



## MacNair Travel's CEO's New Book Unlocks the Savings Secrets of Successful Travel Procurement

*"Smooth Landings" available at amazon.com. Free Webinar Tuesday, Nov. 7<sup>th</sup>*

ALEXANDRIA, VA—November 3, 2006—MacNair Travel Management, a privately owned American Express Representative Office, announced today that company president and CEO, Michael MacNair, has authored a book titled ***Smooth Landings***, a step-by-step guide to achieving lower travel costs, enhanced productivity, dependable support and improved control. ***Smooth Landings*** is available today at Amazon (Nasdaq: AMZN):AMAZON

MacNair says his experience helping organizations save money and time managing business travel led him to believe that many businesses have no access to the tools and philosophies that large companies utilize to control this second largest controllable cost for the average U.S. business.

"Smooth Landings is published during a time of rising travel costs and cost reduction pressures inside organizations," he says. "Many organizations are confused about what to do when managing travel, so they allow each traveler to make his or her own choices with little guidance and education, which results in travel anarchy. Focusing on the strategic side of procuring travel (both online and call in), coupled with the transactional side, an organization can realize a tremendous result in time and money savings, liability reduction, systems and controls, support and advocacy."

With this book, travel managers will learn how to identify:

- Benefits of managed travel and how to define expectations.
- Steps to take to manage this cost to ensure the company and its travelers realize savings.
- What to ask for and expect in the marketplace to deliver the greatest results.

According to National Business Travel Association's Executive Director & COO, Bill Connors, ***Smooth Landings*** is "...a powerful source to demystify travel management for organizations of all sizes."

MacNair says in many organizations, there is not a full-time travel manager. Instead, the job is left to someone who has many other responsibilities. "I have found that the person in the travel management role often has no idea where to gain education on this cost-savings topic," he adds. "***Smooth Landings*** educates individuals so they can identify what is not working at their organization regarding travel, what the opportunities are, and what may be going well so the best partners can be established and proven systems can be set in motion."

Sabre Travel Network's Senior Vice President, Chris Kroeger, says, "With the tremendous complexities facing today's travel industry, I have never seen a greater need for a focused approach to managing corporate travel. [*Smooth Landings*] is one of the best educational tools to help you understand the value of a strong travel management program and develop and maintain it."

"I am always looking for folks who 'get it'. And Mike MacNair 'gets it' big," he adds.

MacNair explains that in *Smooth Landings* he employs nearly 20 years of experience to communicate travel management ideas in a very easy to understand way with stories, graphics, and pictures delivering maximum understanding in minimum time.

### **Additional Resources**

Smooth Landings

Michael MacNair

ISBN: 0-9778006-0-1, 73 pages, \$19.95 US, \$22.95 CA

AMAZON

MacNair is offering a free Webinar on Tuesday, November 7<sup>th</sup> from 12:00—1:30 EST where he will teach participants how to regain control of their travel budgets. To register, visit REGISTRATION or call Bethany Abbott, 703-836-1100 ext. 234.

**Note to the Media:** To request a copy of *Smooth Landings*, cover art or photograph of Michael MacNair, please send request to Jennifer Thomas, [jennifer@fsrventures.com](mailto:jennifer@fsrventures.com) or 239-573-0088.

### **Discover MacNair Travel/American Express:**

Since 1989, MacNair Travel Management - a privately owned American Express Representative Office - has helped organizations develop a clear and concise Travel Management System that exceeds defined goals (as opposed to just another outlet from which to buy tickets). MacNair is a *Travel and Logistics Consulting Firm* (and not just a Travel Agency) because of its proactive consulting, leadership in the development of a cutting edge plan, and dedication to unbiased rate searches that save. MacNair Travel is also an award-winning travel firm recognized for its technology innovations, customer service, team excellence and expertise. Michael MacNair conducts Travel Management seminars for many organizations (e.g., the National Business Travel Association) and is a frequent media spokesperson. Visit [MACNAIR TRAVEL](#) for more information about the firm or to attend one of its Travel Management programs.

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