



PO Box 1281
Rockville, MD 20849-1281
301/421-4890
<http://www.wbo-mc.com>

MEMBER PROFILE - MAY 2000

Wendy A. Epstein

As president of All Ways Travel, Wendy Epstein spends many hours every day helping her clients plan exciting trips to faraway places. Because Wendy loves to travel, she often has suggestions that come from her own experiences traveling to places such as Australia, Puerto Rico, Costa Rica or “a great trip to eastern Europe last summer -- Prague, Budapest and Vienna.”

A native Washingtonian who has been in the travel business over 20 years, Wendy holds the professional designation CTC (Certified Travel Counselor), the equivalent of a Master’s degree in travel, and is also an Aussie (Australia) specialist. Wendy has worked in corporate, government and vacation travel. She likes her work because of its constant challenges but notes that the “tough and competitive” travel business has changed in many ways over the years. Wendy’s business focuses on leisure travel, away from airlines and more toward packaged trips. While admitting that the Internet has created more competition, Wendy says she can often get a better deal for packages that include air, hotel, taxes and extra costs.

While All Ways Travel has been in existence over 25 years, Wendy has owned it for 10 years. She has two offices in Bethesda, one in Little Falls Mall and one near Montgomery Mall. Three years ago, the company became associated with Empress Travel. This franchise, based in New York, enables Wendy to enjoy better access to more travel opportunities and better deals for clients. Empress has biweekly ads in the Washington Post and weekly ads in the New York Times. All Ways Travel is featured in both.

Many of Wendy’s clients travel to Europe, Cancun and the Caribbean. Others prefer cruises, particularly the “upscale” cruises that pamper vacationers. While All Ways Travel excels at helping clients make general travel plans, Wendy notes that one of the women in her office specializes in vegetarian travel, making sure that her vegetarian clients have no problem finding restaurants while on vacation. Wendy, who feels strongly about professionalism in her industry, cautions travelers about being careful when they read about “deals” in the paper or mailings. “You get what you pay for,” says Wendy. “When you see a deal that’s too good to be true, it probably is.”

Wendy, who has been a member of WBO for about eight years, credits our organization with giving her “more confidence in her abilities” and particularly enjoys participating in the MasterMind group.