



Dr. Sally Brown Bassett is a social entrepreneur, world traveler, and yogi. She has traveled to over 130 countries and has held numerous positions from airline stewardess to C.E.O. Sally went from the galley to the boardroom in 30 years in the travel industry.

Sally is president and co-founder of a non-profit called *Women Like Us Foundation*, dedicated to empowering and inspiring women and girls to make a difference globally and locally. This foundation has evolved with Sally's desire to make more of an impact with global sustainable projects.

In 1998 she founded a non-profit organization, *Ambassadors for Children*, offering short-term humanitarian trips and sustainable projects to serve children worldwide. In 2003 she started another organization, *Peace through Yoga*, which offers trips mixed with yoga, humanitarian work, and adventure.

Sally has been studying yoga for over a decade teaches a variety of styles ranging from gentle and therapeutic to power yoga. She has had the fortunate opportunity to have been instructed by some of the world's top teachers. Sally has expanded yoga as an outreach into corporations, schools, and hospitals. She also leads yoga and meditation retreats to destinations like Costa Rica, France, and India, mixed with adventure and/or humanitarian service. She enjoys teaching yoga to children as she travels around the

Sally's passion has always been traveling the world. Homebound for over six months while in third grade with rheumatic fever, she began collecting postcards from exotic vacation spots throughout the world. That was the beginning of a long, deliberate path toward a life of travel---a path that would lead Sally to every corner of the world with her career and later her family.

Sally has hosted weekly TV travel segments as well as weekly travel tips on Indy radio stations. She is the author of *Where Journeys Begin—Tips for the Novice and Seasoned Traveler* and a children's adventure book entitled "Alexandra's Travel Adventures." As a motivational speaker, Sally especially tries to inspire people to step out of their comfort zone and find real personal growth. She says the two keys to success are passion and

perseverance. She also stresses a balanced life in five areas of your life: physically, mentally, emotionally, socially, and last but not least, spiritually.

Sally's motivation centers on her gratitude for all of God's blessings in her life. She envisions these blessings both as gifts and as the responsibility to maximize. Sally tries to inspire a multitude of people to try volunteer vacations, which greatly contributes to a public awareness of third world challenges as well as life changing experiences for the volunteers. She completed her doctorates at Purdue University in tourism with the emphasis on international humanitarian work.

Sally enjoys exercising every day through her yoga practice, hiking and adventure travel. As founder of the Peace through Yoga center, Sally enjoys teaching yoga as well as being a student. Her goal is to also to be the best role model as possible to her two daughters, Ashley and Laura. They have traveled with her to more than 40 countries.

## **EDUCATION**

*Ph.D.* Purdue University, West Lafayette, IN., Department of Hospitality and Tourism Management. Specialization: International humanitarian work (December 2005)

*M.S.* Indiana University-Purdue University, Indianapolis, IN, Counseling, 1983

*B.S.* Indiana University-Purdue University, Indianapolis, IN, Education, 1978.

## **PROFESSIONAL EXPERIENCE**

### **Women Like Us (2008-present)**

President and co-founder of Women Like Us, a non-profit dedicated to inspiring and empowering women and girls to make a difference globally and locally.

### **Peace through Yoga (2003-present)**

President of Peace through Yoga, which offers a variety of yoga classes and teacher training as well as international retreats all over the world mixed with humanitarian work and/or adventure travel. An outreach of yoga is also extended to hospitals, corporations, and school systems. RYT – 200 hours; RYT – 500 hours/Yoga Therapy

### **Ambassadors for Children (1998-2009)**

President/Founder of Ambassadors for Children, a non-profit that focused on short-term humanitarian trips around the world serving children. Responsible for partnering with schools and orphanages in 18 different countries, delivering over \$5 million in aid, implementing hundreds of humanitarian trips, and serving over 100,000 children.

## **Ambassadair Travel Club/ATA Airlines (1975 to 2005)**

President/CEO of Ambassadair Travel Club and Officer of ATA, which were once the nation's largest travel club and tenth largest airline in the country

### **Responsibilities included:**

Product Development – over 600 travel options offered each year worldwide ranging from Day Trips to exotic adventure excursions.

Marketing – publisher of ATA's in-flight magazine, Journey, (with a readership of 1.8 million) and bi-monthly supplement, Trips. Media spokesperson for company. Weekly travel segments on television and local radio stations.

Operations – maintained our mission statement of “exceeding our clients’ expectations” through our staff of Tour Coordinators and Travel Directors.

Reservations – oversaw a call center of Travel Counselors who did inbound and outbound calling with three objectives: acquisition, activation, and retention.

Groups and Incentives – operated over \$5 million worth of group business each year for corporations, groups, organizations, and clubs.

Developed revenue and profit projections, staffing plan and an annual company budget of \$35 million

Increased membership base through strategic marketing plan, trade shows, and guest speaker program

Chaired advisory boards

Escorted groups quarterly to destinations worldwide to evaluate/improve customer service and product delivery.

Officer of ATA Airlines and met weekly with all other divisions to discuss overall company's growth

## **Director of Ambassadair (1989-2002)**

### **Manager of Tour Operations (1986-1989)**

Managed all aspects of the travel club, ATA's scheduled service, and ATA Vacations.

Assistant Manager/Supervisor of Tour Directors (1978-1986)

Traveled extensively developing product, escorting groups, and training tour directors

**Tour Director (1976-1978)**

Escorted groups of all sizes to over 120 countries

**Stewardess/Senior Flight Attendant (1975-1981)**

Performed as flight attendant and senior flight attendant servicing passengers in-flight to destinations worldwide

**Assistant Professor at Indiana University/Purdue University in Indianapolis**

International Travel Geography (1999, 2001)

Cultural Tourism (2001)

**Founder and Teacher for Peace Through Yoga Centers (2002-present)**

**Aerobic Instructor at Elaine Powers Figure Salon (1974-1975)**

**Assistant Teacher in inner-city schools at IPS (1973-1974)**

**PROFESSIONAL RECOGNITION**

Business Woman of the Year Award – NOWIB: National Organization of Women in Business (2009)

Articles in Time Magazine, Family Circle, Yoga Journal, USA Today, CNN.com, New York Times, Wall Street Journal, Volunteer Vacations, American Airlines' Celebrated Living (2007)

Featured in Indy Men's Magazine for "Hot Mamas" (2006)

Cover Story for Indianapolis Woman Magazine (2005)

Feature article in She magazine – "Up, Up, and Away with Sally Brown"

Spirit of Women Award Nominee (2004)

Article in Indianapolis Woman on past "cover girls" for their magazine (2004)

Community Gem Award (2003)

Featured in Indiana's Trailblazing Women engagement calendar (1996)

Labeled "Woman of Adventure" by Indianapolis Woman magazine and Indianapolis Star (1995)

Cover Story for Indianapolis Woman magazine (1995)

Century Club member for those who have traveled to over 100 countries

## **COMMUNITY SERVICE**

Founder of non-profit (501C3) organization, Ambassadors for Children (1998)

Founder of Peace through Yoga Center, Indianapolis (2002)

## **BOARDS**

Women Like Us (2008-present) – Co-founder of an organization that offers motivational and tea speaker series for women as well as annual retreats. The Women Like Us Foundation empowers girls and women to make a difference globally as well as locally.

Collette Foundation (2007-present) – Advisor for non-profit that gives back to through projects in developing countries around the world.

Ambassadors for Children (1998-2006) –Chairman of the Board for this non-for-profit charitable organization that focused on volunteer vacation opportunities worldwide.

Indianapolis Woman Magazine (2002-present) – Advisor for this 40,000+ monthly publication that covers all types of women's issues

Peace Learning Center (2004-2007) – Program Committee to assist in being a productive force for transformation and positive change in the world community through holistic, peace, education, initiatives that enhance respect for self, others, and the environment

Nancy's Retreat (2003-2006) – Annual fundraiser trip for non-for-profit(s) by providing networking retreat for women

Indiana Yoga Association (2004-2006) – Coordinated events and retreats to promote and educate people on yoga throughout Indiana. Founder of annual fall retreat in Brown County, IN

Indianapolis Brazilian Carnival (2003-2004) – Assisted in coordinating, marketing, and raising money for different local charities

Business Women Connect (2003- 2004) – Monthly meetings to help support professional women in networking

HealthNet Foundation (2003-2004) – Helped secure funds to support accessible, culturally sensitive and affordable health care for all of Indianapolis

Five Seasons Country Club (2000-2004) – Attended quarterly advisory board meetings to discuss meeting the physical needs of the diverse country club

Timmy Foundation (1998-2003) – Coordinated air and ground accommodations for medical missions

## **MAJOR PRESENTATIONS**

June 2009 Smaller Indiana/Bigger Ideas Conference – “Where in the World are YOU?”

March 2009 Gamma Sigma Delta - “Five Keys to Success”

July 2008 Indiana University – “Around the World with Sally Brown”

June 2008 White County Community Foundation – “Women Giving Together”

November 2007 Old Masters Program at Purdue University - 20 presentations

November 2007 Spirit and Place Festival - "VolunTourism: Travel & Service"

November 2007 National Association of Women Business Owners - "Applying Management Skills/Lessons Learned to Philanthropy"

June 2007 One Voice, One Hope Conference – “Acting on the Millennium Development Goals”

June 2007 Oasis International – “Voluntourism – What’s it all about?”

June 2007 International Center – Community Orientation Program for Expatriates (COPE) – “Volunteering in America”

January 2007 New York City Adventure Travel Expo - "Holidays that Help--Traveling on a Volunteer Vacation"

December 2006 Clowes Hall Women - "Making a Difference One Person at a Time"

October 2006 United Nations Relief World Association in Jordan - "Ambassadors for Children's Impact Around the World"

September 2006 Community Bankers Association - "Keys to Success"

September 2006 Meeting Planners International - "VolunTourism"

April 2006 Indiana Juvenile Detention Association - "The Benefits of Yoga for Balanced Life"

March 2006 Hoosier Hospitality Tourism Conference - "Packaging"

February 2006 DECA State Conference - "Marketing VolunTourism"

January 2006 Kiwanis International Convention - "Voluntourism"

November 2005 Spirit and Place Festival – “Transforming Your Spirit”

June 2005 Mentoring Women - \*Keynote Speaker – “The Five Keys to Success”

April 2005 The Great Lakes Hospitality and Tourism Education Conference - \*Keynote Speaker – “VolunTourism”

April 2005 IUPUI – “Trends in Tourism and Hospitality Businesses and Careers”

March 2005 Butler University – “Marketing a Business”

February 2005 Educational Travel Conference: Washington, D.C. – “Lifelong Memories for Travelers” and “Responding to Natural Disaster as a Tour Operator”

January 2005 Purdue University – “Corporate Restructuring”

January 2005 Network of Women in Business - “View from the Top”

December 2005 First Lady of El Salvador – “Being an Ambassador for Children”

November 2004 Indiana University/Purdue University – “Niche Marketing”

November 2004 Purdue University – Tourism Department – “Caribbean Overview”

September 2004 Stepping Out in Style - Model

June 2004 Write Stuff Writer’s Workshop – Co-founder/Facilitator

April 2004 Indiana University Purdue University of Indianapolis-Tourism Department – “Finding Niche Markets”

April 2004 Cardinal Ritter High School – “The Life of an Executive”

March 2004 Purdue University-Tourism Department – “Why People Travel”

March 2004 Purdue University-Tourism Department – “Persevering in the Tourism Industry”

January 2004 Brown County CVB – “Packaging & Programming”

January 2004 Business Women Connect – “The Benefits of Networking”

January 2004 Presbyterian Woman Council – “Step Out of Your Comfort Zone”

June 2004 Women’s Conference for the Indianapolis Symphony Orchestra – “Passion & Perseverance”

February 2003 Second Global Summit on Peace Through Tourism, Geneva, Switzerland – “Volunteer Vacations”

June 2002 Indianapolis Ambassadors – “Giving Back”

March 2002 5th Annual Woman-to-Woman Wellness Conference – “Passion & Perseverance”

March 2002 Christian Women’s Association – “Passion & Perseverance”

November 2000 Women’s Business Conference – “The Responsibility of Success”

September 2000 Indianapolis Women Conference – “Finding Your Passion”

September 1997 Arthur Frommer Luncheon – “The Expert Traveler”

## **PROJECTS**

Advisor of the Crown Prince and Princess of Yugoslavia (Serbia-Montenegro) for humanitarian assistance and tourism (2002-present)

## **PUBLICATIONS**

Brown, S. and Morrison, A. “Expanding Volunteer Vacation Participation: An Exploratory Study on the Mini-Mission Concept.” *Tourism Recreation Research* Vol. 28(3), 2003.

Brown, S. “Volunteer Travel Takes Off.” *Journey Magazine*, May/June 2003. Brown, S. “Where Journeys Begin, A Travel Companion by Sally Brown.” August 1999, First Edition.

Brown, S. “Journey Magazine” Monthly “Publisher’s Letter,” 1992 to present.

Brown, S. and Berg, G. *Ambassador’s 25th Anniversary Appointments & Travel Journal*, 1998-1999, Travel Memories Press, Indianapolis, IN, 1998.

Brown, S. “Alexandra’s Travel Adventures” – an adventure book for children. Emmis Publishing, Cincinnati, Ohio, 2005.

Brown, S. and Lehto, X. – “Traveling With a Purpose: Understanding the Motives and Benefits of Volunteer Vacations,” *Current Issues in Tourism Journal*, New England, 2005.

Zehto, Xinran Y., Brown, Sally, Chen Yi, and Morrison, Alastair M. “Yoga Tourists as a Niche within the Wellness Tourism Market,” accepted by *Tourism Recreation Research* (Vol. 31(1), 2006).