



Michigan Business Travel Association Meeting - Wednesday, February 16th

THE WESTIN
SOUTHFIELD
DETROIT

The Westin Southfield Detroit
1500 Town Center
Southfield, MI 48075
(248) 827-4000

Meeting Agenda

10:30am – 11:00am – Registration – Sponsor- Travel Incorporated

11:00am – 11:20am – Networking

Topic: How has airline consolidation impacted your company?

11:20am – 11:30am – Welcome

11:30am – 12:30pm – Airline Consolidation –

Guest Speaker: John Caldwell, Managing Director National Account Sales & Specialty Sales – Delta Air Lines / KLM Royal Dutch Airlines / Air France

John Caldwell is managing director – National Account Sales & Specialty Sales for Delta Air Lines, KLM Royal Dutch Airlines and Air France. John is responsible for overseeing corporate and agency national account programs for sales professionals in the United States and Canada. Prior to that, he was managing director – Corporate and Agency Sales, North America for Northwest and KLM Royal Dutch Airlines. In addition, John has held a variety of positions at Northwest/KLM, including regional director, Corporate and Agency Sales – East Central Region; regional sales director – Memphis; manager – Passenger Marketing, as well as beginning his career with the Reservations division. John's industry affiliations include NBTA and ACTE. Past affiliations include the Detroit Regional Chamber of Commerce, Detroit Police Athletic League, Seattle Convention & Visitors Bureau and the MEM Convention & Visitors Bureau. John holds a degree in Aviation Management and Industrial Relations from Minnesota State University. John, his wife, Wendy, and their two children reside in Peachtree City, Georgia.

Continental/United Airlines - Guest Speaker: Evan Koppel, Regional Sales Director

Evan Koppel is the Regional Sales Director for the Midwest Region for Continental Airlines, Inc. based at the carriers' hub in Cleveland, Ohio. In this role since October 2001, Koppel is responsible for directing an 11-member team that manages relationships with corporations, travel management companies, civic organizations and sponsorship partners in Cleveland, Detroit, Chicago, Pittsburgh, Columbus, Cincinnati, Indianapolis and Minneapolis. These partners represent over \$300 million in annual revenue to Continental Airlines. In addition, he serves on the boards of the Rock and Roll Hall of Fame, Positively Cleveland Convention and Visitors Bureau (Vice Chairman of the Board), Cleveland Media Development Corporation (Film Commission), United Way of Greater Cleveland and the marketing committee of the Cleveland Film Society. Prior to this, Koppel held the position of National Sales Manager with Continental for 4 years. In this role, he was responsible for sales development and management of 14 Fortune 100 corporations. These companies included; ABB, Deloitte & Touche, PriceWaterhouse Coopers, Pepsi, ITT, United Technologies, Fortune Brands and Dow Chemical. Koppel began his career in 1986 as a Sales Manager, and then promoted to Regional Administrative Manager with Eastern Airlines in Washington, D.C. He then spent 2 years with Northwest Airlines specializing in the government and corporate sector, conducting bid proposals and managing government contracted fares. He moved back to his home state of Connecticut to spend the next 2 years in a family business before coming back to Continental. Koppel graduated from Bryant University in Smithfield, RI with a Bachelor of Science in Business Administration, majoring in Marketing. He spent his junior year abroad in Sydney, Australia. He resides in Solon, OH with his wife and three children.

12:30pm – 1:30pm – Lunch – Networking Opportunity

1:30pm - 2:00pm - MBTA Meeting

2:00pm - 2:45pm - TSA Presentation – Guest Speaker: Robert E. Ball, Federal Security Director – TSA

Robert Ball is the Federal Security Director (FSD) at Detroit Metropolitan Airport. He has been serving as FSD since he came to the Transportation Security Administration (TSA) in February 2004. He currently leads Federal security operations for the Detroit Metropolitan Airport, a top 40 international airport which employs over 18,000 people and serves over 35 million people annually generating over \$5 billion for the region. He oversees federal security employees and directs multi-modal activity throughout the airport and region in coordination with local authorities. Mr. Ball was selected as FSD at Detroit Metropolitan airport after a career of more than 20 years in the airline industry. While employed at Federal Express Corporation, Mr. Ball managed both airport and trucking operations in seven cities including four top twenty markets. At Northwest Airlines, his career included director-level positions managing Operations and Customer



Thank you to our 2011 Annual Sponsors!

Diamond Sponsors



Platinum Sponsors



ENTERPRISE HOLDINGS.



Passageways TRAVEL



Lufthansa

ALTOUR THE LEADING TRAVEL EXPERT

A STAR ALLIANCE MEMBER

Gold Sponsors



Bronze Sponsors

