



WISCONSIN  
CHAPTER

## February 2018 Edition

We've moved the GBTA WI Newsletter to Constant Contact. This will allow us to increase our reach and audience. Please enjoy our new and improved Newsletter format. Tons of great info and updates...so read on and enjoy.

Visit our Website



### President's Message

**GBTA-WI President - Emily Wright, Fox World Travel**

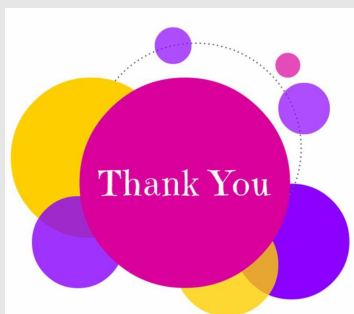
Happy & Healthy Greetings ~

Whew ~ we just had a couple of very busy and fun months learning, growing, and traveling at GBTA-WI!

We kicked off the year at our 2018 Annual Conference & Silent Auction, where we brought together two of our largest events into one dynamic and fun event!

I want to give a **huge shout out** to our **Sponsors** who made this possible:

- Milwaukee Mitchell International Airport
- Enterprise Holdings
- FoxWorld Travel
- Qatar Airways
- Adelman Travel
- AirPlus International
- American Express Global Business Travel
- Crowne Plaza – Milwaukee Airport
- The Pfister Hotel
- THINKLimo – Carey Limousine of Wisconsin
- Delta Airlines



I want to thank **Jesse Funk** and team for putting together a phenomenal educational conference, the day seriously ROCKED!

I want thank **Nicole Slein, Julie Van Oss**, and team for a record breaking Silent Auction! We achieved our fund-raising goal, everyone had a blast while

winning some pretty fantastic items. Thank you to all of **YOU** who donated to the Silent Auction, without your support and generous donations the event wouldn't be possible.

### **GBTA Leadership Conference & Chapter Presidents Meeting: 1/29-31/2018**

Six members of our team traveled to Portland, OR to gain skills and knowledge to apply to our chapter's growth and success. We collaborated with other GBTA Chapters and heard from some inspiring speakers.

One of the sessions that really resonated with me was **"From Group to Team, - Be a Better Board"** which was a presentation by **Susan Leahy**. It was focused at bringing the board members together and really activating a powerful team that was engaged, communicating, stretching beyond the comfort zone, and to be present in the meetings. I thought it was a great message not only for the board, but for me, for all of us, in our everyday professional and personal lives. Couple of nuggets of wisdom from Susan Leahy:

- **TEAM is EARNED – Daily**
  - Choice
  - Aspiration
  - Practice
  - Commitment
  
- **TEAM will require you to**
  - Stretch
  - Be intentional
  - Get Up
  - Take Action
  - Commit & Re-Commit
  - Step outside your comfort zone
  - Have Fun
  
- **We all have an “energy” about us and that directly impacts the experience we have when we are part of a team. What type of energy do you want to give out?**
  - It's how we feel and show up in our life, in our job, in our relationships, etc. When you walk into a room it's what you feel from the group. Or, when someone walks into your room – it is how you feel when that happens.
  
  - Think about the 'energy' that YOU radiate out...is it uplifting, motivating, teambuilding, calm, present, happy, energized? Or is it tired, frustrated, angry, overwhelmed, checked-out,



bored....

I **encourage you** to think about what type of ‘energy’ that you want to be around. If you want upbeat, engaged, motivated, collaborative, happy, and fun.....then I recommend you start **internally** first. Feel that and bring that with you wherever you go....and you will see it start to grow around you! Wooo Hooo!

**I would love to hear from you on the below questions:**

**-How do you like to FEEL when you are part of a team or in a meeting?**

-Ideas: heard, respected, productive, engaged, confident, open, alert

**-What does a successful meeting look like to you?**

**-What holds you back from fully engaging in your team/meetings?**

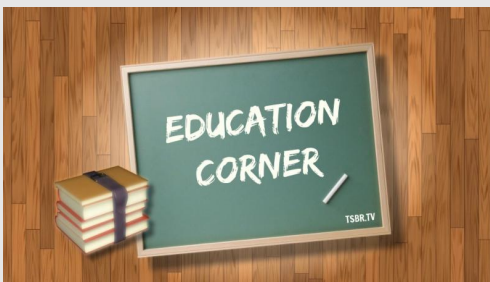
-Ideas: How do you energetically show up? How do you play it safe?

Thank you for taking the time to read the newsletter and to actively engage with our chapter. You are what makes this organization so dynamic and what makes our travel industry so fantastic! Go out and be the leader of your day!

Can't wait to have you share your answers with me on the questions I asked. =)

**Make it a Great Day!**

*Emily Wright*  
Fox World Travel



## Education Corner

Education Corner, by Matt Hoffmann VP of Education

Get ready to be energized with some **awesome** and **informative** information 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, March 14<sup>th</sup>**. The meeting will be held in Madison at the **Madison Concourse Hotel**. Hear from Steven Glenn about “Seven Disruptive technologies that could make Travel Management Companies Dinosaurs in three years (or less).”

Enrich your skills with valuable professional development—earn CEU's to maintain your credential

- Improve your performance and that of your organization

- Connect, Network and engage with speakers and fellow professionals

I would like to personally invite you to take advantage of all that GBTA Wisconsin has to offer. Please browse through our website often to learn more about our chapter meetings, volunteer opportunities, and board or committee chair positions that may interest you. See for yourself why staying involved with GBTA Wisconsin will improve your skills and knowledge and introduce you to an amazing network of travel professionals. Take the next step now by registering and forwarding this to a coworker. What are you waiting for? We look forward to seeing you soon!

#### ***Upcoming Meetings:***

##### **Meeting Topic**

***"Seven Disruptive technologies that could make Travel Management Companies Dinosaurs in three years (or less)"***

- Applicable to all companies that will be impacted by the new disruptive technologies we all face
- This presentation is dynamic and lays out a road map of how and when technology will dramatically effect travel management programs everywhere.



##### **Keynote Speaker: Steve Glenn is the Chairman of the Board and CEO for Executive Travel, Inc.**

Steve Glenn founded Executive Travel 31 years ago and was a pioneer of online travel fulfillment, virtual agents and zero online fees. In 2013 Inc. magazine ranked Executive Travel as the fastest growing Travel Management Company in its 32nd annual Inc. Magazine 500|5000, an exclusive ranking of the nation's fastest-growing private companies. Executive Travel has been honored four times on the Inc. Magazine 500/5000 list.

Steve was awarded Entrepreneur of the Year by the University of Nebraska – Lincoln College of Business Administration, and Business Owner of the Year by the Lincoln Independent Business Association.

Steve is Past President of the Nebraska N Club – representing all letter winners at the University of Nebraska– Lincoln. Steve was an offensive lineman at UNL under Coach Tom Osborne. Over his career Steve Glenn has served as President, officer or director on over 20 organizations around the State of Nebraska and the nation.

Steve Glenn earned a bachelor's degree from the UNL College of Business Administration in 1979.

Steve is a serial entrepreneur who has started over 40 companies. He and his family currently operate 9 companies ranging from real estate development,

international importing, and retail.

## Agenda

### 11:00 am

- Registration

### 11:30 am - 1:00 pm

- Lunch Buffet
- GBTA Wisconsin Business Meeting

### 1:00 pm - 2:00 pm

- Guest Speaker, **Steve Glenn**

### 2:30 pm - 3:30 pm

- Direct Member Only Meeting

**\*\*Don't forget your charitable donation for RISE, info on specific needs can be found below in the section labeled [March Chapter Meeting Charitable Giving](#)\*\***

## Accommodations and Location

Sleeping room reservations: Madison Concourse Hotel

*Overnight room rate at the Concourse is \$169 for our group.*

### **Parking:**

The hourly rate for non-overnight guests that park at the hotel is \$1.50/hour.

Payment is accepted by means of cash or credit card by using the pay station upon exiting the hotel ramp. Payment can also be made with the Front Desk.

Entrance to the hotel's underground parking ramp is on W. Dayton.

### **Tickets**

\$0.00 Allied Supplier - Prepaid for all 2018 Meetings  
\$65.00 Allied (Supplier) Individual Meeting Fees. Pay as you go option

\$0.00 Direct (Buyer) prepaid option, prepaid for all 2018 Meetings

\$65.00 Direct (Buyer) Individual Meeting Fees. Pay as you go option.

\$90.00 Guest Fee ~ Welcome to our event!

\$65.00 GBTA All Access (Out of State -GBTA Member)

I welcome any comments or questions you may have, so feel free to contact me directly at [mhoffmann@foxworldtravel.com](mailto:mhoffmann@foxworldtravel.com).

## 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\*\*\*\*



## Membership Coffee Talk

By Jennifer Terpstra, VP of Membership

Snow is on the ground, but not for long as we enter spring! We have 91 committed members to GBTA Wisconsin, and we are ahead of pace compared to the same time last year, which is great news. We have such a strong commitment to our members to offer excellent educational events, and I believe we have hit the mark in 2017, which shows through our membership numbers.

I did attend the GBTA Leadership Summit, and after hearing the struggles that other organizations have retaining members that are engaged and attend the meetings, I was extremely proud that we have such dedicated members. Some of the chapters get less than 20% of members to show up to meetings! We are fortunate to have such a strong turnout to our meetings, and to have such a great balance of Direct and Allied members.

If you know anyone interested in a membership, please let me know!

## Direct Member Spotlight

**Name:** Amy Serio

**City of Residence:** Wauwatosa, WI

**Current Job Title and Employer:** Meeting & Events  
Planner and Corporate Travel Consultant

**Where is your favorite place to  
travel?** - Anywhere! My Wanderlust knows no





bounds!

What is your favorite music group, or artist? - Pink Floyd

How long have you been a member of the GBTA-WI? - 1 month, but I've been coming to meetings as a guest since last summer

If you could do another job for just one day, what would it be? Executive Chef

What TV show are you most embarrassed to admit you watch? old Hanna Barbara cartoons from the 60's and 70's

What is the weirdest thing you've ever eaten? Pig Brain - it tasted like bacon pudding

What are your favorite hobbies? - cooking, reading, photography, working out at 9Round, traveling

What is one thing that most people do not know about you? I'm an open book

What is the first thing you would buy if you won the lottery? The biggest wheel of Parmesan cheese I could find

If stranded on an island what book would you take with you? I couldn't possibly pick just one

Who is the most famous person you have ever met? Jamie Foxx while on vacation in Aruba

What are three career lessons you've learned thus far?

-Multitasking is very important!

-Problem solving is key - in this business things change very quickly and being able to adapt to changes and complications comes with the territory.

-Always think of each trip/meeting as though it's your own private event - I'd want my trip/meeting to be perfect so it's my job to make sure my clients have that same experience.

## March Chapter Meeting Charitable Giving

## Charitable Giving

### Mission:

RISE is a community-based non-profit that serves more than 6,800 individuals (including children and families) annually by providing home visiting services, early childhood education, care coordination, stabilization and support, mental health assessment and evaluation, and respite care.

## Items Needed

### Personal Care Items

school supplies

Diapers (all sizes except newborn)

Wipes

Pull Ups

Unscented laundry detergent

Toothpaste

Safety supplies

(Outlet covers, and door knob covers)

Bottled water

Individually wrapped snacks

### Agency Specific Needs

Personal first aid kits

Gas cards (for families to attend programs)

Gift cards for parents

AA and AAA batteries

Calendars (wall hanging)

### Toys & Art Supplies

Fidget Toys

New or gently used board books

(bilingual English/Spanish a bonus)

Current Disney/Pixar movies

Art supplies and art kits

Crayola watercolors

Non-toxic tempera paint

**THANK YOU FOR YOUR SUPPORT!**



### Silent Auction Lottery Ticket Update

We know everyone has been waiting patiently for an update on the results from the lucky winner's JAR OF LOTTERY TICKETS for this year's Silent Auction...

Well...wait no longer...Marie Smook was the lucky winner and recently shared with us she scratched her way to \$130 in winnings!! Congrats Marie. The Lottery Jar was a hot item at this year's Silent Auction...who knows you may see a return in 2019!!

Visit our website

Name | Company | Phone | Fax | Email | Website

STAY CONNECTED

