



► **Mobile Apps - Benefits Worth the Risk?**

PAGE 1



► **A message from Executive Vice President Tim Fleming**

PAGE 2



► **Virtuoso Partnership Brings Great Opportunities**

PAGE 3



► **Q&A With Nancy Rissky, VP Client Services**

PAGE 4



# THE *compass*

A business travel newsletter provided by Travel and Transport, Inc.

● 3<sup>rd</sup> QTR | ● SUMMER | ● 2010

## TRAVEL AND TRANSPORT

A 100% employee-owned company headquartered in Omaha, Nebraska, Travel and Transport was founded in 1946 and has become one of the nations most experienced and well-respected travel management companies.

Travel and Transport has innovative and responsive approaches to satisfying your unique needs. As the travel industry evolves, so do our services.

Travel and Transport's operating divisions include:

- Business Travel Management
- Travel and Transport - Global
- Travel and Transport Vacations
- Meeting Trends
- Loyalty Innovations

## MOBILE APPS - BENEFITS WORTH THE RISK?

There are literally thousands of mobile applications available to consumers – some, such as Yelp, help users with a specific goal in mind, while others provide no purpose at all.

Mobile technology is changing how we interact with the world and the development of travel apps is quickly gaining speed. Roughly 90 percent of Travel and Transport's customers currently use these products, but it will only get more popular – especially when this technology gets bigger (iPad) easier to use and faster, said Mike Kubasik, Senior Vice President, Information Services and CIO.

Whether travelers download their company's managed or third party unmanaged applications, mobile apps simplify travelers' lives by allowing them to have the

### Mobile Apps Supported By Travel and Transport

- Rearden Mobile Personal Assistant
- Concur Cliqbook Mobile
- Trip Case by Sabre
- GetThere Mobile
- WorldMate Live
- Tripit Mobile



While there are many advantages for a traveler to have access to mobile information, there are potential risks involved. As downloading the newest app becomes more popular, security for sensitive corporate information becomes an important concern. Just like laptops and desktop computers, mobile devices are susceptible to viruses, hackers and malware, according to a whitepaper published by Foundstone.com, a division of McAfee.

One notable risk is the potential for exposure of critical information. According to a study by PC World, one in every five mobile applications will ask users for access to private information, such as location and contacts in the mobile phone.

"When downloading an unmanaged third party application, customers may be unknowingly agreeing to terms that their company wouldn't be comfortable with, such as itinerary, hotel and flight information," Kubasik said.

Depending on the supporting company, developers can create applications without having to undergo a screening process – this places the responsibility directly on users to detect corrupt and malicious applications, according to *The Wall Street Journal*.

So the question is: are travel apps worth the risk? Kubasik thinks so; however, he stresses the importance of selecting a corporate option rather than downloading an application on your own. With a managed travel application, the travel manager will know, and will be able to track who is using the application; this will provide better security to both the company and its employees.

"Technology is ever changing and is being created to adapt to what consumers want and need," Kubasik said. "With the ability to be PC free, applications appear to make life easier."



## HOUSTON, WE HAVE A SOLUTION!

Travel and Transport is looking forward to showcasing our company and products at the world's largest and most exciting business travel tradeshow during the **2010 NBTA International Convention and Exposition**. The NBTA tradeshow will be held this year in Houston, August 8th – 11th and is sure to be another dynamic year packed full of educational and networking opportunities. Make sure you stop by Travel and Transport's booth, #624, and try our interactive Moon Rock Mania challenge for your chance to win great prizes – including a trip for two to Hawaii. You will also have a chance to view live demos of our advanced technology solutions that are truly out of this world! We look forward to seeing you in Houston!



## WELCOME TO TRAVEL AND TRANSPORT

Susan Thomas, National Sales Manager for Southeast region

Mark Maurer, Meeting Planner Manager, Meeting Trends

## PROMOTIONS WITHIN TRAVEL AND TRANSPORT

Sandy Bagby, former National Sales Manager, has been promoted to National Business Development Manager

## NEW SOUTHWEST POLICY

Effective January 28<sup>th</sup> 2011, nonrefundable tickets will no longer be transferable for name change.

More information on this topic will be available soon.



## IT'S NOT ROCKET SCIENCE – KEY TO CUSTOMER SERVICE



The 2010 NBTA Convention in Houston, TX is quickly approaching, and Travel and Transport's theme for the convention is "Houston, We Have a Solution". This theme has got me thinking about our company and our approach to business.

I began my career with Travel and Transport in 1982 as a travel counselor in our Des Moines, Iowa airport location. That seems like such a long time ago, and when I think about my job at that time it's kind of fun to reflect on all the changes that have occurred over the years.

Back then, our greatest reference guides were the OAG and the Hotel and Travel Index. During that time, vacation and corporate travelers had nowhere to go for information other than the local chamber of commerce or a state tourism office, so they came to us. Cruise and tour companies distributed their travel brochures only a couple times a year, and we held onto them like prized possessions.

As a travel counselor you spent time doing so many things that today have been automated, like quality control systems and auto ticketing. In fact, most times you were required to call the hotels directly as their inventory was not in the GDS. How many of you remember the red ink that got all over your arms when handwriting tickets? How about re-validation stickers for flight changes? The last thing that you worried about was capturing data for management reports.

Our largest customer at the Des Moines airport was a nationwide trucking firm and we spent our days sending prepaid tickets to the airlines to fly the drivers from location to location. Most travel counselors today and most customers would not even know what a PTA was!

I know many of you remember the travel business before the Global Distribution Systems began to make our lives so much easier. Thanks to the GDS companies, automation in our industry has been as important as the gasoline engine was to the Ford Motor Company. Thank goodness we began that process in the early 1980's because the changes that have been required in our business are pretty mind boggling.

In 1995, our worlds were turned upside down when the carriers decided that they no longer needed to pay their largest distributors, travel agencies, and we scrambled to re-write our business model through professional service fees. I remember the days as we transitioned from handing our customers a quarterly rebate check to handing them a bill for our services. It became clear very quickly that if we were to succeed, we had to prove the value that we provide to our customers.

The services have evolved, but service is still key. I am proud to be part of an organization that has evolved to become a 100% employee-owned company. Our clients are served by an employee-owner at every level within our company, enhancing the level of service we provide. From re-booking a flight, to finding a way home for a stranded traveler, our employee-owners operate with a spirited entrepreneurship and passion that is unique to an ESOP company.

In addition to service, technology is now fundamental to the modern travel management program. How much money your company is saving or could save on any portion of their travel is now available at your fingertips. Knowing where your travelers are at any moment has become first and foremost on everyone's mind in this post-9/11 era.

Who would have ever thought of all those things back in the early days of travel? This leads me back to why I wrote this post. Our business is not rocket science. Throughout the years, all the way back to our founding in 1946, our business has always been about providing great customer service at a fair price to the millions of customers we have been fortunate to work with over the years. I believe that the minute you try to complicate matters, the minute that you try to gloss over that basic premise you will find yourself wondering what happened to your customers and your business.

We unveiled a new mission statement this spring and I think that it accurately reflects this basic philosophy: Our mission, as employee-owners, is to earn your business everyday through our passion, innovation and commitment to excellence.

Earning your business is important to us, and we pride ourselves in having passion for what we do, innovation and a commitment to excellence for our customers. With such emphasis placed on pleasing our clients, customer service becomes not just a phrase or a job description to us, but defines who we are and it sets us apart from our competition.

If you are one of our employee owners who are responsible for our success – thank you; if you are one of our customers, thank you for the business; if you are not a customer, well, try us. You will see we are a blast!

Sincerely,

A handwritten signature in black ink that reads "Tim Fleming".

Tim Fleming  
Executive Vice President – Sales, Operations and Client Services

To read more thoughts and ideas from Travel and Transport's employee-owners visit our blog: Inside Travel and Transport at <http://www.insidetandt.com>

# VIRTUOSO PARTNERSHIP BRINGS GREAT OPPORTUNITIES



From relaxing beaches to picturesque city skylines, Travel and Transport Vacations has helped travelers plan their dream vacations for over 63 years.

In order to provide the utmost in service and luxurious accommodations, Travel and Transport Vacations is a charter member of Virtuoso. Virtuoso, an upscale leisure travel organization, is made up of the world's leading travel agencies in partnership with prominent travel providers around the world (all by invitation only).

The Virtuoso commitment is to quality rather than quantity, and membership requirements are stringent. Out of the 30,000 travel agencies in North and South America, less than one percent of the country's travel agents are invited to join the Virtuoso network.

As a valued member of Virtuoso, Travel and Transport Vacations has received repeated invitations to Virtuoso's Chairman's Circle event. The 2009 event was held in Scotland at the luxurious Gleneagles Hotel in Perthshire, Scotland. Invitations for this event are exclusive and only extended to travel agency owners based on top network sales achievements.

"Through the Virtuoso network, we have been able to build strong worldwide relationships with like-minded service providers allowing us to create incredible life memories through travel experiences we orchestrate," said Michelle Holmes, General Manager, Travel and Transport Vacations.

The expanding Virtuoso network unites the talents, products and expertise of its members, partners and staff to provide the best travel experiences for clients. Agencies are selected for membership based upon their local and national market reputation. Members of Virtuoso are able to offer clients nationally competitive travel rates on premier suppliers and Virtuoso's private travel club, the Voyager Club. Voyager Club offers travelers escorted departures on the world's top cruise lines. In addition, monthly publications are mailed to clients informing them of the special leisure travel offers and promotions.



**VIRTUOSO.**  
SPECIALISTS IN THE ART OF TRAVEL

Travel and Transport Vacations is a division of Travel and Transport. For over 63 years, Travel and Transport Vacations has been assisting travelers in planning exclusive destination experiences. To learn more about Virtuoso, contact Travel and Transport Vacations today!

## TRAVEL AND TRANSPORT WELCOMES NEW PARTNERSHIPS

Travel and Transport is excited to have 5 new clients that have partnered with us. Headquarter locations of these accounts include Missouri, Washington, Colorado and Iowa.

We are also pleased to report several partnership renewals. Headquarter locations of these accounts include Pennsylvania, Iowa and Maine.

## WATCHING THE BOTTOM LINE

The employee-owners at Travel and Transport are dedicated to providing outstanding customer service, while keeping our clients' costs in line.

Topaz International and Travel and Transport provide the following average ticket prices:

	Topaz International		Travel and Transport	
	Domestic	International	Domestic	International
1 <sup>st</sup> QTR 10	\$489	\$2,477	\$396	\$1,743
2 <sup>nd</sup> QTR 10	\$544	\$2,984	\$433	\$1,876

The information provided in this newsletter is the most accurate information supplied to Travel and Transport as of July 28, 2010



April Wheeler, GM, Clients Services with Travel and Transport, recently spent four days in Warsaw, Poland for RADIUS' annual European Regional meeting.

The purpose of the meeting was to network with the Europe, Middle East and Africa (EMEA) RADIUS shareholder agencies and RADIUS suppliers and share best practices of doing business in that area. In addition, attendees were given updates on what RADIUS is doing for technological advancements and service improvements as a global travel management company.

From RADIUS updates to industry trends, the meetings' informational sessions all aimed at enhancing customer satisfaction. Travel and Transport was the only agency from the United States that attended the meeting, Wheeler said.

"It is a great opportunity to talk with the respective agencies about possible leads for current and new customers who need multinational travel assistance. It helps to get to know the RADIUS employees as well as to be able to link up and work together with our global customers," Wheeler stated.

Topics discussed at the annual meeting included increased importance of cost-effective solutions such as fare transparency and pre-trip approval, increased security for travelers, using third-party solutions for traveler security and using local markets to help see the customer's point of view.

In addition, RADIUS discussed how its new reporting tool, TravelTrax, will give customers more capability with value add-on's such as pre-trip mapping and reporting, dashboards, detailed reports and the ability to build customized reports.

"All of us have to have multinational or global solutions for our customers and RADIUS is our best choice. It really behooves us to get together and network so we can receive input on RADIUS' business practices that will enhance and affect each of the local RADIUS shareholders," Wheeler said.



## GET TO KNOW TRAVEL AND TRANSPORT

### Q&A WITH NANCY RISSKY, VICE PRESIDENT OF CLIENT SERVICES

**Q. In one sentence, how would you describe your role at Travel and Transport?**

**A.** My role is to work together with my team of Client Service Managers and other Travel and Transport employee-owners to provide above and beyond travel management services to our customers.

**Q. How did you first get into the travel industry?**

**A.** I've been involved with travel in some way or another since I was a baby. I grew up in South Dakota where my parents owned a small hotel. There was a recruiter from a business college that frequently stayed at my parent's hotel. During my junior year of high school I asked about the programs his school had to offer. I became interested in the travel and tourism program, and ended up achieving an associate's degree in this field.

My first job in travel was working for a small commuter airline. When I moved to Texas I started working for a travel agency putting tickets together and delivering them and then became a corporate travel consultant.

**Q. Have you ever been to a place that ended up being not exactly what you were expecting?**

**A.** I would have to say that my trip to China was unexpected. I was able to see the Great Wall. You always hear people talk about how amazing it is; but when you actually see it, it just seems to go on forever. It was an amazing experience.

**Q. What was your most memorable travel experience?**

**A.** I was lucky enough to take a luxury cruise to Japan and China. Our 19 day trip started by flying from Los Angeles to Tokyo on the same plane as Robert Redford – he was four rows in front of me. We spent 13 days on a cruise where we able to explore China and Japan, and we ended the trip with 4 days in Singapore. The cruise was nice because we never

worried about where we were going to sleep or eat, and I was able to see places I wouldn't normally get to see if I had gone on my own.



**Q. If you could travel back in time, who would you want to meet? Why?**

**A.** I would have to say that I'd want to meet Abraham Lincoln – and there are two reasons for this.

First, he is inspirational because he failed so many times before he succeeded, and I would like to hear how he kept motivated during those challenging times.

Second, I'd like to meet him because he is my 8th cousin. In fact, my father resembles him.

**Q. Since you've been to over 20 international destinations and 30 of the 50 states, what advice would you give to a person who has never traveled?**

**A.** I would tell them to enjoy every place you go and see it for the true beauty the location and people have to offer. Any destination will offer unique opportunities that you might normally shy away from, but it makes for a more memorable experience if you meet some of the local people and try to enjoy the flavor of everywhere you go.

**Q. Is there anything else you would like to add?**

**A.** I love my job. I feel fortunate to be a Travel and Transport employee owner, because I have the opportunity to work with amazing people and customers on a daily basis. It is never boring – each day brings new challenges and opportunities.



# compass

*A business travel newsletter provided by Travel and Transport, Inc.*

Travel and Transport / 1(888) GO TANDT / [www.tandt.com](http://www.tandt.com)