What is one thing that most people do not know about you? **I collect Fenton Hobnail Milk Glass. I have over 300 pieces so far.**

If you “splurge and treat yourself to something”, what would that be? **A weekend trip to Chicago for antiques.**

If stranded on an island what book would you take with you? **MacGyver's journal.**

Who is the most famous person you have ever met? **I've met Jeff Daniels and also Mimi from the Drew Carey Show (among others).**

What is the best advice you ever received? **I'm a huge procrastinator – especially for tasks I don't enjoy. I had a mentor that told me to “Eat the frog” by starting with the task I enjoy least. Once you have that task completed, the rest of your to-do list doesn't seem so bad and should be a piece of cake.**

## Membership Coffee Talk

By Jennifer Terpstra, VP of Membership

I've seen a lot of communication coming through GBTA regarding their upcoming convention, which will be in sunny San Diego August 11-15. It's a great week of education packed into many various sessions, so if you have not been there, I highly recommend attending! You would need to be an All Access member to receive the member discount, so if you are interested in moving from a Community membership to an All Access membership, or just want more information regarding the differences in memberships, please let



me know.

I hope to see you all at the May meeting

## 2018 Scholarship Winners

Congratulations to the 2018 Scholarship Recipients! Thanks to all of our successful Silent Auction, we were able to award scholarships the following members:

- Emily Rauber, winner of the Allied Member GBTA Convention Scholarship
- Lenore Shanahan, winner of the Direct Member GBTA Convention Scholarship
- Jennifer Terpstra, winner of the GBTA Education/Event of up to \$3,000. This scholarship is being used towards GTP certification
- \$1,500 Family Member Scholarship winners:
  - Andrew Shanahan (Lenore Shanahan's son)
  - Clare Brennan (Ann Brennan's daughter)



Congratulations again to the winners this year!

## Sponsorship

GBTA- Wisconsin Chapter is looking for sponsors for our remaining Chapter Meetings and the Summer Outing! Sponsorship amounts are flexible and offer many benefits. Please consider sponsoring at any level and act quickly so that you can begin receiving the benefits immediately! See the details below and contact the Partnerships and Sponsorships Committee Chair, Megan Leibow at [megan.leibow@hertz.com](mailto:megan.leibow@hertz.com) for more information.



### Chapter General Meeting Sponsorship Opportunities

- Title sponsorships @ \$1,000 each (one per meeting)

Chapter General Meeting Sponsorship Includes but Not Limited To:

- Maximum of 8 minutes speaking time at opening of meeting
- PowerPoint/ Video Allowed
- Table tents or collateral on registration table allowed
- Sponsor name/ logo on GBTA- Wisconsin Chapter's website calendar and all meeting notices

Summer Outing Sponsorship Opportunities Held in the Summer (Sponsorship opportunities subject to change based on Summer event type)

- Title sponsorship @ \$1,000 (Includes: Maximum of 8 minutes speaking time, PowerPoint/ video allowed, tents or collateral on registration table allowed, name/logo on GBTA- Wisconsin Chapter's website calendar and all meeting notices & 2 complimentary registrations to the Summer Outing)

- Activity/ cocktail/ reception sponsorships @ \$500.00 each (Includes: Maximum of 5 minutes speaking time at beginning of activity with entire group, tents or collateral on registration table, name/ logo on GBTA- Wisconsin

- Chapter's website and on meeting notices & 1 complimentary registration to the summer outing

All cash sponsorship payments qualify for Partnership level based on dollar amount given. See our website for more information [www.wisconsinbta.org](http://www.wisconsinbta.org)

## Direct Members

Happy Spring GBTA WI Direct Members! Looking forward to our upcoming Chapter meeting which really dives into the life of being a travel manager. The panel will be able to gain a wide perspective on what it is like to be a travel manager from our members. Our membership is chalked full of knowledge and experience that we do always get enough time to share during our Direct Only sessions, so this a great opportunity to learn some more tricks of the trade. Please stick around after for our Direct Only session after the meeting for any follow-up discussion or a change to share best practices with your colleagues.

Hope to see you in Brown Deer!

## Education Chair Amy Flanagan

Hello everyone! I would like to thank everyone for giving me the opportunity to hold the Education Chair position of GBTA for 2018-2019. I am looking forward to working with all of you and to start this new journey! I am currently the Group Leader for Kohler Travel and have been in this position for the past 13 years. Prior to working for Kohler, I was with Adelman Travel and BTI Americas supervising corporate travel onsite. I completed my internship with Air Wisconsin, in Aspen Co and graduated from Milwaukee Area Technical College with my associates degree in 1999. I am excited for this new opportunity and honored to work with such an amazing group of people in the industry.



STAY CONNECTED



