

Speaker & Panelists Bio's MBTA/OVBTA 2015 Education Day

General Session Travel Industry Hot Topics – Presenter



Jay Campbell

Jay Campbell is a journalist and co-founder of The Company Dime, a startup news analysis site focused on travel management. In 2004 Jay created travel business newsletter The Beat, in 2006 co-founded Travel Procurement magazine and in 2010 integrated them into Northstar Travel Media's BTN Group. He served as editorial director there until 2013.

Jay made his travel industry media debut in 1993 at the Air Travel Journal of Boston while earning his undergraduate degree in journalism at Boston University.

General Session Guest Panelists:

Guest Panelists:



Mary Alice Hansen, Astellas Pharma, Sr. Manager, Travel & Expense

Mary Alice Hansen has been in Procurement most of her professional career; the past 17 years involved in travel. She originally began as the Travel Procurement Category Manager and was later named the Travel & Expense Reimbursement Manager. With an extensive procurement background, she is uniquely positioned to manage travel & expense from both a strategic as well as a tactical point of view.

As the T&ER Manager, Mary Alice owns corporate policies, travel programs, expense management, and corporate credit card program. Her department provides innovative solutions and end-user support to approximately 3200 employees.

Mary Alice holds a GTP (Global Travel Professional) certification from GBTA (Global Business Travel Assn) and is currently an active member of the Chicago BTA serving on the Education Committee. Mary Alice is also an active member of the Kan Pai Toastmasters Club serving in the role of treasurer.



Sandy Chwierut, Robert Bosch LLC, Site Purchasing: Corporate Travel Manager for The America's

Started at Robert Bosch LLC in November 1984, holding various positions in logistics, marketing and purchasing. At the end of 2008, assigned responsibility for the US relocation and travel programs. In 2011 the role expanded to include all of North America, and in 2012 I was assigned The America's, covering 12 countries.

My primary responsibilities include:

- Global Negotiation of international airline alliances, hotel chains, ground mobility companies, credit cards and travel agencies
- Merger and Acquisition Implementations
- Approval of sourcing /contract awarding decisions
- Manage contracts
- Develop Processes
- Member of international crisis management
- Strategic Planning
- T & E Policy input and recommendations

Additionally, I have 36 years combined active duty Army and Michigan Army National Guard service, retiring in 2014 as a Command Sergeant Major. My hobbies include all water sports and golf, which unfortunately often go hand in hand. I volunteer for the "For A Day Foundation" which works with children with cancer at 5 Tri-County Hospitals, holding parties, tuck-ins, etc.



Winifred Cloran, Nationwide Insurance, Sr, Consultant, Enterprise Supplier Risk Mgmt.

Wini Cloran, native Ohioan, currently resides in Columbus, Ohio working for Nationwide Mutual Insurance Company. Wini has 25+ Years Travel Industry Experience and currently serves in the role of Travel Manager & Sr Consultant Supplier Relationship Manager (SRM) for Associate Service which includes Travel Services, HR, Benefits & Corporate Real Estate.

Past experience Wini was the Vice President North America Travel Services for JPMorgan Chase (Formerly Bank One Corporation). Wini also served as the Director of Sales for both Holiday Inn & Hilton Hotels in Lafayette, Louisiana. Wini is a graduate of Lincoln Memorial University (Tennessee) with a degree in Education and taught school for 5 years before putting her teaching skills to work as Youth Activities Director for youth programs with Sitmar Cruises (Princess Cruises). She also served as Shore Excursion Manager on board which is where she fell in love with the Travel Industry.

Professional Activities and Honors:

OVBTA – Currently Co-Chair Program/Education Committee
OVBTA - Incumbent President 2016 - 2017
Egencia Travel Manager Leader Award
Egencia Select - Key Account Committee Member
Leadership Matters – Professional Certification
GetThere – Technology Innovation Award

Wini is an avid sports fan following Golf, MLS Soccer and of course "The Ohio State University"

Sustainability Session - Presenter



Barbara Helzlsouer - Managing Director, Corporate Travel Solutions - Partner Programs and Specialty Services - GBTA Sustainability Committee Member

I'm Barbara Helzlsouer, and I'm ready to keep you first! I bring a strong management and industry background to my position as Director of Sales, with 30+ years in the travel industry. I began my career working on budgets and cost at American Airlines, then moved to Sabre in the 1990s, where I also gained extensive experience in sales and merchandising. My industry background is complemented by my education; I earned both a bachelor's and master's degree in business administration (MBA) with a focus on e-business. I'm also an entrepreneur, starting my own residential and commercial cleaning business franchise while living in Chicago (which I later sold at a substantial profit, and which still operates today). Because I know how critical this industry is, I'm also involved in the GBTA Sustainability Committee. I am the seventh daughter in a family of nine girls. I grew up in Texas, and enjoy spending time with my husband and very large family.

Sustainability Session Guest Panelists:

Guest Panelists:



Eric Schmauch – Regional Director, United Airlines

Regional Director, Eric Schmauch based in Chicago - Eric's region is currently comprised of the United's hub in Chicago, Michigan, Indiana, and Kentucky. Eric joined Continental in 1988 in Houston and during his 26 years with the company he has held multiple positions in sales, including running the Michigan Region for Continental in the late 80's early 90's. In 2010, he was asked to return to the Midwest to run the Chicago region at United's headquarters. He is a graduate of Texas A&M, has a daughter who will graduate from Oklahoma State in December, a son who is a sophomore at Ole Miss, and he currently resides with his wife in Chicago.



David C. Heywood - Assistant Vice President Business Rental Development at Enterprise Holdings

David Heywood is Assistant Vice President of Business Rental Development for the North Central territory in the United States. Enterprise Holdings is the most comprehensive service provider and only investment-grade company in the U.S. car rental industry. Through its regional subsidiaries, Enterprise Holdings operates more than 6,000 fully staffed offices in the U.S. – almost 70 percent more than its nearest competitor – and all located within 15 miles of 90 percent of the U.S. population.

Enterprise Holdings operates Alamo Rent A Car and National Car Rental as well as its flagship Enterprise Rent-A-Car brand. The company and its affiliate Enterprise Fleet Management together offer a total transportation solution. Combined, these businesses – which include extensive car rental and car-sharing services, truck rental, corporate fleet management and retail car sales – accounted for \$17.8 billion in revenue and operated more than 1.5 million vehicles throughout the world in fiscal 2014.

Ranked by Forbes as one of America's Largest Private Companies, Enterprise Holdings is the world's largest car rental company as measured by revenue, fleet and employees. It also operates a network of approximately 8,600 neighborhood and airport locations in more than 70 countries. Enterprise's revenues place the company near the top of the travel industry, exceeding many airlines and most cruise lines, hotels, tour operators and online travel agencies. The company is owned by the Taylor family and headquartered in St. Louis.

Heywood began his career with Enterprise Rent-A-Car in Orange County California in 1988, after receiving a Bachelor of Arts in business administration (BBA) from California State University Fullerton. Over the next six years, he was promoted through the ranks in Orange County to Area Manager.

In 1999, Heywood transitioned to Business Rental Sales as Director of Business Rental Sales for the Southern California operating subsidiary. In 2002 Heywood was promoted to Corporate Rental Manager of Business Rental Development at Enterprise's Global Headquarters in St. Louis, Missouri. In 2006 Heywood was promoted to Assistant Vice President. Heywood along with his team of over 70 sales people oversee a book of business valued over \$700MM.

Heywood resides in St. Louis with his wife of 27 years Susie. They have a 22 year old son (Alec) who attends Law School at Southern Illinois University in Carbondale.



Elisabeth Johnson - Sr. Analyst Global Travel and Meetings at Meritor

Liz graduated from Dietrich Bonhöffer Gymnasium in Wertheim, Germany in 1986 summa cum laude; and the same year moved with her young daughter to the US. In 1987, she started her career in Travel with Midway Airlines in Detroit. After leaving Midway, Liz worked for a few small leisure agencies before making the jump to "big corporate". While raising her daughter and working full time, she attended college in the evenings and received her Associates Degree in Accounting. For several years Liz volunteered on weekends during tax season for VITA (Volunteer Income Tax Assistance). She was the global travel manager for MAG IAS for over a decade prior to joining Meritor as Senior Analyst, Global Travel in 2014. Liz received her CCTE and GTP certifications through GBTA and also served on the GBTA Risk Committee for two years.



Hotel Booking Compliance - Presenter

Keith Harrison, Head of Hotel Partners, has global responsibility for Travelport's hotel relationships. In this role, he manages a team of strategic account managers and directors who work with our hotel partners on content acquisition and growing our mutual hotel business.

He has previously held previous roles at Travelport in operations, including all aspects of hotel operations under both the Orbitz and Galileo business units held by Cendant.

Prior to joining Travelport in 2003, Keith started his hospitality career with Swissôtel Hotels & Resorts in 1997. His corporate responsibilities included managing reservation operations and electronic distribution for Swissôtel, a role which expanded to include Raffles International, a Singapore based luxury hotel group, upon their acquisition of Swissôtel in 2001. He successfully implemented new CRS systems, managed vendor relationships, and helped hotels to maximize profitability through electronic channels.

Managing Travel Documents - Presenter



Kim Conway has 20+ years travel industry experience, with over 9 years working with Trivisa. Kim started with Trivisa as the Manager of the Chicago office. In 2010 Kim was promoted to Vice President and oversees global operations for Trivisa. Kim is a highly respected expert in the intricacies of travel document processing. Kim is active with the Chicago chapter of GBTA.

Siobhan Thomas has 25+ years of global travel industry experience. She joined Trivisa in 2014 as an Account Manager. Prior to joining Trivisa Siobhan worked for American Express Travel for 12 + years in Advisory Services, Value Added Products and On Line Booking Implementations, and for 5 + years in Regional Sales for Meridien Hotels.

The Grand Convergence: Travel, Procurement and Meetings - Presenter

Amy Schuerman – Associate Program Manger

Amy Schuerman has over 20 years of meetings and events experience. Her background in strategic meetings management, trade shows and events, corporate and association management provides a strong foundation for her journey in Meetings and Events. Her proven successes in strategic sourcing, meeting planning and operations management across several different client industries gives Amy a unique perspective on industry trends. Amy has worked or several large organizations within the meeting industry and is currently serving in a Program Management capacity for CWT Meetings and Events.

Amy is married to her husband Jay of 19 years and has two sons, Graham, 17 and Brody, 11, one daughter Charlotte, 13 and an awesome dog Fern. She spends her free time camping, gardening and on the mat as a kickboxing instructor.

TSA - Presenter

James (Jim) Douglas – Deputy Federal Security Director

Jim Douglas has 45 years of experience in local and federal law enforcement and security. He is a graduate of the Ann Arbor, Michigan, Police Academy, the FBI National Academy and has a Bachelor of Science degree majoring in political science, history and a criminal justice. He is an adjunct professor in criminal justice studies at the University of Michigan, is the immediate past chair of the Michigan High Intensity Drug Trafficking Area, a Life member of the International Association of Chiefs of Police and the Michigan Association of Chiefs of Police.

Jim spent 24 years in local law enforcement rising thru the ranks as a patrol officer, uniform sergeant, detective Sergeant, Deputy Police chief and Chief of Police.

His federal service began in 1994 when he was appointed by President Clinton as the United States Marshal for the Eastern District of Michigan and was responsible for field operations in Detroit and five field offices in Michigan.

He joined the Department of Homeland Security as a Deputy Federal Security Director in 1992.