



Barb Taylor Carpender, CMM has assimilated an impressive background of sales, marketing and operations experience having accumulated over twenty-five years of direct exposure within the hospitality industry. Her diversity of involvement through a variety of hotel types and brands has created a knowledge and reference base that sets her apart from typical training professionals.

BT is Chief Education Officer of *Taylored Training* a trainers' bureau representing the very best of hospitality industry trainers, speakers, consultants and facilitators. *Taylored Training* is the future of strategic hospitality industry training. Consultations with customers are the foundation for programs based on accountable outcome learning.

Maintaining an active and high-profile involvement in the hospitality industry, BT has been involved in many professional associations and organizations. She was a co-owner of the Ski Travel Symposium (now the Mountain Travel Symposium) a yearly gathering of winter and summer mountain industry marketing and sales professionals. She has maintained a long-standing association with Meeting Professionals International serving on both the regional and International Board of Directors and numerous MPI committees and advisory boards. Additionally, she has participated in the Colorado Meetings Industry Council, Hospitality Sales & Marketing Association International, American Society for Training and Development and the National Employee Services Recreation Association of Colorado. To add to her many credentials, in 1995 she was appointed by Colorado's then-Governor Roy Romer to serve as one of the sixteen Colorado delegates to the White House Conference on Travel and Tourism.

Additionally, she is the Managing Director of HSMIAI University, a collaboration with HSA Intl. and HSMIAI. HSMIAI University is the organization's most comprehensive and ambitious initiative in the realm of education for sales and marketers of hospitality and travel to date, entailing a wide-ranging schedule of course offerings and learning experiences in public venue, private label and online formats.

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