



**ATHLETICS TRAVEL IN TODAY'S VOLATILE ENVIRONMENT
WEDNESDAY, JANUARY 14, 2009, 1:45 – 2:45 p.m.
MARYLAND D**

Hear travel experts and institutional representatives discuss how recent shifts in today's travel industry have affected athletics travel. Panelists will give a glimpse into why the industry has changed, what the future looks like and what you can do to help mitigate rising travel costs.

Panelists:



David LeCompte, President and CEO, Short's Travel Management

President and part owner of the family owned business, David LeCompte graduated from the University of Northern Iowa in Cedar Falls, Iowa, with a bachelor's degree in marketing. He subsequently pursued a master's degree from the University of Iowa. After starting his business career in sales with Baxter Healthcare Corporation, David joined Short's in 1995 as executive vice president. Four years later he was named president. Under his guidance, David has turned Short's Travel Management into one of the country's top 50 travel agencies (number 23 on the 2008 BTN rankings based on 2007 ARC figures and number 42 on the 2008 Travel Weekly Powerlist). Landing in the top 50 opened up several opportunities for Short's Travel, which until then had been a family-owned agency with a half century of experience. It allowed the firm to bid on national accounts, like the Deere & Company contract it won in 1999 against a field of 24 national competitors. That win opened doors for

Short's Travel, and the company began to receive more requests for proposals from companies across the nation. A move that would drastically change Short's Travel came in 2003, when the firm went up against a 22-year incumbent and several other mega-agencies to bid for a major travel services contract with the NCAA. Short's Travel earned the contract, and it helped the firm develop a niche in sports and logistics travel. David keeps Short's Travel ahead of the competition by prioritizing innovation and technology development, including a web-based system for team rosters and equipment lists, online travel authorization, meeting registration & event management tools and a paperless invoicing system. Active in the travel industry, David is a member of the Association of Corporate Travel Executives, Society of Collegiate Travel Managers, Society of Government Travel Professionals and the National Business Travel Association.



Kevin Maguire, President, NBTA and Travel Manager for Intercollegiate Athletics, University of Texas at Austin

Kevin Maguire serves as the travel manager for intercollegiate athletics for the University of Texas at Austin. He also serves as the director of travel services for The Expedition Development Company, Inc. In July 2007, Maguire was elected president and chief executive officer of the National Business Travel Association (NBTA), the leading source for advocacy, networking, education, news and information for corporate and government travel professionals. As president and chief executive officer, Maguire heads the NBTA board of directors, the leadership body comprised of NBTA members who volunteer their time, energy and expertise to benefit the association and the corporate travel industry. The NBTA board works closely with staff leaders to develop NBTA's strategy and

oversee the association's efforts on behalf of its members and the industry. A 38-year veteran of the travel industry, Kevin began his career as a sales representative for Pan American World Airways. He has worked in many phases of the industry, from owning a successful travel agency to creating a system of nation-wide travel educational programs; from owning a company that designs unique customized tour programs to managing operations for two of the nation's largest corporate travel management firms. He has served as chairman of the Austin Business Travel Association and as a member of the NBTA board of directors. He is a participant in the Corporate Advisory Councils for American Airlines, Continental Airlines and Northwest Airlines. He is a founding member of the Corporate Travel Consortium. *Business Travel News* recognized Maguire in 2005 by naming him to the *Top 25 Most Influential Executives* in corporate travel for his outstanding contributions to the industry.



Bob Somers, Managing Director of Corporate Sales, Delta Airlines

Bob Somers is the managing director – global sales for Delta Air Lines at its world headquarters in Atlanta, Georgia. He is responsible for leading a global sales team focused on maximizing premium revenue and share performance with Delta's largest global corporate and travel agency accounts. Joining Delta in 1983, Mr. Somers has held various positions of increasing responsibility in the sales and marketing division at Delta, most recently as director – corporate and specialty sales where he was responsible for Delta's relationship with its largest corporate accounts. In addition, he oversaw Delta's footprint in the specialty sales arena including military and government, meetings and associations and sports and university sales. With over 25 years of industry experience, his background experience for Delta includes general manager – global corporate sales, national account manager, Atlanta area sales manager and sales account executive. Prior to joining the sales department, he worked in

airport customer service and advertising and sales promotion. He has been a long standing member of several industry organizations including ACTE, IBTM and NBTA where he served on NBTA's aviation committee.



Lisa Sweany, Senior Associate Director of Athletics and Senior Woman Administrator, Grand Valley State University

Lisa Sweany started at Grand Valley State University in April of 2000 as assistant athletics director, where her primary responsibilities were compliance and direct supervision of five coaches and the day to day management of their teams. Lisa was promoted to her current position of Senior Associate Athletics Director in July of 2006. In this role at the university, Lisa assists in the day to day operations of the entire athletics department, while still being responsible for the supervision of five coaches and overseeing all athletics and recreational facilities (indoor and outdoor). She started her career in athletics at Tri-State University as head softball coach from 1995 to 1999. Lisa then served as facilities director from 1995 to 1997 and associate athletic director from 1997 to 2000. Lisa

graduated from Tri-State University in 1991 with a Bachelor of Arts Degree in Business Administration and from Ball State University in 1996 with an Master's of Arts in Sport Administration.