

SEPTEMBER 21-23

2009 EVENT GUIDE

the 
beat

 **LIVE**

AUSTIN, TX

A TRAVEL BUSINESS CONFERENCE

PRODUCED BY


professional travel intelligence
www.promedia.travel

AGENDA

Monday, Sept. 21, 2009

- 4:00p – 6:00p **Registration** sponsored by *ITA Software*, Waterloo Foyer
6:00p – 8:00p **Opening Reception**, Four Seasons Austin

Tuesday, Sept. 22, 2009

- 7:45a – 5:00p **Registration**, Ballroom Foyer
7:45a – 8:45a **Continental Breakfast**, sponsored by *TRX*, Ballroom D
8:45a – 8:50a **Welcome** ProMedia.travel CEO **Tim Reid** & Continental Airlines SVP **Dave Hilfman**, MC of *The Beat Live*, Ballroom AB
8:50a – 9:15a **The News: Jay Campbell And The Audience**, Ballroom AB
Jay reports on the latest industry developments and sets the stage for our issues-oriented conference through audience dialogue.
9:15a – 10:30a **The Views**, Ballroom AB
Pundits discuss their Keynote Vote proposals and debate industry topics including what's next for travel technology. Travel GPA's **Rock Blanco**, BCD Travel's **April Bridgeman**, The Eastman Group's **Richard Eastman**, and Pegasus Solutions' **Ric Leutwyler** - moderated by **Tony D'Astolfo** of Rearden Commerce
10:30a – 11:00a **Break**, sponsored by *UATP*, Ballroom Foyer
11:00a – 12:00p **The Interview**: Jay sits down for a candid 'fireside chat' with **ITA Software Co-Founder, president & CEO Jeremy Wertheimer**. Ballroom AB
12:00p – 1:30p **Lunch**, Ballroom D, sponsored by *GetThere, Sabre Travel Network, Travelocity Business*
Keynote: Holly Hegeman of *PlaneBusiness Banter*
1:30p – 3:00p **Networking Meetings and Break** sponsored by *eCommission Solutions*

All sessions, except Tuesday dinner, to be at The Four Seasons Hotel in Austin, Texas
Tuesday reception/dinner at Lamberts Austin

WELCOME

Thank you for attending *The Beat Live* ~ a travel business conference. We hope you enjoy our news, views and interviews, and encourage you to continue the discussion online at **www.thebeat.travel**, our travel business community. There you will find additional resources related to *The Beat Live* as well as ongoing industry coverage and a variety of blogs by our reporters and guests. Create your own profile and comment on developments. Check the industry calendar. Download industry data. Subscribe to news feeds. When *The Beat Live* is done, **thebeat.travel** goes on ...



- 3:00p – 4:00p **Experts 1: Airline Perspective**, Ballroom AB
 Discussing and debating desires and goals for distribution, business travel and technology from an airline perspective. United's **Kathleen Bennett**, Southwest's **Rob Brown** and former BA exec **Chris Vukelich** of Radixx - moderated by *The Beat's* David Jonas
- 4:00p – 5:00p **Experts 2: GDS Perspective**, Ballroom AB
 What are GDS companies doing to stay on top of ever-changing supplier, buyer and intermediary needs? Travelport's **Travis Christ**, Sabre's **Chris Kroeger** and **Ian Wheeler** of Amadeus - moderated by *The Beat's* Jay Campbell
- 7:00p – 11:00p **Reception/Dinner**, sponsored by *Amadeus*
 Lamberts Downtown Barbecue



Fancy barbecue? Join us Tuesday for a reception, dinner and private concert at Lamberts Downtown Barbecue, located in the historic Schneider Brothers Building in the heart of the 2nd Street District. Lamberts' open kitchen serves up modern Texan cuisine: all natural barbecue, wood grilled steaks, fresh seafood, family style sides, and homemade desserts. Two bars offer inventive cocktails, locally brewed beers on tap, premium tequilas, scotches, bourbons and live music upstairs.

Wednesday, Sept. 23, 2009

- 7:00a – 12:00p **Registration**, sponsored by *ITA Software*, Ballroom Foyer
- 7:00a – 8:00a **Continental Breakfast**, Ballroom D
- 8:00a – 9:00a **Guest At The Pulpit: Keynote Vote Winner**, Ballroom AB
 Readers selected **Gregg Brockway** of **Triplt** to deliver on his keynote pitch about social networking, mobile and open systems.
- 9:00a – 10:00a **Keynote: American Express' Charles Petruccelli**, Ballroom AB
 Charles comments on corporate travel management and takes questions from the crowd.
- 10:00a – 10:30a **Occupant Of The Hot Seat: Sabre CEO Sam Gilliland**, Ballroom AB
 Sam takes questions from readers of *The Beat*.
- 10:30a – 11:00a **Break** sponsored by *Concur*, Ballroom Foyer
- 11:00a – 12:00p **Experts 3: Wrap**, Ballroom AB
 What else is new? What did we learn? What did we miss? Wellpoint buyer **Cindy Heston**, Egencia's **Pam Keenan Fritz**, Wyndham's **Flo Lugli** and Cornerstone CEO **Mat Orrego** - moderated by *The Beat's* Mary Ann McNulty
- 12:00p – 1:30p **Closing Lunch and Awards**, sponsored by *Amadeus*, Ballroom D

Conference portfolio sponsored by *GDSX*; room keys sponsored by *American Express Business Travel*



Welcome to Austin and the Four Seasons.



SPEAKERS



Jeremy Wertheimer

*Co-founder, president and CEO
ITA Software*

The Interviewee, Tue. at 11:00a

Jeremy has been developing ITA Software's technical platform and business relationships since 1992. He has degrees in Artificial Intelligence and Computer Science from MIT, and Electrical Engineering from The Cooper Union for the Advancement of Science and Art.

The Beat *Live* players, in order of appearance:

Tim Reid

ProMedia.travel president and CEO

The Host: Welcome, Tue. at 8:45a

Tim has extensive corporate travel, meetings and incentive industry publishing experience. In 2006, he co-founded ProMedia.travel, whose news services include *The Beat*, *Procurement.travel*, *Management.travel* and *The Transnational*. ProMedia.travel also provides custom publishing services through its Content Solutions unit.

Dave Hilfman

Continental Airlines senior vice president of sales

The Emcee

Dave directs a 300-member sales team that manages sales programs, relationships and revenue with corporations and travel management companies around the world. He also oversees the airline's reservations division, representing more than 5,000 customer service and sales professionals. Dave is a former college campus sales rep.

Jay Campbell

*Founder of *The Beat* and chief content officer of ProMedia.travel*

Reporter: The News, Tue. at 8:50a

Conductor: The Interview, Tue. at 11:00a

Moderator: GDS Perspective, Tue. at 4:00p

Jay has covered the travel business for fifteen years. He founded *The Beat* five years ago and directs editorial efforts at ProMedia.travel's four news services.

Tony D'Astolfo

VP of worldwide sales at Rearden Commerce

Moderator: The Views, Tue. at 9:15a

A 25-year travel industry veteran, Tony helped grow GetThere's client portfolio before joining Rearden in 2004. Previously, he spent 19 years in corporate sales at United Airlines in New York and the United Kingdom.

Rock Blanco

President of Travel GPA

Panelist: The Views, Tue. at 9:15a

Rock is a 20-year travel technology veteran who has held senior executive positions with travel agencies, an airline, a GDS and his own technology company (iBank Travel Management) which he sold in 1999. He founded Travel GPA parent company Prime Numbers Technology two years ago.

April Bridgeman

BCD Travel senior vice president

Panelist: The Views, Tue. at 9:15a

As head of BCD's strategic marketing & technology planning, April leads global emerging technologies and market research; product and service strategy; and marketing and communications. She has a background in management consulting.

Richard Eastman

President of The Eastman Group

Panelist: The Views, Tue. at 9:15a

Richard's company builds technology to bridge legacy and contemporary platforms. He's a travel industry futurist and a flight instructor who has built his own airplane.

Ric Leutwyler

Pegasus Solutions chief marketing officer

Panelist: The Views, Tue. at 9:15a

Ric joined Pegasus after six years with Best Western International, overseeing areas of brand quality, member services, eCommerce and field marketing. The former Cendant executive also is president of Pegasus' Utell Hotels & Resorts representation service.

David Jonas

ProMedia.travel content director

Moderator: Airline Perspective, Tue. at 3:00p

David has covered the travel industry for more than a decade, focusing on the airline industry and travel management. A prolific writer, he also leads electronic publishing operations for ProMedia.travel and *The Beat*.

Kathleen Bennett

United Airlines director of distribution

Panelist: Airline Perspective, Tue. at 3:00p

A 35-year veteran of the airline industry, Kathleen leads United's efforts to maximize revenue and optimize inventory through third-party channels, while reducing the overall cost of distribution. She is active in the Computerized Airline Sales and Marketing Association.

Robert Brown

Southwest Airlines corporate sales and distribution director

Panelist: Airline Perspective, Tue. at 3:00p

Rob has built relationships with *Fortune* 500 companies and established the blueprint for Southwest's distribution strategy. He joined the company in 1993.

Chris Vukelich

Fitzroy Associates and Radixx

Panelist: Airline Perspective, Tue. at 3:00p

Chris is managing partner at consultancy Fitzroy Associates, whose clients include Radixx, after serving for two years as VP for distribution and e-commerce at OpenSkies Airlines. That followed more than two years at Travelport, two years at Hilton International and nearly three years as BA's general manager for global distribution.

Travis Christ

Travelport president and managing director for the Americas

Panelist: GDS Perspective, Tue. at 4:00p

Travis joined Travelport in May 2008 from US Airways, where he held various roles of increasing responsibility since 1995, including VP of marketing, sales and distribution. Travis worked at American and Continental airlines earlier in his career.

Chris Kroeger

Sabre Travel Network and GetThere senior vice president

Panelist: GDS Perspective, Tue. at 4:00p

Chris is responsible for sales, account management and customer service for Sabre Travel Network's North America division, and also oversees the GetThere online travel procurement solution. He joined Sabre more than 20 years ago in market research.



Holly Hegeman

Founder and publisher

PlaneBusiness Banter

Keynote, Tue. at 12 noon

Holly publishes *PlaneBusiness Banter*, "the most widely read weekly financial subscriber publication of the airline industry," and its blog PlaneBuzz. She founded PlaneBusiness.com in 1997 after several years as a writer/analyst at *TheStreet.com* and *Motley Fool*. Before that, Holly founded a marketing company that she ran for eight years. Holly has taught communications, owned a restaurant and once worked as a consultant for Robert Crandall.



Gregg Brockway

President and Co-founder

Triplt

Guest at the Pulpit, Wed. at 8:00a

Winner of The Beat Live 2009 Keynote Vote, Gregg is an online travel industry veteran. He co-founded Triplt in 2006 after nearly six years at Expedia companies Hotwire.com and Classic Vacations. The Harvard Business School graduate began his career in finance and venture capital.



Charles Petruccelli

President, American Express Global Travel Services

Keynoter,
Wed. at 9:00a

Charles joined American Express in 1976. The company in 2001 promoted him to his current position, in which he leads the global Business Travel and Foreign Exchange businesses for the company on a worldwide basis. *The Beat* has published four interviews with Charles, more than any other executive.



Sam Gilliland

Chairman and CEO Sabre Holdings

Occupant of The Hot Seat,
Wed. at 10:00a

Prior to his appointment to run the company six years ago, Sam served in several senior leadership positions at Sabre, including chief marketing officer, president and CEO of Travelocity and general manager of Sabre Business Travel Solutions. Before joining Sabre in 1988, Sam was an electrical engineer for Lockheed Missiles and Space, right here in Austin.

Ian Wheeler

Amadeus head of worldwide distribution

Panelist: GDS Perspective, Tue. at 4:00p

Ian was appointed VP of marketing and distribution in March 2009 following several years as head of marketing and e-commerce. He joined Amadeus in 1998 as director of the travel agency partners group following sales and marketing positions with a number of companies including Apple and Hertz.

Mary Ann McNulty

ProMedia.travel content director

Moderator: Wrap, Wed. at 11:00a

Mary Ann for two decades has documented the transformation of managed travel and meetings in the pages of several leading trade publications. She led the launch of *Procurement.travel* magazine and contributes regularly to all ProMedia.travel publications and initiatives.

Cindy Heston

Travel sourcing manager at WellPoint

Panelist: Wrap, Wed. at 11:00a

Cindy is an award-winning travel manager who last year joined health benefits company WellPoint to lead travel sourcing. She previously served consumer electronics firm Thomson for 19 years, and before that was a sales manager for US Airways.

Pam Keenan Fritz

Egencia North America senior vice president

Panelist: Wrap, Wed. at 11:00a

Pam is Egencia's senior vice president in North America, a role she took earlier this year after serving as VP for Asia-Pacific and global partnerships. Pam joined Expedia in 2006 following jobs at McKinsey & Company, the United Kingdom's Treasury ministry and BBC Television.

Flo Lugli

Wyndham Worldwide EVP of marketing

Panelist: Wrap, Wed. at 11:00a

Flo this year joined Wyndham after more than 20 years in executive roles at Cendant, Galileo, Travelport, Wizcom and associated companies. Early in her career, Flo ran travel agency and corporate sales for People Express Airlines.

Mat Orrego

CEO, Cornerstone Information Systems

Panelist: Wrap, Wed. at 11:00a

Mat is founder and president of travel management technology firm Cornerstone Information Systems, which he started in 1992 after four years as VP of MIS at Gant Travel. Mat is an entrepreneur and investor in several companies, including a minor league baseball team, the Bakersfield Blaze.

Four Seasons Austin

98 San Jacinto Blvd, Austin, TX 78701

(512) 478-4500

The Beat *Live* conference coordinator

Melissa Gain: (917) 626-6832



The Hosts



Jay Campbell

ProMedia.travel
Chief Content Officer

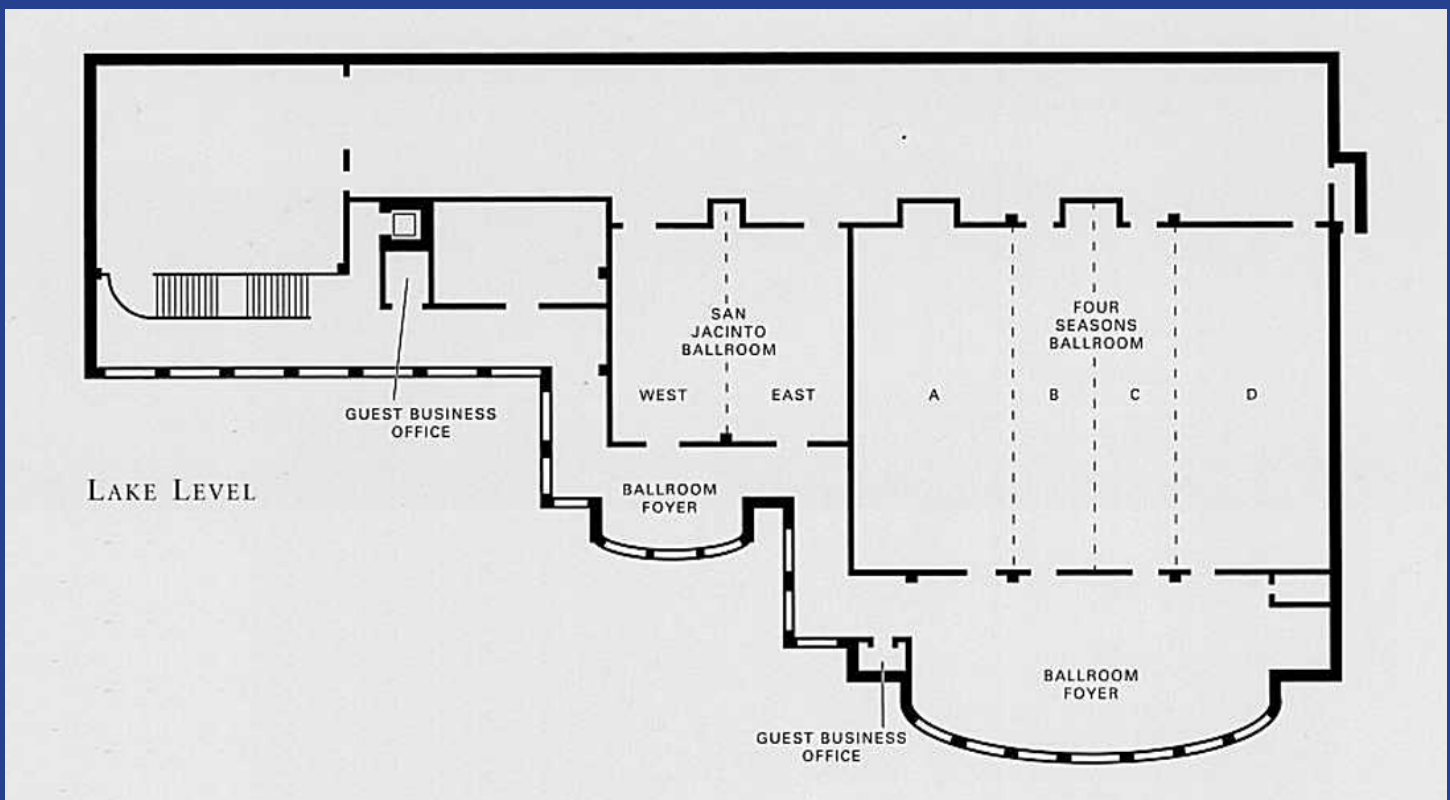
Jay has covered the travel business for fifteen years. He founded *The Beat* in 2004 and now directs editorial efforts for ProMedia.travel's four news services.



Tim Reid

ProMedia.travel
President and CEO

Tim has extensive corporate travel, meetings and incentive industry publishing experience. He co-founded ProMedia.travel, LLC in 2006.



**The Beat and ProMedia.travel
would like to thank ...**

The Sponsors



and The Advisors

The Beat *Live* advisory board: Rob Brown, Tony D'Astolfo, Chicke Fitzgerald, Pam Keenan Fritz, Cindy Heston, Peter Klebanow, Chris Kroeger, Flo Lugli, Mat Orrego, Michael Steiner, Julie Thomte, Rita Visser and Tom Wilkinson