

# Lisa Ball

## Travel Design, LLC

### About Lisa

Lisa spent her childhood growing up on a farm outside Maryville, Missouri. To young adulthood, Lisa was always a good student; she played various musical instruments; and devoured books which fostered her love of other countries, cultures and history. Lisa always knew someday she would travel widely. Her love of travel was actually inspired by a TV game show! She watched *The Price Is Right* as a child and every time a contestant won a big trip in the “showcase showdown” she would dream about going to those same destinations. Lisa set a goal back then she would visit the great capital cities of Europe: London, Paris, Rome and more! After earning a journalism/business/marketing degree from Northwest Missouri State University, Lisa embarked on a career in advertising following a brief stint as a television reporter for KQTV in St. Joseph, Missouri. Lisa held media sales and advertising agency positions in Iowa and South Dakota before she came to Kansas City, Missouri in 1990.

For seven years, Lisa worked for Kansas City’s Classical KXTR Radio which sparked her affection for the fine arts and put her front and center helping many small dynamic business owners. Lisa additionally developed strong alliances with several non-profit organizations and over the years she has lent her marketing skills as a volunteer board member, board president and consultant to Friends of Powell Gardens, Fine Arts Chorale, Community LINC and SAFEHOME. Lisa later landed a media buying/planning position at Bernstein-Rein Advertising and during her seven years there, eventually joined an elite national broadcasting team where, on her own, negotiated multi-million dollar contracts with networks such as CNN, TBS, TNT, Lifetime and Hallmark Channel among others for Walmart Stores North America.

In 2006, Lisa’s career took a new turn taking her back to her journalistic roots as the contributing editor for Connecticut-based Cynopsis Media. Throughout her seven years at Cynopsis, Lisa worked from her home office writing and editing television industry news stories for this prestigious daily online newsletter with circulation topping 150,000 in 58 countries. In 2012, Lisa was elevated to editor of Cynopsis and she developed great relationships with all the major television networks, syndicators, distributors and production studios both in the United States, Canada and abroad. Even though Lisa thrived at Cynopsis, a passion for custom travel planning benefiting groups and individuals was lit in her ever since she planned and executed her first custom choir tour to England and Scotland for the Village Presbyterian Church of Prairie Village, Kansas in 2004-2005. This first choir tour was a huge success and it spawned a second choir tour to Paris-England-Scotland in 2008 and a third choir tour to Italy followed in the summer of 2011. Since then, Lisa has planned and led many group trips for Village Presbyterian Church and other local churches in the Kansas City area to various destinations in Europe including Italy, Germany, Austria, Czech Republic, France, England and Scotland. Lisa is currently planning trips to Scandinavia, Switzerland, Alsace, France, Ireland, Spain, the Netherlands and return trips to Germany, Austria, Czech Republic, England, Scotland, France and more! Lisa has additionally planned and led fun weekend trips to Little Rock, Arkansas and Springfield, Illinois. Other domestic trips currently in the works include New York City, Omaha, to Missouri’s Wine Trail, Santa Fe and Puerto Rico. In the meantime, Lisa works with several individuals and families helping them plan their dream trips anywhere in the world.

## About Lisa (continued)

Lisa believes everyone should have the opportunity to travel. Her diligence and tenacity pays off making travel accessible and affordable for everyone. Lisa's communications skills give her a unique ability to work with people all over the world. Her zest for life and love of people combined with her passion for travel, other countries and cultures has given her the drive to create options for her clients that they never knew were possible.

One of Lisa's favorite quotes is from author, intrepid traveler and fellow Missourian, Mark Twain: *"Twenty years from now you will be more disappointed by the things that you didn't do than by the ones you did do. So throw off the bowlines, sail away from the safe harbor. Catch the trade winds in your sails. Explore. Dream. Discover."* For Lisa, Twain's quote sums it up best. Lisa is living her dream and she invites you to come with her on one of her exciting custom trips!

Lisa presently lives in Westwood, Kansas with her husband, Mark who is the music director at Village Presbyterian Church and their 8- year old daughter, Charlotte (who was 7 weeks old on that first choir trip!). When she is not traveling, Lisa spends time with her family, exercising and staying healthy, watching classic movies and reading history books and biographies about the places and interesting people she discovers while traveling.