

11TH ANNUAL

entertainment sports & media

TRAVEL
SUMMIT

Los Angeles

October 1

Regent Santa Monica Beach

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1) IHG/REGENT SANTA MONICA

welcome

Dear Attendees,

The BTN Group is pleased to welcome you to the eleventh annual Entertainment, Sports & Media Travel Summit Los Angeles at the Regent Santa Monica Beach. In a continued effort to engage our audience, we promote an intimate format to unite the top corporate decision makers for entertainment and media organizations and provide a platform for information sharing.

Through expert-led sessions and interactive discussions, you'll gain valuable insight on a variety of topics, including finding full air and hotel content in a fragmented world, staying safe: how hotel cost of saving should be protecting your travelers, data and reputation, taking the gray areas out of ground transportation, how airlines play their cards, hot topics in business travel & meetings management and more. We encourage you to share your challenges and successes and hope you discover key takeaways to enhance your corporate travel and meetings program in the months ahead.

For 42 years, the BTN Group has been the leading source of business travel and meetings information and intelligence. Our expert editorial staff delivers the highest quality news, information, data and research for corporate executives like yourself who are responsible for setting policy, managing and buying business travel and meetings on behalf of their company.

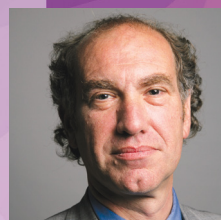
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Thank you again for your participation in today's program and special thanks to our co-sponsors: **IHG Hotels & Resorts, American Airlines, Chase Travel, Access Bookings, American Express Global Business Travel, Avis Budget Group, BCD Media & Entertainment, Delta Air Lines, Enterprise, Omega World Travel, TAP Air Portugal, United Airlines, Air Canada, Choice Hotels, EmpireCLS Worldwide Chauffeured Services, Loews Hotels & Co., Lufthansa Group, Melisa Hotels International, Sunny's Worldwide Transportation, TAG** and our conference host, the **Regent Santa Monica Beach**.



LOUIS MAGLIARO

Executive
Vice President
The BTN Group



DAVID MEYER

Executive Director,
Conference Content
& Strategy
The BTN Group



JEN BANKARD

Executive Director,
Conference Content
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2) AMERICAN AIRLINES

agenda

time (PT)	session	speakers
8:30 AM - 9:30 AM	Registration & Breakfast sponsored by:  GLOBAL BUSINESS TRAVEL	
9:30 AM - 9:40 AM	Welcome Remarks	
9:40 AM - 10:30 AM	How Airlines Play Their Cards What is the impact of airline relationships with card companies on entertainment, sports and media travel buyer negotiations and the traveler experience?	MODERATOR: Will Tate , Partner, GoldSpring Consulting PANELISTS: Charles Christianson , Head of Enterprise Sales, Chase Travel Aaron Galvan , Director, Network Sales, Americas, UATP Greg Moore , Regional Sales Director Corporate, MICE and Entertainment, United Airlines
10:30 AM - 11:10 AM	Staying Safe: How Hotel Cost of Saving Should Be Protecting Your Travelers, Data and Reputation A hotel security expert discusses the latest efforts to train staff, inspect properties and institute protocols to ensure the safety of entertainment, sports and media travelers.	SPEAKER: Brad Bonnell , Principal, Hotel Security Group, LLC
11:10 AM - 11:40 AM	Networking Break sponsored by:  DELTA BUSINESS	
11:40 AM - 12:30 PM	Taking the Gray Areas Out of Ground Transportation How to take on confusing choices, gaps, and loopholes in automotive services proactively rather than reactively, including issues entertainment and media companies and sports organizations have with managing car rental, black car and transportation network companies.	MODERATOR: Michael Baker , Executive Editor, The BTN Group PANELISTS: Jonathan Becka , Director, Strategic Accounts, Avis Budget Group Lee Gunn , COO, Access Bookings Buck Poropatich , VP of Healthcare and Business, Lyft David Seelinger , Chairman and CEO, Empire CLS
12:30 PM - 1:30 PM	Luncheon sponsored by:  Travel ENTERTAINMENT SOLUTIONS	
1:30 PM - 2:30 PM	Finding Full Air and Hotel Content in a Fragmented World What new tech platforms, APIs, MCPs and distribution capabilities can do to give entertainment, sports and media travel buyers omnichannel visibility.	MODERATOR: Andrew Menkes , CEO, Partnership Travel Consulting PANELISTS: Tony Freitas , Executive Director, Intermediary, Sports and Entertainment Sales, Hilton Anthony Rader , Managing Director of Corporate Sales, American Airlines Carolyn Roome , Global Senior Vice President, BCD
2:30 PM - 2:45 PM	Networking Break sponsored by:  UNITED for Business 	

...continued on next page

agenda (cont.)

time (PT)	session	speakers
2:45 PM - 3:30 PM	Hot Topics in Business Travel & Meetings Management Examining how entertainment, sports and media travel buyers are using airline and hotel booking tools to reduce costs and to use the data they produce to keep tabs on dynamic pricing fluctuations and traveler compliance with policy and preferred suppliers.	FACILITATOR: David Meyer , Executive Director, Conference Content and Strategy, The BTN Group
3:30 PM - 4:30 PM	Networking Reception sponsored by: American Airlines 	
4:30 PM - 5:30 PM	Buyer-Only Roundtable	

3) CHASE TRAVEL

speakers



Sandy Abrams

CEO

[THECEOM.COM](https://theceom.com)

Sandy Abrams is the author of *Breathe to Succeed* (2019), Chair of the Global Wellness Institute's Breathe Initiative, 2022 TEDx speaker ("How You Breathe is How You Are") and a frequent featured Breath & Mindset speaker at Canyon Ranch resorts since 2019. A lifelong, fast-paced Type A entrepreneur, Sandy spent 25 years building a beauty product into a multi-million-dollar business before pivoting in 2019 into her purpose-driven Career 2.0: Breath & Mindset for Wellbeing. For more than three decades, she has practiced simple yet life-changing breathing practices that transformed her own life—helping her cultivate presence, ease, and significantly less stress.



Michael Baker

EXECUTIVE EDITOR

[THE BTN GROUP](https://thebtn.com)

Michael Baker joined The BTN Group in 2006 and, as executive editor, leads the group's technology, payment and travel management coverage. He has covered all the major travel industry beats over his many years with BTN, including about eight years each covering the aviation/transportation and lodging industries. Before joining BTN, he cut his journalistic teeth in the newspaper industry, covering business and industry for both The Press of Atlantic City and The Facts, a daily in the greater Houston area where he won awards for both breaking news and feature coverage.



Jonathan Becka

DIRECTOR, STRATEGIC ACCOUNTS

[AVIS BUDGET GROUP](https://avisbudgetgroup.com)

Jonathan Becka has served in his current role since 2014, leading a national team of Global Account Managers and Account Coordinators who oversee approximately \$450 million in strategic account business. He brings over 23 years of sales and sales management experience across multiple industries.

4) AMEX GBT



Brad Bonnell

PRINCIPAL

HOTEL SECURITY GROUP, LLC

Brad Bonnell has 31 years of executive hotel security experience and 15 years in law enforcement. An expert witness in premises security liability cases for the past 10 years, Brad spent 11 years as VP of Security for extended stay hotel company ESA Management, LLC, and 19 years as the Global Director of Security for IHG. He served with the Georgia State Patrol as the Chief of Staff and internal affairs investigator. He also served as a Special Agent with the Georgia Bureau of Investigation and the U.S. Army Criminal Investigation Command and received the Tom G. Davis Loss Prevention Lifetime Achievement Award.



Charles Christianson

HEAD OF ENTERPRISE SALES

CHASE TRAVEL

Chuck Christianson leads strategic partnerships and business development across entertainment, sports, media and corporate travel. A 25-year industry veteran, he previously served as Chief Revenue Officer for cxLoyalty (acquired by Chase in 2020) and founded Neos Solutions, a pioneer in rewards technology. Before travel, Chuck practiced law and trained as an actor, experiences that shaped his approach to leadership and client engagement. He is passionate about the intersection of travel, loyalty, technology, and personalized customer experiences.



Tony Freitas

EXECUTIVE DIRECTOR, INTERMEDIARY, SPORTS AND ENTERTAINMENT SALES

HILTON

With more than two decades of experience in hospitality sales leadership, Tony Freitas has held key roles across business travel, brand sales, revenue strategy, and account management. Most recently, he was a leader in Hilton's Business Travel Sales organization, overseeing multi-vertical sales teams and strategic partnerships with intermediary agencies and corporate customers. In his current role, Tony focuses on driving growth, strengthening intermediary partnerships, and advancing Hilton's strategy within the group intermediary, sports and entertainment sectors.

5) ABG

speakers



Aaron Galvan

DIRECTOR, NETWORK SALES, AMERICAS

UATP

Aarón Galván joined UATP in 2023 and currently serves as Director, Customer Success, Americas where he is responsible for supporting Issuers to grow their UATP program and help reduce distribution cost and payment friction. Prior to UATP, Aarón worked at TreviPay for 9 years supporting multimillion dollar closed-loop programs navigating payment ecosystem change for the tech and travel industries. Aarón is an accomplished musician and played the cello as a soloist, in trios and with various orchestras including the Philharmonic of Kansas City, where he currently resides. He's also a big BBQ enthusiast and enjoys smoking ribs for Chiefs football.



Lee Gunn

COO

ACCESS BOOKINGS

Lee Gunn, who oversees the day-to-day operations of the TMC globally, has worked as the company's operations director for the past seven years, after first joining the agency as an apprentice in 2008. He has played an integral role in shaping the company's success as one of the leading travel management companies in the media, entertainment and sports sphere. Lee is known for his track record of fostering strong client relationships, exceeding project expectations, and demonstrating robust crisis management skills. Through his leadership, he has driven sustainable growth and solidified Access Bookings' position as a frontrunner in the industry.



Andrew Menkes

CEO & FOUNDER

PARTNERSHIP TRAVEL CONSULTING

Andrew Menkes founded Partnership Travel Consulting in 2001. He began his career at TWA, and left to open Priority Travel, a US-based corporate travel agency. Later, as a travel manager he helped create the first internet-based electronic ticket purchase with British Airways. He was the first travel manager that the Airline Reporting Commission accredited to operate a Corporate Travel Department. *Business Travel News* twice named Andrew one of the 25 Most Influential Travel Executives in 1998 and 2000, named him Travel Manager of the Year in 1999 and inducted him in 2014 into the Business Travel Hall of Fame. This year, Partnership Travel Consulting acquired Fare Audit, for which Andrew serves as President.

6) BCD



David Meyer

EXECUTIVE DIRECTOR, CONFERENCE CONTENT AND STRATEGY

THE BTN GROUP

Before taking on his current role producing more than 40 events a year including Business Travel Show Europe and soon Business Travel Show APAC and Business Travel Show America, David Meyer was editorial director for five years and director of research and media strategy for two years. Prior to that David served for 17 years as editor-in-chief of *Business Travel News*. Before coming to BTN, David was managing editor of the 14 million-circulation *Philip Morris Magazine*, managing editor of voice and data industry weekly newspaper *CommunicationsWeek*, news editor for *Aviation Week & Space Technology* and copy editor for *Popular Mechanics*.



Greg Moore

REGIONAL SALES DIRECTOR CORPORATE, MICE AND ENTERTAINMENT

UNITED AIRLINES

Since joining United in 2005, Greg Moore has held roles across field sales, sales effectiveness, alliances, and sales technology. Today, Greg leads strategic direction for United's local sales team, developing partnerships with customers, industry leaders, civic organizations, and cross-functional teams. Before United, he spent nearly 10 years with Hilton and Hyatt. Greg is passionate about collaboration, customer-focused solutions, and strengthening Los Angeles as a premier global destination city.



Buck Poropatich

VP OF HEALTHCARE AND BUSINESS

LYFT

Buck Poropatich leads Lyft Healthcare and Business, the largest U.S. Non-Emergency Medical Transportation provider, now serving nearly 4,000 healthcare organizations. Buck's healthcare expertise originates from previous roles at McKesson and Change Healthcare, where he focused on corporate strategy and business development. His leadership at Lyft Healthcare underscores a commitment to the intersection of consumer technology and healthcare, with a goal of improving access to services promoting better health, by ensuring that every individual in need receives reliable transportation, regardless of age, income, or ability.

7) **DELTA**

speakers



Anthony Rader

MANAGING DIRECTOR OF CORPORATE SALES

AMERICAN AIRLINES

Anthony Rader leads a team dedicated to managing B2B relationships with corporate accounts. In this role, he drives strategic initiatives to enhance revenue growth, optimize cost-of-sale efficiencies, and foster a high-performance culture within the Global Sales organization. At American Airlines since 2010, Anthony has held various leadership roles within the Commercial organization. Most recently, he led the airline's Distribution, Revenue Integrity, and Offer & Order Management strategies within the Revenue Engineering team in Revenue Management. Under his leadership, his team advanced key initiatives, including innovative partnerships with all Global Distribution System providers and the development of new corporate travel booking solutions.



Carolyn Roome

GLOBAL SENIOR VICE PRESIDENT

BCD

Carolyn Roome leads BCD's Global Media, Entertainment & Sports division, one of the most specialized sectors in managed travel. She oversees a team of 340 professionals and a \$600M+ global portfolio spanning film and TV production, news, music, sports, corporate and VVIP talent travel. With more than 35 years in the industry, Carolyn has held leadership roles supporting some of the world's largest financial institutions before building and scaling BCD's global media, entertainment and sports business. She is known for driving business transformation, fostering high-performing teams, and delivering exceptional client experiences and best-in-class solutions, where every detail matters.



David Seelinger

CHAIRMAN AND CEO

EMPIRE CLS

With more than four decades of industry experience, David Seelinger has built his career on a commitment to exceptional hospitality, safety, innovation, and client service. David began behind the wheel as a chauffeur for Empire Transport Service, rising through the organization to become a partner and owner in 1985. He subsequently rebranded the company as Empire International and established a vision to deliver the industry's highest standards of service and safety. To advance that vision, he developed proprietary reservation technology, launched the Global Alliance Partner Program, implemented rigorous chauffeur hospitality and safety standards, and formed strategic partnerships across the luxury hospitality and aviation sectors. A decade later, David orchestrated the

9) UNITED

speakers



Jenn Smukler

FOUNDER

ALIVE UNLOCKED

Jenn Smukler is the creator of the ALIVE Method. After two decades in hospitality and travel, including Amex GBT and Blueground, she became a certified holistic health coach through IIN and built a framework born from her own healing: food, movement, sleep, and mindset treated as one system. She works with organizations and individuals to help high performers, especially the go-to people who never ask for help, regulate their nervous systems and reclaim their capacity before depletion takes the choice away.



Yukari Tortorich

HEAD OF FLIGHT OPERATIONS & GLOBAL TRAVEL SERVICES

WARNER BROS. DISCOVERY

Yukari Catherine Tortorich began her career as an intern in a small travel agency and worked with a Japanese airline and a major TMC in operations, account management & development before transitioning to corporate travel management. Celebrating 25-years with her current employer this April, she is responsible for setting policies & processes for booking travel & groups, introducing travel technologies to enhance the travel program, monitoring compliance in collaboration with internal audit, and supporting on-site logistics at major VIP events. BTN cited her among “Women You Should Know” and as a “Best Practitioner” and SAP Concur recognized her for Innovation.



Will Tate

PARTNER

GOLDSRING CONSULTING

Will Tate, who joined GoldSpring Consulting in 2015, began his career at Ernst & Young. Moving to Dresser Industries as an internal auditor, Will led global operational and financial audits across 30 countries, and later served as its global travel manager, consolidating a global travel spend of more than \$100 million. In 2000, Will joined Management Alternatives Inc. and served as senior vice president while he simultaneously founded 3d Travel Metrics, where he developed a software solution to quantify the effectiveness of travel management programs in a multi-dimensional format. Will is a certified public accountant and received his Bachelor of Business Administration in accounting from Texas Tech University.

8) ENTERPRISE

10) ACCESS BOOKINGS

11) TAP

12) OMEGA

13) EMPIRECLS

14) LOEWS

15) LUFTHANSA

16) SUNNY'S

17) TAG

18) AIR CANADA

19) MELIA

20) CHOICE

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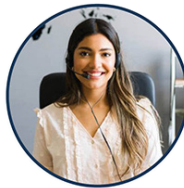
This free, self-guided education series was developed for all expertise levels providing foundational knowledge for those new to the business and more granular topics for seasoned vets looking to strengthen their skill set. You'll have the flexibility to pick and choose the course(s) of most relevance to you and your travel program.



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**Working with
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15TH ANNUAL BUSINESS TRAVEL HALL of FAME

DECEMBER 2, 2026

THE PLAZA HOTEL, NYC

Join over 300 travel industry executives at the 15th Annual Business Travel Hall of Fame induction ceremony and dinner as the BTN Group recognizes five of the industry's most influential executives who helped shape today's business travel landscape and created legacies of achievement. Celebrate and pay tribute to those being inducted as they reflect on their accomplishments and look towards the future of business travel.

THE 2026 INDUCTEES



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MAYRHUBER**
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