

SMILES & MILES TRAVEL **RANKS IN TOP 15 BY TRAVEL INDUSTRY GROUP**

By Stan Hurwitz

BOSTON, MASS. (Issued November 2011) -- Travel Consultant Ellen Paderson and her **Smiles and Miles Travel, Inc.**, of South Easton, Mass., have been named one of the top 15 travel agencies by the prestigious Network of Entrepreneurs Selling Travel (NEST) consortium. The group has about 500 member agencies.

According to NEST President Kathryn Mazza-Burney, rankings are based on the value of member travel bookings. NEST (www.jointhenest.com), based in Oyster Bay, NY, helps home-based travel agencies “achieve greater success financially, professionally, and personally by championing solutions and opportunities for them.” The organization, comprised of the finest home-based agent professionals in the industry, connects suppliers, such as cruise and resort operators, with travel agents to create opportunities, strengthen partnerships, and enhance profits.

Despite the economic downturn, Paderson, who founded **Smiles and Miles Travel, Inc.** (www.smilesandmilestravel.com) as a stay-at-home mom about 16 years ago, has seen a 20% increase in her business over the past 12 months for several reasons: providing personal service, attention to detail and creative marketing. She has earned numerous travel industry certifications and promotes herself as a Personal Travel Consultant, noting, “The best agent is part social worker, part therapist, part movie director, part air traffic controller and part mother hen.”

“The added value I provide is confidence based on experience, plus knowledge that only comes with training and first-hand visits,” she says. “My role is to fill the void left by the nearly-extinct local travel agency.” With clients across North America, he has been busy booking standard cruises and vacations as well as destination and cruise honeymoons and vacations, and cruise and destination bar and bat mitzvahs.

“Unlike the big companies, I know the details of my customers’ trips,” she says. “I know their likes and interests. They’re not just a number. If something does go wrong, I take it personally – *like it’s happening to me!* I’m available to my clients nights and weekends, 24 / 7.” Among the most common destinations in recent months have been resorts in Mexico, the Dominican Republic and other Caribbean islands. In recent months Paderson has booked many large destination weddings and bar mitzvah vacations.

As part of her commitment to assisting entrepreneurial women, Paderson’s **Smiles and Miles Travel** is the official Travel Consultant for Miss Massachusetts 2011

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