



Board of Directors Election
Direct and Allied Representatives

2017





Dear GBTA Members,

This July, during GBTA's annual Convention in Boston, all Direct and Allied members will have the opportunity to take part in our election process. The open positions on this year's ballot include President, Vice President and one Allied Member at Large seat. In this online brochure, you will find information and platform statements from all of our participating candidates. I encourage you to take some time to review the information and get to know your candidates, so you can make an informed choice when you cast your vote.

On Monday, July 17, during the Annual Business Meeting at Convention, each candidate will deliver their campaign speech. You will be able to cast your vote for the next leadership electronically Monday, July 17 through Tuesday, July 18. In order to vote, you must be a current Allied or Direct Member of the Association. To vote onsite, you must also be registered for Convention by July 6, 2017. If you have questions about your membership status, please check with GBTA's Member Care Team at membercare@gbta.org before July 6.

The GBTA Board of Directors serves as the governing body of the Association and is responsible for establishing the focus and direction of the Association. This is your opportunity to vote for the candidates you believe will best lead our organization, so I strongly encourage you to participate in the GBTA electoral process.

Our Association's continued success is driven by the dedication of many member volunteers. Keep our Association strong by being an active participant and cast your vote this July 17th and 18th at Convention or via an absentee ballot by July 10th!

Best regards,

A handwritten signature in black ink, appearing to read 'Donna Kelliher', written in a cursive style.

Donna Kelliher
Chair
Global Business Travel Association

GBTA BOARD OF DIRECTORS ELECTION 2017

The Board consists of thirteen (13) Members comprised of the President, Vice President, Immediate Past President/Chairman of the Board, President of the Chapter Presidents' Council, President and Vice President of the Allied Leadership Council, five (5) Direct Members elected at large, and two (2) Allied Members elected at large. The Executive Director & COO also serves as an ex officio Member of the Board.

This year, GBTA's Membership will elect:

- **President** for a term of two years
- **Vice President** for a term of two years
- **One (1) Allied Member at Large** for a term of two years

The President and Vice President will be elected by GBTA Direct Members.

The President and Vice President serve a term of two years to begin at the close of GBTA Convention 2017 through the close of GBTA Convention 2019.

The Allied Member at Large will be elected by GBTA Allied Members.

The Allied Member at Large serves a term of two years to begin at the close of the GBTA Convention 2017 through the close of GBTA Convention 2019.

GBTA BOARD OF DIRECTORS ELECTION 2017 ELECTION PROCESS

According to the Bylaws, each GBTA Member will be permitted to cast one vote for respective vacant seats on the Board by ballot at the GBTA Convention or by absentee ballot.

You will receive information on how to request an absentee ballot on June 2 and you have until June 16 to request an absentee ballot.

The ballot will contain necessary information for the Election of Directors.

Absentee ballots will be submitted electronically and must be received by July 10, 2017, which is five business days prior to the start of Convention. Instructions for submission and completion will be included on the ballot.

VOTING ELIGIBILITY

Individuals must be Direct or Allied Members of GBTA to be eligible to vote. To vote onsite at Convention, you must also be registered for Convention by July 6, 2017.

Name badges at Convention will convey your eligibility by indicating “Vote – yes” if you are eligible or “Vote – no” if you are not eligible to vote.

In the United States, if you are a community member in an Affiliate or Chapter, but not a global member, you will not be eligible to vote.

If you have questions about your membership status or voter eligibility, please contact GBTA’s Member Care Team at membercare@gbta.org, before July 6, 2017.

VOTING PROCEDURES

Please join us for the Annual Business Meeting on Monday, July 17, at Center Stage at 10 AM ET to hear Board candidates speak.

GBTA Direct Members will elect the President and Vice President for terms of two years.

GBTA Allied Members will have the opportunity to elect one (1) Allied Member at Large for a term of two years.

Electronic voting will be open beginning Monday July 17 at 11 AM ET through Tuesday, July 18 at 6 PM ET. Please note there will again be no paper ballots this year.

Election results will be announced at the Convention Arena Luncheon on Wednesday, July 19, in Hall A at the Boston Convention and Exhibition Center.

GBTA BOARD OF DIRECTORS ELECTION 2017

PRESIDENT

The President will preside at all meetings of the Board. This person exercises general supervisory control over the affairs of the Association. The President serves a term of two (2) years to begin at the close of GBTA Convention 2017 through the close of GBTA Convention 2019. All GBTA Direct Members may vote for these candidates. The nominees for President are:



Christle Johnson, CCTE, GLP, GTP

Vice President, Travel & Business Services
Johnson Downie LLC



Mark Ziegler, CCTE, GLP, GTP

Senior Travel Manager, Global Travel Services
NetApp, Inc.

**GBTA PRESIDENT
CANDIDATE HISTORY AND PLATFORM STATEMENTS**

GBTA BOARD OF DIRECTORS ELECTION 2017



CANDIDATE FOR GBTA PRESIDENT

Christle Johnson, CTE, GLP, GTP

Vice President, Travel & Business Services

Johnson Downie LLC

700 Louisiana, Suite 3950
Houston, TX 77002
JohnsonC4@JohnsonDownie.com
832-512-9939

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GBTA AND CHAPTER HISTORY

- 25 years in the industry (17 years Allied, 8 years Direct)
- 16 years GBTA member (8 years Allied, 8 years Direct)
- GBTA Board of Directors (2010-2013), (2013-2015), (2015-2017)
 - President (2015-2017)
 - Vice President (2013-2015)
 - Finance & Budget Committee (2013-2015)
 - Executive Compensation Review Committee (2014-2015)
 - Direct Member at Large (2010-2013)
 - GBTA Committee Liaison (2012-2013)
- GBTA Chapter President's Council (2002-2004), (2008-2010), (2010-2012)
 - CPC Texas BTA President (2008-2009), (2010-2012)
 - CPC Austin BTA President (2002-2004)
 - CPC GBTA Convention Committee Chair (2010)
 - CPC Membership Dues Committee (2010)
 - CPC GBTA Convention Committee (2009)
 - CPC Scholarship Committee (2008)
 - CPC Business Travel Professional Services Award Committee (2009)
 - CPC Technology Committee (2002-2004)
- GBTA Government Relations/Political Action Donor (2007-2017)
- Active Member of the Texas Business Travel Association (1995-2017)

- Chairman/Past President (2012-2013), (2013-2015)
- President (2008-2010), (2010-2012)
- Vice President-Allied (2007-2008)
- Treasurer (2006-2007)
- Vice President-Allied (2002-2004)
- Debbie Reynolds Scholarship Committee (2005)
- Holiday Committee Chair (2000-2002)
- Golf Tournament Committee (1998-2000)
- Member of the DFW Business Travel Association (2016-2017)
- Member of the Austin Business Travel Association (1995-2010)
 - Chairman (2004-2006), (2006-2008)
 - President (2002-2004)
 - Education Day Chairman (2004)
 - Secretary (2000-2002)
 - Board of Directors-Allied Representative (1998-2000)

INDUSTRY RECOGNITION/ CERTIFICATIONS

- GBTA Business Travel Professional Service Award (2009)
- GBTA Foundation Scholarship Recipient (2007)
- Texas BTA Allied Member of the Year Nominee (2003)
- Austin BTA Allied Member of the Year (2003)
- National Car Rental
 - Director Strategic Accounts Manager of the Year (2005)
 - Salesperson of the Year (1998, 1999, 2000, 2001)

- Regional Outstanding Achievement Award (1998)
- Street Shark (1998, 1999, 2000, 2001)
- GBTA, Global Travel Professional (GTP) Certification (2012)
- Wharton School of Business, Global Leadership Program (GLP) Designation (2010)
- Wharton School of Business, Global Leadership Program (GLP) Certification (2009)
- GBTA, Certified Corporate Travel Executive (CCTE) (2008)

PLATFORM STATEMENT

For the past several years, I have had the honor and privilege of serving YOU the member.

- In 2010, I committed to LEAD, PROVIDE, and DELIVER as your Direct Member at Large.
- In 2013, I committed to ENGAGE, EDUCATE, and ELEVATE as your Vice President.
- In 2015, I committed to focus on EDUCATION and NETWORKING as your President.

In my final campaign to be re-elected as your President, my commitment to you is to **PRESERVE** the accomplishments of the past four years, and to work collaboratively on a local, national, and global level to build on the **MOMENTUM** and keep our Association progressing forward.

We must **PRESERVE** our many accomplishments over the past four years. To name a few:

- **Transparency** to our membership through the execution of initiatives focusing on Audit/Finance, Executive Compensation, Education, Committees, and the Allied Leadership Council
- Implementation of a formal and **open volunteer process** for GBTA's Allied Leadership Council, Legislative Advisory Council (Government Relations), and Committees
- Development of better **oversight** through a global GBTA Compliance Program
- **Responsible** growth of our existing self-sufficient regional operations in the US, Europe, Canada, Latin America, and Asia-Pacific
- **Strengthening** our relationships with Chapters and Affiliates by:
 - Implementing the All-Access membership

- Creating cost savings opportunities for chapter/affiliate members through GBTA scholarships, discounted registrations, complimentary CEU credits, etc.
- Improving marketing support for local events
- Increasing the **value of investment** for Allied member companies globally

We have achieved great success and we must build on this **MOMENTUM** by:

- Strengthening education for both the "seasoned" travel manager and the millennials who continue to evolve in this industry
- Creating more opportunities for peer to peer, vertical, and mentor/mentee discussions
- Modernizing our education programs through ingenuity and enhanced content to equip members with practical ideas to deliver results that matter
- Improving the feedback loop from members to determine what topics and challenges the Association should develop programs around
- Exploring educational partnerships with other groups in the industry located in our global regions to provide the best opportunities for our members
- Developing advanced educational opportunities for members that have completed all programs the Association has to offer
- Strategically plan and invest in areas that are most beneficial to our members based on feedback, surveys, and personal conversations
- Create an annual report demonstrating the fiscal responsibility of the association.

As President of GBTA, I know the commitment and time necessary to serve and lead through key initiatives. We have the **MOMENTUM** to continue moving forward and I commit to listen, build on our recent successes, and NEVER settle for anything but the best for our members.

I humbly ask for your vote as it would be my distinct honor and a privilege to **PRESERVE** the best of GBTA and serve one final term as your President.

I encourage you to **PRESERVE** the **MOMENTUM** and **VOTE CHRISTLE JOHNSON** for **PRESIDENT**.

GBTA BOARD OF DIRECTORS ELECTION 2017



CANDIDATE FOR GBTA PRESIDENT

Mark Ziegler, CCTE, GLP, GTP

Senior Travel Manager, Global Travel Services

NetApp, Inc.

495 East Java Drive
Sunnyvale, CA 94089
Mark.Ziegler@netapp.com
408-822-1302

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GBTA, CHAPTER, INDUSTRY AND PERSONAL HISTORY

Experience: 35+ years in travel industry

Industry jobs: TMC, Airline, GDS, Travel Manager

Committees: Aviation, Hotel, Technology

Chapters: Bay Area and Silicon Valley BTA's

Chapter involvement: Chapter President, Programs, Newsletter, Technology positions

GBTA positions: GBTA Board director-at-large, current Vice President

Education: BA BYU; CCTE NBTA/Cornell U.; GLP, U. Pennsylvania Wharton School of Business; GTP, GBTA

Personal: Friend, Colleague, Spouse, Father, Grandfather

PLATFORM STATEMENT

The Global Business Travel Association (GBTA) has long been known for its annual convention. However, there is so much more to GBTA than just Convention. GBTA offers higher education, industry research, networking, government advocacy, mentoring, local chapters, webinars, RFP templates, a research library, benchmarking, global partnerships, professional certification, et cetera. With more than 9,000 members around the globe, GBTA is the most comprehensive business travel association worldwide.

With GBTA's international reach, I find the networking possibilities with my peers most valuable. And, when it comes down to it, the reason GBTA exists and brings value rests on three pillars: networking, education, and travel industry advocacy. Those pillars support the goals of this association and direct all of its activities.

The annual Convention shines a light on GBTA's contributions to the industry, but it's important to note that membership thrives beyond Convention. GBTA's emphasis on the three pillars is a year-round proposition to its members. Every member has an opportunity to learn, share, and grow as much or as little as the individual chooses; and, GBTA offers value that no other travel organization can.

As an association, GBTA has a duty and a responsibility to put the needs of its members first. Emphasis on member requirements should center around the three pillars of networking, education and advocacy as essential in every decision made by the Board and the staff. And, as a buyer led association, the question of how the membership will benefit should always be asked. With that in mind, here are measurable goals that I propose and would actively pursue as president of GBTA during the two-year term:

■ Education

- Embrace a new approach to education by bolstering existing programs and implementing new ones.
- Focus on the very latest techniques of communicating educational content

through technology and social media innovations.

- Reach out to attract younger people just entering the travel industry.
- Advance specific industry verticals to maximize value to members.

■ **Networking**

- Initiate a bylaw change that expands the board of directors by reserving three seats on the board of directors for non-US based members. The EMEA, APAC, and Latin America regions each deserve to have seats on the board to further advance GBTA as a global organization. This expansion would give GBTA a more comprehensive and global networking vision to its members.

■ **Advocacy**

- By expanding the board to international directors, GBTA will actively support the

new regional board member networks to exert influence with governments around the world.

- Boldly advocate for the business travel industry whenever and wherever an opportunity arises.

Every day of my presidency I would ask myself how I can bring greater value to every member of GBTA. This association has given a great deal to me and I've been rewarded with numerous leadership roles. My time on the board, leaving it and then returning as vice president has given me fresh incentive to work for the betterment of GBTA. Now, I ask for your vote and support to make GBTA the best global organization for our professional needs.

GBTA BOARD OF DIRECTORS ELECTION 2017

VICE PRESIDENT

The Vice President presides at meetings of the Board of Directors and related committees if and when the President is not available. The Vice President is also a member of GBTA's Finance and Budget Committee. Like the President, the Vice President serves a two-year term that begins at the close of GBTA Convention 2017 and runs through the close of GBTA Convention 2019. All GBTA Direct Members may vote for these candidates. The nominee for Vice President is:



Rita Visser, GTP

Director, Global Travel Sourcing and GPO
Oracle

**GBTA VICE PRESIDENT
CANDIDATE HISTORY AND PLATFORM STATEMENTS**

GBTA BOARD OF DIRECTORS ELECTION 2017



CANDIDATE FOR VICE PRESIDENT

Rita Visser, GTP

Director, Global Travel Sourcing and GPO

Oracle

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Prairie Rose, ND 58104
rita.visser@oracle.com
916-315-5864

GBTA HISTORY

- Technology Committee Member 2005-2006
- Technology Committee Chair 2006-2010
- Aviation Committee Member 2010-2013
- GBTA Board of Directs, Direct Member At Large 2013-2016
- Government Relations Committee Member 2016-Present
- GBTA Chapter Speaker

INDUSTRY INVOLVEMENT/ RECOGNITION

- 2014 Business Travel News Best Practitioner
- 2014 Named to the 25 Most Influential Executives in Business Travel Management
- Various Advisory Boards
- Industry Speaker and Advisor
- Founding Member of WINiT
- Board Chair - WINiT

PLATFORM STATEMENT

I was approached by many who wanted to nominate me for the open GBTA positions. When I inquired why they wanted to nominate me, the answers were consistent: they saw me as being passionate about the industry, that I “get” what needs to be done and I am always willing to step in where needed.

I took all of that under advisement as I set out to prepare for the election and chose to address each in my platform.

Passion – Dang right I am passionate about the industry! Who else can say they work in an industry that creates job opportunities for

companies and drives business forward?

Business travel makes business happen!!

In our role, we stand on the jet bridge of what’s possible. We usher our fellow employees to their seat in making a difference in our companies. We proudly stand back and watch them soar to new heights that will benefit us all. To say that I have passion for that would be an understatement! That passion drives me to create a place where people can find ideas, share best practices and come together to do what is right for our travelers. GBTA’s education platform and advocacy is the right place for those and I will make sure their focus is rightly placed.

I “get it”! – I literally fell into this industry over 24 years ago. (Remind me to tell you my falling story when we have more time!) I learned how it works or should work. With that, I have ideas on how we can move the industry forward and how GBTA can play a part in that. GBTA will never and should never be the place to tell you how to do your job. Instead, GBTA should be the place you go to for information on new ideas, tried and true solutions and learning about how to stay relevant in your role and your company. Our communities like Chapters, the Hub and virtual learning have to stay current and active to get people what they need to do their jobs and be successful. We have to find a way to get people the information they need, when they need it and how they need it.

Always willing to step in – This will not be my first time on the GBTA board. As a Direct at Large from 2013-16, I learned how the organization functions and what the focus is.

I spent time on things like employee contract review, education reform and reviewing our global footprint. In the time I was there and the time since, GBTA continues its push to be better, but there is more we can do. We need to ensure this association is changing and evolving to meet the needs of the changing travel eco-system and all its members; allied or direct, US based or a global member. I believe in crossing the lines, blurring the lines and drawing circles, even when everyone else is drawing lines. That's who I am and anyone who has spent time with me in a meeting knows that about me.

GBTA will continue to evolve and I hope that as the Vice President of this association I can use my passion, my knowledge and my willingness to engage to aid in that evolution. I urge people to contact me with questions or ideas and to follow my blog to learn more about me and my thoughts. This is your association and your voice is important. Thank you for your time and I look forward to hearing from many and seeing even more in Boston in July!

GBTA BOARD OF DIRECTORS ELECTION 2017

ALLIED MEMBER AT LARGE (1)

Allied Members at Large exercise the General Powers of the Association, as those powers are set forth in the Association's Bylaws. Allied Members at Large serve a term of two years to begin at the close of GBTA Convention 2017 through the close of GBTA Convention 2019. All GBTA Allied Members may vote for these candidates. The nominees for Allied Member at Large are:



William (Billy) Bos

Associate Director of Worldwide Sales
Best Western Hotels & Resorts



Paul Tilstone, GTP

Managing Partner
Festive Road

**ALLIED MEMBER AT LARGE
CANDIDATE HISTORY AND PLATFORM STATEMENTS**

GBTA BOARD OF DIRECTORS ELECTION 2017



CANDIDATE FOR ALLIED MEMBER AT LARGE

Billy Bos

Associate Director of Group Worldwide Sales

Best Western International

20400 North 29th Avenue
Phoenix, AZ 85027
william.bos@bestwestern.com
214 830 3097

GBTA HISTORY

William Bos has a rich history of engagement with the GBTA, currently serving as a GBTA Board Director, Allied Member, a post he has held since July of 2015. He also serves on the Allied Leadership Council and has been a part of the GBTA Ladders Program since its inception.

Bos joined Best Western International, Inc. in 2008 as a Worldwide Sales Manager, initially to assist with growing the hotel chain's corporate market share in Texas, Louisiana, Arkansas and Oklahoma. He also has spearheaded Best Western's efforts to expand into the sports travel-related segment. A 20-year veteran in the hospitality industry, Bos has also worked for the InterContinental Hotels Group, Kempinski Hotels and Fairmont Hotels where he held posts of increased scope and responsibility. He is currently based in Dallas, Texas.

PLATFORM STATEMENT

It has been a privilege to serve on the GBTA Board of Directors for the past two years. I am grateful to the membership for your ongoing trust, support and confidence in my ability to be your voice and advocate within the GBTA. It is a responsibility that I value tremendously and take very seriously.

When I ran for election in 2015, I laid forth my objectives as a Board Member, which consisted of adding much-needed transparency to our organization, enhancing educational offerings, and ensuring that the voice, ideas and concerns of our membership is given the consideration

they deserve. I have fought tirelessly to accomplish these objectives over the past two years, and am proud of the advances we have made. We have added transparency, increased communication and unity, and have implemented education reform.

I am more encouraged than ever about the direction of our organization and the role we can and need to play in this ever-changing industry. We are on the verge of making even more substantive changes that will benefit the GBTA for years to come. GBTA is moving forward in a positive direction—let's continue this work, together.

Here is a summary of my areas of focus if given the honor to represent Allied members on the Board of Directors for a second term:

Education

We have made great strides in education reform, which has included simplifying, streamlining and consolidating our offerings. However, I believe that education enhancement and reform must remain an organizational priority. I will work to further enhance GBTA's educational offerings so that people at all levels of experience—new hire, limited professional experience in the travel industry, to the experts—will benefit. I am passionate about the role that education plays in strengthening our organization and industry at large, and it will remain one of my key focal areas. We must ensure that our educational program is adding value for individuals on both the Allied side and the direct side.

Global Expansion/Partnerships

The travel industry is global. GBTA is global. For GBTA to succeed in the future, we must continue to grow the organization globally. In addition, we need to develop more state of the art educational programs that include committee involvement and lobbying efforts on items that directly affect the travel industry in various global markets, etc. Another element to our future success is to enhance our partnerships. We must reinforce existing partnerships and develop new ones in all areas of both the travel industry and the business community in general.

Member Focus

It is time to be positive in every approach we take as an association and to always prioritize the needs of our members. We need to constantly up the value proposition to our membership and help both Allied and direct members explain their value to their companies. Also, I believe strongly in the power and importance of listening. As an organization, we must constantly listen. Everyone

is important, as is their viewpoint and feedback. Everyone has ideas, questions, and possible solutions to the challenges we face. We need to pay closer attention to everyone's concerns.

Transparency

GBTA has made excellent progress in the last two years of becoming more transparent. As a member of the Allied Leadership Committee, I have had the opportunity to work directly toward enhancing our transparency as an organization and increasing openness and communication to all GBTA members. I will continue to prioritize transparency, as it is critical to fostering trust, communication and organizational unity.

Finally, our industry is moving forward and, we, as an organization must also move forward. It is critical that we constantly work together to devise workable, effective solutions to the challenges facing this organization and the travel industry. Thank you for the opportunity to serve on your Board of Directors and to help move us toward a successful, productive future.

GBTA BOARD OF DIRECTORS ELECTION 2017



CANDIDATE FOR ALLIED MEMBER AT LARGE

Paul Tilstone, GTP

Managing Partner

Festive Road

5 Fairfield Drive
Dorking, Surrey RH41JQ
paul.tilstone@festive-road.com
441306501802
@paultilstone

GBTA AND INDUSTRY HISTORY

Paul is Managing Partner for Festive Road, a specialist Business Travel Consultancy. He leads a broad portfolio of clients including some of the world's leading travel brands. Paul first entered the business travel industry in 1992 and undertook senior roles for travel management companies for 13 years. Followed by 7 years as CEO Institute of Travel Management UK (ITM, the UK GBTA Partner) SVP, Global Development for the Global Business Travel Association for a further 5 years. His GBTA role saw him being responsible for the association in all markets outside of the USA.

He has twice been listed as one of the world's top 25 business travel industry influencers by the Business Travel News, USA, for work in advocacy and sustainability.

Paul has been involved with GBTA since 2005 in many leadership and voluntary roles.

- Voluntary: ITM Board Member
- Partner/Chapter staff: CEO, ITM (Where he was responsible for launching GBTA Europe)
- GBTA Staff: Managing Director in Europe
- GBTA staff: SVP Global Development.

After leaving GBTA staff in 2015, he continues to be a proud GBTA member, exhibitor, speaker and

- GBTA Ladders Mentor
- GBTA Aviation committee member

Paul is not known for "tooting his own horn" so his network wants to do that for him:

"Paul is one of the most commercial and passionate individuals I know in the industry"

David Bartlett,
VP Global Sales EMEA,
Marriott International

"Paul is our go to guy, we trust him implicitly to help us drive positive change in the industry."

Yanik Hoyles,
Program Director, IATA

But enough of this for now. As Master Oogway said in Kung Fu Panda, *"Yesterday is history, Tomorrow is a mystery, but Today is a gift. That is why it is called the present."* Wise words indeed, so let's focus on today...

PLATFORM STATEMENT

I have an important message to share: **Don't vote for Paul...**

My name is Paul Tilstone and I'd like to share why you shouldn't vote for me:

- **Don't vote for me** if you think the GBTA Board already sufficiently reflects the global nature of its membership.
- **Don't vote for me** if you think GBTA has done all it can to develop as a forward-thinking association.
- **Don't vote for me** if you think our industry doesn't need to evolve

If however you think the board should be more global because nearly 50% of its membership resides outside the USA, or if you think adding someone with a creative approach to the board will help refresh its thinking, or if you're keen to see our industry progress, even if at times it feels uncomfortable, then please be my guest; **vote for me.**

I am passionate, collaborative, positive and committed to furthering this industry. Having experienced all of the association's facets, as a member, employee, volunteer, speaker and sponsor, I am best placed to serve the interests of the association as a GBTA Allied Director to ensure it remains relevant in the run up to 2020.

We are experiencing unprecedented change in our industry and history shows an open and progressive approach is needed in times of change. If you were to vote for me I would aim to:

1. Engage: the membership. Work for greater connectivity between the membership and the board, whether you're a long-standing

industry veteran or a NextGen just starting out. I'm often told I'm a great listener and I pride myself on taking informed action.

2. Evolve: the association. Our industry is experiencing considerable ongoing change, not least in the role of the Direct members. My role at Festive Road ensures I work across the complete value chain which gives me a wider perspective on challenging topics.

3. Elevate: the buy/sell relationship. For too long business travel has been seen as a commodity. I am a passionate advocate for taking relationships up a level and believe GBTA can lead the way here for the benefit of all.

Vote for me if you wish to see someone working on your behalf to provide greater global diversity on the board and help to change the association and our industry for the better.

But if you prefer things just the way they are of course—then my name is Paul Tilstone and I ask you **“Don't Vote For Paul.”**