

## **The New York Times**

October 11, 2005 NEW YORK TIMES and NEW YORK TIMES (National Addition):

### **For Entrepreneurs, Time is Money**

The convenience of an Airline's schedule is almost as important as the price of the airline ticket to small business travelers. That according to a survey by the American Small Business Travelers Alliance, which found that 87 percent of its members identified price as the No. 1 concern, while 74 percent cited flexible, convenient scheduling, a close second. One reason for that; according to Chet Gray, the group's vice president of marketing, is that entrepreneurs take many day drips, and unreliable schedules can add time and expense to a trip. "Small-business travelers have made it clear that without flexible schedules, cheap airfares have little value," he said.