



## THE WOMAN ROAD WARRIOR

FOR: THE WOMAN ROAD WARRIOR

FROM: Falk Associates  
847.675.2580

FOR IMMEDIATE RELEASE

# **THE WOMAN ROAD WARRIOR PAVES THE WAY FOR WOMEN TRAVELERS**

Nearly 50% of today's business travelers are female. And now, there's an extraordinarily comprehensive new book written just for them, giving itinerant businesswomen the inside scoop on how to facilitate, de-stress, troubleshoot – and even enjoy – every aspect of their work-related trips.

*The Woman Road Warrior: A Woman's Guide to Business Travel* (Agate Publishing/May, 2005) was penned by Kathleen Ameche, an accomplished executive and herself a 20-plus-year business road warrior. Abundantly detailed, thoroughly *au courant*, Ameche's book specifically addresses the unique issues facing the woman business traveler.

*The Woman Road Warrior* is packed with vivid anecdotes (from a variety of travelers and travel-industry professionals), strategically placed "Ameche Tips" and sanity-saving "Ameche Checklists;" absolutely everything the traveling businesswoman needs to know is in these pages. Not only the most up-to-the-minute advice about planning and taking trips, but also

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about how to maintain her life away from the road – all meticulously researched and impeccably organized.

“I just wanted to share what I have learned over the years,” says first-time author Ameche, who’s currently Vice President of the Chicago consulting firm West Monroe Partners, LLC.

While the information and advice dispensed in *The Woman Road Warrior* is as current as possible, including sections on travel websites, electronic ticketing and check-in, and frequent-flyer perks, Ameche is only too aware that facts and figures – not to mention the online travel world – can change overnight. Thus, she’s launched *The Woman Road Warrior’s* companion website at [www.womanroadwarrior.com](http://www.womanroadwarrior.com). Here, traveling businesswomen can get the latest travel news and advice, communicate with their fellow woman road warriors, and receive and share valuable tips and lists to use on the road.

Covering every conceivable aspect of business travel in *The Woman Road Warrior*, Ameche places special emphasis on the particular challenges faced by women on the road. Foremost among them is safety.

Ameche acknowledges that women can be more vulnerable than men in that respect – but that vulnerable does not mean helpless. She offers

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step-by-step methods for defusing potentially perilous situations (as well as how to avoid getting into them in the first place.)

But safety – including a thorough discussion of the changes in security procedures that were prompted by the tragic events of September 11, 2001 – isn't the only issue with particular resonance for female business travelers. "Women on the road are different from men on the road," says Ameche. "I would be delighted if, as a result of this book, the travel industry pays more attention to the needs of women business travelers – there's a potential goldmine in it for them."

*The Woman Road Warrior* offers insider's wisdom on working through the labyrinth that is air travel, including how to book the least expensive and yet plush seat, how to take advantage of upgrades and other frequent-traveler perks, what to wear on the plane to maintain both comfort and professionalism – even how to put off (politely but definitively) the intrusive yakker in the next seat.

Ameche lays out the specifics of booking and staying in hotels, including how to get exactly the room you want (no small matter when you're staying in another city five days a week), and how to deal with a myriad of hotel-room annoyances, from too much noise to too little humidity.

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In *The Woman Road Warrior*, Ameche gives you the lowdown on renting a car, and helps you figure out when it would make more sense to drive (or take the train or even a bus) rather than fly to your business destination. She devotes an entire chapter to packing – everything from what not to bring, to what to do when you’ve forgotten an essential item. She tells you whom to tip, and how much.

Finally, the author wraps up *The Woman Road Warrior* with a chapter that hits home with every woman who’s ever taken a business trip: how to maintain health and sanity on the road, including eating right, exercising, pampering, and – most important for many women – how to keep a handle on life back home.

A wealth of invaluable appendices closes *The Woman Road Warrior*, chock full of websites, airline hub cities, airport club lounge locations and more. “My aim is to provide you with the knowledge and tools needed to navigate the process,” Ameche says in her introduction. “Most of all, I want to help you find your travel voice—the one you need in order to assert yourself in traveling situations, and to address the unique issues businesswomen have to face today.”

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*The Woman Road Warrior can be purchased at major booksellers, independent book stores and via the Web at [www.womanroadwarrior.com](http://www.womanroadwarrior.com).*



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## DID YOU KNOW .....

- There were 38.3 million business travelers in the U.S. in 2004; almost half were women.
- Business travelers in 2003 accounted for \$153.2 billion in domestic travel expenditures – that’s nearly twice what non-business travelers spent during the same time period.
- A majority (62%) of business travelers – almost half of whom are women – say that at least one of their past-year business trips also included a pleasure component. Among them, a majority (66%) took their spouse, children or other family or friends with them on at least one of these trips.
- One in five U.S. business travelers (19%) thought they would travel more for business [from August 2004-September 2005] than they did in the past year. A recent NBTA survey indicates that over 74% of corporate travel managers expected an increase in their companies’ travel volumes in the six-month period ending April 2005.
- A majority of business travelers (55%) say they are concerned about being away from their families, and nearly half (49%) remain concerned about the safety and security of business travel.
- Average spending on a U.S. business trip is \$493 (excluding transportation to the destination), significantly higher than overall average trip spending of \$398.
- Women are more likely than men to have traveled for business training or to attend a seminar (47% vs. 36%).



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### WOMAN ROAD WARRIOR FACTOIDS/Add One

- Not surprisingly, as trip spending rises, so does the propensity to travel by airplane, rent a car as a secondary mode of transportation, report longer trip durations and stay in a hotel, motel or B&B. Among U.S. domestic business trips with spending of \$1,000 or more, greater than two-thirds occurred by air, 12% included a rental car, 6.9 nights were spent away from home on average and 94% of those staying overnight used hotel lodging.
- Most (78%) U.S. domestic businessperson trips involve an overnight stay and include an overnight stay on average of 4.1 nights.
- Not surprisingly, business trips are most often taken by solo travelers. Nearly three-quarters (73%) of all U.S. domestic business trips are taken by solo travelers (or those traveling with someone outside their household.) About one in six (17%) involve multiple adults from a household traveling without children, and 10% include children under 18 from the household.
- U.S. domestic business trips are most often taken by those who are middle-aged and who are above average on education, income and use of technology. Households headed by Baby Boomers (age 35-54) take 48% of all business trips. Two-thirds (69%) of all business trips are taken by households headed by someone with a college degree or more and 90% by households owning a computer. The median annual household income of U.S. business traveling households (based on trips) is \$72,400.
- 41% of female business travelers have a college degree, compared to 55% of male business travelers.
- Men are more likely than women to agree that their employer is concerned that travel prices (44% vs. 39%) are too high; men are also more likely than women to be concerned about the amount of personal time they lose when on business trips (38% vs. 33%.) Men are more apt to feel that traveling by air for business has generally become inconvenient and unpleasant (34% vs. 24%.)



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### WOMAN ROAD WARRIOR FACTOIDS/Add Two

- But women are more likely than men to be personally concerned about the safety and security of travel in general (57% vs. 43%) and/or about airport and/or airline safety and security while traveling on business (49% vs. 40%.)

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*All data based on statistics on Women Business Travelers (Source: Business and Convention Travelers, 2004 Edition; Travel Industry Assn. of America)*



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## SUCCESSFUL PARENTING FROM THE ROAD

What's probably the most daunting challenge faced by traveling businesswomen who are mothers?

The answer is obvious: taking care of their kids while they're on business trips.

But as author Kathleen Ameche demonstrates in her all-encompassing handbook *The Woman Road Warrior: A Woman's Guide to Business Travel* (Agate Publishing/May, 2005), a businesswoman can go on the road and still be a loving, hands-on mother. All it takes is foresight and planning for a traveling mom to have maximum effectiveness – and minimal guilt.

Ameche offers handy, anecdote-illustrated blueprints for a variety of different traveling-mom scenarios. They include those involving breastfed babies, school-age youngsters and teens, as well as how to take your kids on the road with you if it's feasible.

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### PARENTING FROM THE ROAD/Add One

“Managing your children’s schedules while taking part in meetings in faraway places and hopping by airplane from one destination to another can be overwhelming at times,” says Ameche in *The Woman Road Warrior*. “Organizational skills are tuned to a new level.”

A thoroughly detailed trip itinerary is a must, says Ameche, and copies should be given not only to all caregivers, but also to a contact in the company – someone likely to be on hand should a family member have a question.

Ameche then presents case studies of three Woman Road Warrior-Moms, examining in detail how these devoted mothers successfully maintain an effective presence in their children’s lives while simultaneously fulfilling business duties out of town. One of these women, Teresa, keeps in her kitchen a spiral-bound notebook listing “everything needed to run [her] household”: names and phone numbers of her children's doctors, their friends, foods they can and can’t eat, schedules for all family members during her trip, and her own itinerary.

Another Woman Road Warrior, Vicki, prefers a wall calendar that lists extracurricular activities, whether school-related or purely social, as well as her own itinerary – giving her family at-a-glance info on where she is, and where they should be, at any given time. Ameche notes that Vicki also

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### PARENTING FROM THE ROAD/Add Two

frequently phones her kids to keep up with schedule changes, “as so often occurs with anyone’s children.” Vicki even leaves sports uniforms and other extracurricular paraphernalia, clearly labeled with appropriate name and applicable date, on the dining room table.

Finally, there’s Elizabeth, whose tots are too little to read, but who utilizes a countertop calendar for her husband and her kids’ caregiver – it even lists feeding schedules for the very young ones. Her cleverest idea is to put a U.S. map on the kitchen wall, with a smiley face sticker on each city she’s visiting: it not only gives Elizabeth’s children a sense of where she is, it also serves as a subtle but effective geography lesson.

Ameche’s Woman Road Warrior-Moms also weigh in with how to keep in touch with their kids and, even more important, how often. Some prefer e-mail during the business day; others rely on cell phones. Most call home every night, but not all of them do; Teresa, whose children are in high school, believes limiting communication with her teens helps foster their independence (not to mention making them that much more appreciative when she does call.)

Ameche structures one section as a how-to on pumping, storing and shipping breast milk if you’re a new mother, and another on bringing your kids along on the road with you. Having your children share your

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### PARENTING FROM THE ROAD/Add Three

business trip is something Ameche recommends for a variety of reasons, most of them educational – not least among them the fact that kids can observe their businesswoman mother “take control of situations, make things work and solve problems. For daughters, especially, these lessons can help them develop the same skills.”

Traveling businesswomen-moms have no greater ally than Ameche, who proves to them that it is, indeed, possible to be both a professional powerhouse and perfect parent on the road.

*The Woman Road Warrior* can be purchased at major booksellers, independent book stores and via the Web at [www.womanroadwarrior.com](http://www.womanroadwarrior.com).

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## HOW TO TIP ON A BUSINESS TRIP

When it comes to the ins and outs of tipping, even seasoned business travelers can find that they're not clear on all the rules. The customary 15-20% restaurant gratuity is familiar to just about everyone – but a business traveler comes into contact with dozens of service people over the course of a normal trip. There's the skycap at the airport, the driver of the hotel shuttle, the concierge and the bellman at the hotel – and what about the wine steward at the restaurant? Whom should we tip, and how much?

Kathleen Ameche knows – and the corporate executive/20-plus-year business traveler/author shares that wisdom throughout her new book *The Woman Road Warrior: A Woman's Guide to Business Travel* (Agate Publishing, May 2005.) This thoroughly comprehensive handbook, which pays particular attention to the unique challenges faced by traveling businesswomen in comparison with their male counterparts, is a treasure trove of invaluable information on everything from booking trips to traveling by air to staying in hotels to troubleshooting.

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### TIPPING WHEN TRAVELING/Add One

And, of course, tipping – that often bewildering custom. “I get more questions on tipping than on almost any other aspect of business travel,” says Ameche. “While every situation is different, there are, fortunately, a number of sensible guidelines to follow.”

Skycaps and hotel staffers live for tips! Airport tipping, says Ameche in *The Woman Road Warrior*, is minimal: one to two dollars per bag for the skycap and/or baggage handler (the one who takes your luggage at curbside for your flight or from the claim area to your taxi or limousine.) Nowhere in the car-rental process is tipping required or expected, but taxi and limousine drivers receive 15-20% of the fare. The driver of the hotel or airport shuttle is tipped a dollar or two per piece of luggage. And a parking valet is tipped a dollar or two when your car is brought to you.

Hotels are another story. “Staying at a hotel normally means lots of tipping,” says Ameche. The doorman receives \$1-\$2 for luggage assistance, \$1 for hailing a cab. The bellman is tipped \$2-\$5, depending on his services (bringing bags to the room, bringing ice, dealing with multiple bags.) The hotel staffer who delivers anything to your room, be it a package, an extra pillow, or a room service meal, receives \$1-\$2. Housekeeping staff should be tipped \$1-\$3 per night.

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### TIPPING WHEN TRAVELING/Add Two

And then there's the all-important concierge, whose recommendations and other services can mean the difference between a so-so stay and a wonderful trip. The concierge should be tipped anywhere from \$2-\$5 (for making dinner reservations or checking on your travel status) to \$20 (for getting you tickets to that sold-out musical.)

For restaurants, Ameche advocates tipping the customary 15-20% of the bill, excluding alcohol and tax. The headwaiter is only tipped if he's given exceptional service, e.g., getting you a table in a crowded restaurant.

And the wine steward? Give him/her 10% of the wine bill, says Ameche.

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### **THE HOTEL CONCIERGE: YOUR BEST FRIEND ON THE ROAD**

What's the smartest thing a traveling businesswoman can do to make her life easier on the road?

Make the hotel concierge her best friend.

So advises Kathleen Ameche in her invaluable new book, *The Woman Road Warrior: A Woman's Guide to Business Travel* (Agate Publishing, May 2005.) Ameche, a corporate executive and 20-plus-year business traveler, wrote *The Woman Road Warrior* as the definitive handbook for itinerant businesswomen, addressing the particular challenges women face on the road.

The hotel concierge is the ideal staffer to consult when you're looking for the perfect restaurant or the hippest shoe store, but that's only the beginning of the beneficial information he or she has to offer. "I have found concierges to be helpful beyond my expectations, and I would find it difficult to conduct business or navigate a new city without one," says Ameche in *The Woman Road Warrior*.

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### BEST FRIEND ON THE ROAD/Add One

“With the assistance of a concierge, I have been able to get into restaurants that were full and secure tickets to events that were sold out ... [From concierges I’ve also received] recommendations on solutions to the most mundane, yet immediate, problems that have arisen during my business travels.” One hotel concierge, Ameche recalls, sent her to a local tailor who made emergency alterations to a suit while Ameche took her lunch break.

The best way to make a “best friend” of this indispensable hotel staffer, according to Ameche, is to “communicate your needs to the concierge as precisely as possible...Concierges are busy; the time they can spend with you is limited.”

In other words, don’t expect to spend a leisurely half-hour shooting the breeze with the concierge. Friendliness is indeed a bridge-builder, and a pleasant demeanor can’t do anything but help. At the same time, both parties are best off if you make known what you need quickly and efficiently.

Ameche, who states in *The Woman Road Warrior* that she is on a first-name basis with hotel concierges across the country, also notes in her book, “Concierges who know their area and have experience with the restaurants, stores, theaters, and other venues or neighborhoods are

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### BEST FRIEND ON THE ROAD/Add Two

worth their weight in gold. Don't forget that a concierge who makes a reservation or gives a suggestion has a vested interest in making sure you're happy."

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