

2023 VBTA Board of Directors Elections Candidate Platform Statement

Statement of: Samantha Bean GTP, GLP, Vice President of Sales and Culture, LTD Hospitality Group

Candidate for: President

VBTA and GBTA Involvement:

- Virginia Chapter Elected Board of Directors – Chairman (2022-Present)
- Ladders Participant – Alumni Advisor (2022)
- Project United: GBTA & ACTE Integration (2021)
- Ladders Participant – Mentee (2020)
- GBTA Government Relations Committee (2019 – Present)
- Peer Review Committee for Convention Education- (2019-2022)
- Ladders Participant – Mentee (2019)
- Virginia Chapter Elected Board of Directors – Vice President (2019-2021)
- Blue Ribbon Education Panel - (2018-2019)
- Chapter President's Council Elected Board – Secretary/Treasurer (2017-2019)
- Annual Business Travel Professional Service Award Recipient - (2016)
- Virginia Chapter Elected Board of Directors – Chairman (2016-2018)
- Chapter President's Council Elected Board – Secretary/Treasurer (2015-2017)
- Virginia Chapter President and GBTA Chapter President's Council Member – (2014-2016)
- WINit Social Media Committee - (2014-2016)
- Annual Legislative Summit Attendee - (2013 – Present)
- Virginia Chapter Elected Board of Directors – Secretary (2013 – 2015)
- Virginia Chapter Elected Board of Directors – Secretary (2010 – 2012)
- Virginia Chapter Member (2009 – Present)
- Allied Member (2009 – Present)

Education and Professional Experience:

- GBTA Academy, Global Leadership Professional (GLP) Designation & Cohort – (2020-2021)
- Department of Defense Travel Office (DTMO) - Certificate of Recognition – 2020

- John Maxwell Leadership Coach & Professional Speaker Certification – (2018-2020)
- GBTA Academy, Global Leadership Professional (GLP) Certificate Completion – (2017-2020)
- GBTA Academy, Global Travel Professional® (GTP) Certification - 2014
- GBTA Academy, Business Travel Management at UVA Darden School of Business Certificate - 2013
- GBTA Academy, Fundamentals of Business Travel Management™ Certificate - 2012

Professional Activities and Honors:

- GBTA Allied Member of the Year – 2023
- LTD Hospitality Group, Founders Award Winner – 2020
- GBTA Annual Business Travel Professional Service Award Recipient - 2016
- Multi-time GBTA Scholarship Award Recipient – 2011 Chapter Scholarship, 2012 Legislative Summit Scholarship, 2016 Chapter President's Council Scholarship, 2019 Chapter Scholarship, 2021 GBTA GLP Scholarship

Platform Statement:

I am honored and truly humbled to have been nominated to serve as President of the GBTA Virginia Chapter. I readily accepted the nomination as I have a passion for the business travel industry and a clear vision for our Chapter with goals that are sure to inspire commitment, encourage action, and continue to drive member value.

If elected, you can expect unwavering commitment and dedication to serving you, our members. I have been steadfast in my 14-year leadership journey as an elected member of the GBTA Virginia Chapter's Board of Directors, serving in various capacities throughout my tenure from Secretary to President of the association. In addition to my leadership within the Chapter network, I have also served in several other capacities within the organization including two terms on the GBTA Chapter President's Council Board of Directors, multiple years on the Government Relations Committee, GBTA Ladders, WINiT, and more.

It's my belief that VBTA "stands on the shoulders of giants"; we are who we are because of the hard work of the volunteers who came before us. I've had the honor and privilege of working alongside many of these leaders. I understand the time and commitment this group has invested and appreciate the impact they've had on our organization's success in these challenging last terms. The current leadership has made tremendous strides in the last term including the navigation of the industry the post-pandemic, the successful passing of revised by-laws, increased regional outreach, and reinvestment in key member value drivers such as education, networking and advocacy efforts.



But we're far from done.

While we've made progress, there's still so much to do. GBTA and thereby VBTA's membership was severely impacted by the pandemic, and I believe my tenure in volunteerism and leadership, both within GBTA and our own Chapter has uniquely positioned me with the intimate knowledge and understanding of the true needs of our members and organization.

VBTA's value is in its members and its mission is to be a conduit of the leading source of business travel knowledge worldwide through education, research, networking and advocacy. Having spent the last 14 years serving within the association and actively participating in nearly every member activity including the full spectrum of GBTA Academy offerings, committees, and advocacy efforts, I come to the table with a clear vision and proven engagement tactics to drive member retention and growth.

As our industry and individual companies rebound, it is the responsibility of the VBTA Board of Directors to guide the efforts of the organization to maximize key member benefits to stimulate membership growth and retention. If elected I would bring my decade-plus years of experience to assist in the advancement of our specialized events, professional development, networking and increase accessibility to research, and industry tools, thereby driving member value and positioning the association for growth.

I believe in the power and value of VBTA membership and engagement. I believe in our mission and vision, and I believe the time is now to clarify the association's value proposition so that more people can benefit from their participation. To do this, we must communicate how VBTA is the premier regional industry resource to equip members with the knowledge and resources necessary to navigate the rapidly changing business travel landscape.

If given the opportunity, I will help to sharpen our vision, advance the mission, and strengthen our advocacy, education, and networking efforts. Most importantly, I will continue encouraging transparency, diversity of thought, and growth; driving membership value and ROI.

I would be grateful for your vote and promise to serve on your behalf in the manner in which I have always practiced: with humility and honor. Thank you for your consideration. If you have any questions about my candidacy, feel free to email me at samantha.bean@ltdhospitalitygroup.com.

Learn more about me and follow my journey on LinkedIn: www.linkedin.com/in/samanthabeangtp