

## In the Business of Managing Business Travel Corporate Travel Solutions Meets Complex Needs With Ease

As the largest regional travel management company (TMC) in Minnesota, Corporate Travel Solutions (CTS) understands the increasingly complex needs of traveling executives and the businesses they represent. In fact, CTS has so refined the art of serving business travelers that it is often cited as a model for its industry. As a mid-sized, privately held corporation, CTS is focused more on the value of its services and the quality of its client relationships than on market domination. What, then, accounts for CTS's rise to the top?

The answer may lie in the company's enduring ability to adapt to change. Since its inception over 30 years ago, CTS has kept pace with the dramatic developments that have transformed the

travel industry. It has also helped usher in a new era in corporate travel by going the extra mile to develop innovative, custom-fit solutions for each of its clients. With an expanding service menu, strong industry partnerships, technological sophistication, and uncommon flexibility and precision, CTS is now one of the most highly sought travel management companies in the region.

### Building Relationships, Expanding Capabilities

In 2003, American Express identified CTS as one of a select group of travel management companies uniquely qualified to promote and support key American Express programs and services. The two companies have reached an agreement to work jointly in the new Centurion program, among other initiatives, to service corporate business travel accounts. Recently, CTS President and CEO Deborah Callahan became a member of the American Express Enterprise Task Force and holds a seat on the company's Representative Advisory Board.

"The agencies in the American Express U.S. Representative Travel Network are among the best and most successful independently owned travel agencies in the world," says Ellen Bettridge, Vice President, American Express U.S. Representative Travel Network. "These agencies are growth-oriented and selected for their standards, reputation and caliber. The powerful combination of the American Express Brand and some of the industry's most successful agencies makes us the Travel Network of choice for millions of travelers worldwide. CTS is exactly the type of company that displays the high standards of professionalism and quality that we seek out for our membership."

Through its affiliation with the American Express Representative



Deborah Callahan,  
President and CEO

### CEO Callahan Named "Industry Changemaker"

In July 2004, Deborah Callahan was honored by the *Minneapolis/St. Paul Business Journal* as one of the area's top 25 "Women Changemakers." As stated in the *Journal*, the women recognized "exemplified the importance of suggesting new ideas and implementing new strategies." They were also selected for their professional achievements, leadership qualities and drive, as well as their efforts to spearhead positive change within their industries.

"Everyone at CTS is a 'change-maker,'" Callahan says. She notes that her partner, Grace Strangis, has been instrumental in shaping the company. "Her energy and enthusiasm, and especially her commitment to community service, are so important to our values and who we are."

Travel Network, CTS offers the following services:

- Local presence and global power
- Innovative technology
- Negotiating power
- Worldwide customer care
- Integrated travel expense management
- Training and networking programs
- American Express Cardmember and Travelers Cheque Services
- American Express Membership Rewards Points

CTS and American Express work with companies to create expense management solutions that match business needs, enabling corporations to take control of their spend and make the most of their budget. These solutions help proactively control costs, negotiate better supplier deals, streamline processes, and even benefit employees - all around the globe.

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## A Unique Approach to Travel Management

CTS can meet a broad range of travel needs with a level of specificity and flexibility unmatched by “mega firms” and online providers. Operating without excessive overhead and cumbersome internal processes, CTS is free to fine-tune its service approach to each client’s particular needs, providing highly responsive, uncompromising service while saving money. “By providing quality data and pertinent industry information, Corporate Travel Solutions has been instrumental in helping us negotiate excellent supplier rates,” states Gail Mitchell, CPM, Strategic Sourcing Director, Michael Foods. “They ensure all aspects of our program are accurately and consistently applied while providing exceptional service to our travelers. CTS is extremely responsive and flexible, working hard to meet our needs. They truly value us as a customer, and it shows.”

Business travel management is CTS’s flagship specialty, but it is just one of many services available to corporate clients. All of CTS’s services – including travel policy and expense management, meetings and incentives, vacation travel, travel tips and resources, travel insurance, currency exchange and specialty group services – can be integrated as part of a customized, end-to-end travel management solution.

CTS’s ten-year relationship with the Association of Kentucky Fried Chicken Franchisees (AKFCF) is a testament to its individualized, innovative service approach. A global trade association of KFC franchise owners, AKFCF sponsors an annual worldwide convention managed by CTS.

“I don’t know how we could pull this off every year without CTS’s help,” says AKFCF President Tom Slater. “They quickly learned how to combine their convention planning and management skills in the truly unique and challenging environment of a major franchise system. This event involves many

hundreds of franchisees, hundreds of suppliers, the KFC Corporation and many others in a different venue every year. From hotel negotiations and computerized on-line registration to on-site management, CTS does it all so we can concentrate on our business. The financial management tools and negotiating skills they use for us have been priceless.”

## Harnessing the Latest Technologies

Just as CTS has embraced change in the travel industry, it also welcomes advances in technology that streamline its operations and improve its service. CTS leverages the best available technological tools to apply adaptive solutions to the travel needs of each client. CTS’s technically savvy team has the in-depth knowledge such a comprehensive effort requires.

CTS continues to make travel expense management more manageable as well. Their proprietary reporting system provides both standard and ad-hoc reporting to help companies track every aspect of their travel programs, including pre- and post-travel activity and POS reporting.

CTS Online allows clients to book travel at great savings while ensuring policy compliance. CTS’s quality survey – which can be conveniently accessed through clients’ own Web sites – gives travelers the power to shape and enhance CTS’s family of services.



Grace Strangis,  
Vice President

“We wanted to cut our service fee costs, and CTS provided a tiered pricing solution built around online booking, with full service support as needed. This approach lowered our costs substantially and improved our control over travel expenditures.”

Robin Russom, Financial Operations Director - Cellular One



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