

## **Press Release – For Immediate Release**

Contact:

Jeni Miller

K Squared Communications for Atlas Travel International, Inc.

847.401.0479

[jkaiser@ksqrd.com](mailto:jkaiser@ksqrd.com)

### **Atlas Elevates Professional Development Program: New Hire Guida Ferreira to Boost Education and Training**

**MILFORD, MA — October 10, 2007** — Atlas Travel International, one of the largest travel management companies in the US, today announced the latest addition to their growing and talented management team. Guida Ferreira, CTA has stepped in as Atlas' new Manager of Training, with a mission to round out the training program by helping standardize training processes and making sure all agents continue to receive ongoing professional development.

“We’ve added Guida to our team in order to address the industry-wide issue of bringing in customer service professionals from outside of the travel industry,” explained Elaine Osgood, president of Atlas. “We believe that in the travel industry, education and training is the key to the success of a single person or a large organization, and Guida will head up our new training program to make that belief a reality.”

“Atlas recognizes the importance of training, and part of their rapid growth includes a strong educational and training plan,” said Ms. Ferreira. “I joined Atlas for this exact reason. I saw the opportunity to help Atlas advance their current training, and develop a robust plan designed for all employees from front lines to executives.”

Over the next few months, Ms. Ferreira will be working with every employee to develop training that meets their needs and enables them to deliver an exceptional customer experience.

Atlas' focus on training is a result of the employee research that they conducted, which identified comprehensive and continued training as a need.

Prior to Atlas, Ms. Ferreira spent several years working with The Travel Institute as their Coordinator of Training Solutions and Manager of Business Development and Training. She received her Bachelor of Science degree in Hospitality Management from Johnson and Wales University in Providence, Rhode Island.

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### **About Atlas Travel**

Celebrating more than 20 years in business, Atlas Travel International is the 27<sup>th</sup> largest travel management company in the United States as ranked by Business Travel News. Serving more than 500 corporations and more than 15,000 vacation travelers, Atlas is honored as a leading business in New England and a leader in the travel industry. Founder Elaine Osgood was named the 2006 New England Ernst & Young Entrepreneur of the Year. Additionally, the company provides meeting and incentive services as well as luxury vacation planning. For more information about Atlas, please visit [www.AtlasTravel.com](http://www.AtlasTravel.com).