

# WINNERS CIRCLE

## Mike Harley

At the onset of 2002, Payless COO Mike Harley added president to his title, and he continues to take every opportunity to make his company the best it can be. Although the year obviously was not the best for massive growth, Harley continued on course to doubling the number of Payless locations by 2004 and took the company in new directions. Payless diversified into a number of new directions, including car sales, lodging, airport parking and getaways. The company also acquired two corporate stores in Florida in 2002, marking its entrance in that market. Says Harley: "I'm branding the name every way I can. I think the next five years are going to be incredible." Payless remains one of agents' staunchest supporters. When other companies cut back commissions, Payless did not. The company also signed on to Sabre's Direct Connect Availability and Worldspan's Car Source for total pricing—tools that better help agents do their jobs.

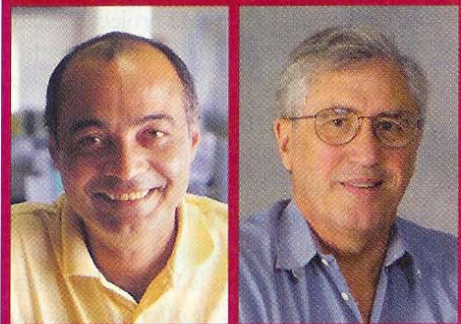
## Imad Khalidi

Auto Europe President and CEO Imad



Scott Deaver

Mike Harley



Imad Khalidi

Larry Ramaekers

Khalidi needs no introduction. Named **TRAVEL AGENT** Car Rental Person of the Year for 2001, the straight-talking Khalidi knows that his success has much to do with the travel agent community, and he does not plan to forget them.

Continually offering the highest level of service coupled with the lowest rates on European rentals, Auto Europe has stayed its course and remained true even during the most difficult times. When commissions were being cut, Khalidi stood firm. When bookings were down, Khalidi continued to offer unbeatable rates. And when there was an opportunity for some growth, Khalidi would jump.

The past year has been one of continued support and steadfastness for Auto Europe and Khalidi. While other car rental companies were floundering, changing hands or combining brands, Auto Europe remained strong, clear and focused. That is to say, Khalidi remained strong, clear and focused, something for which the travel agency community is grateful.

## Larry Ramaekers

Like Elvis, Larry Ramaekers has left the building, but no one can deny the effect he had on the beleaguered ANC Rental Corp. for the time he was there. Known for his ability to turn around an ailing company, Ramaekers quickly became president and CEO of the Chapter 11-immersed rental firm and took big steps in resetting the company on the path to profitability. Now being headed up by Bill Plamondon as Ramaekers' replacement, Travis Tanner as executive vice president and Doug Laux as senior vice president and CFO, ANC is looking strong for 2003, thanks largely to Ramaekers' commitment and direction.

The past year included tremendous cost-cutting measures and a large reorganization of the Alamo and National brands. Amid some bitter court battles, ANC's biggest changes have been the consolidation of much of its operations and the dual branding of many of its

airport facilities. In related events, the licensee advisory council also endorsed the restructuring license agreement allowing independent licensees to use both brands on their locations in an attempt to draw in more business. The company also went through a massive migration to a single IT platform that helped streamline much of the company's efforts.

These massive efforts, as well as many of the smaller tweaks, all have Ramaekers' mark on them. His departure at the end of the year can be interpreted in different ways. Was it a case of "he came, he saw, he conquered," leaving the company now that it is headed back into profitability? Or is it a case of his believing that the ANC ship remains unsteady? This year is expected to bring the answer to that question.

—By James Olearchik

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