



FOR IMMEDIATE RELEASE

## **Bay Area Business Travel Association to Host “Road Warriors” Event**

*Local industry event to feature corporate travelers sharing challenges they face while on the road and their perspectives on the role of travel management companies*

**SAN FRANCISCO**—(July 11, 2013)—The Bay Area Business Travel Association is hosting an industry event titled [“Road Warriors”](#) on Wednesday, July 17 from 11:30 a.m. to 1:30 p.m. at the [San Francisco International Airport Museum and Library](#).

[Egencia](#)’s Mark Hollyhead, senior vice president of the Americas, will moderate the panel discussion featuring three road warriors from [EFI](#), [Informatica](#) and [NetApp](#) who will share the challenges each face while traveling on business and the role of travel management companies—what’s working and what can be improved from a road warrior’s perspective.

“Road warriors are some of a company’s most valued stakeholders,” says BABTA President Gary Murakami, CTC, GTP, GLP, CMP with MGM Resorts International, “and many of their experiences and insights provide corporate travel managers with a reference point to the tools and information that can help to enhance and shape an essential and critical travel program based on a company’s culture and resources.”

Event panelists include:

- Frank Tueckmantel, vice president corporate marketing, EFI
- Mike Pickett, vice president strategic business development and customer education, Informatica
- Marian McKenna, marketing manager, NetApp

Event registration is required. To register: <https://babta.org/meet-reg1.php?id=23>. Complimentary parking will be offered in the International A Lot at [SFO](#); parking tickets will be validated at the event.

### **About the BABTA**

BABTA was founded as a chapter of the Global Business Travel Association (formerly called the National Business Travel Association) in 1975 by a group of local travel professionals. The objective of BABTA is to develop a network where travel professionals can receive support and education to enhance their career responsibilities through active involvement. BABTA is committed to addressing issues that arise in the travel industry and affect corporate travel. Membership consists of travel managers, as well as suppliers and vendors from airline, car rental, hospitality and other travel-related industries. The goals and directions of the organization are determined by the membership. <http://www.babta.org/index.php>

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#### **Editor’s Note:**

The event is open to media and bloggers. To confirm attendance, contact: Kristin Treat | email: [ktreat@egencia.com](mailto:ktreat@egencia.com) | phone: 425-214-6026.