

Michael Yack, chief executive officer of FabulousSavings.com, a coupon website, travels regularly to New York, Chicago, San Francisco and London.

## How much do you fly?

"About every two weeks. But let me tell you, before I had this company, I was afraid to fly, and I still have to get pills to deal with flying – Ativan. And I will only fly business class or higher – I won't fly any other way. I can't fly coach any more. There's no way. It's about the treatment and keeping busy. I'm a bad flier, but I have to."

## A lot of executives are going economy these days. Why the luxury?

"I need the lounge to chill out for a bit. British Airways is the best – no question. Their lounge is just such a better place. A lot of the lounges I go to are ghettos. The United lounge in NYC, which Air Canada shares, is horrible. I'd

rather be in the food court than be in that lounge."

## But it's more expensive.

"It is a lot more expensive, but you get what you pay for. When I travel for business, I need to focus on what I'm doing. I often have to go straight to a meeting from the airport. I sometimes even have clients picking me up. I have to be on immediately. I'm a dot-com traveller. I'm one of the new guys. I need to feel good when I travel."

## Any other benefits?

"A lot of the same rules don't apply. I come on with three carry-ons, and they're all like, 'Okay, I'll put it here, I'll put that there.' "

## Sounds like you've got packing problems.

"I'm horrible with packing. I pack, like, five outfits for every day. I'm a shopper as well, so when I'm away, I always bring back more stuff. I bought those Heys suit-



cases that have four heels and expand – it's sort of like elastic pants."

## What do you never leave home without?

"My iPod, my BlackBerry – I take a lot of things with me when I go. I'm like an electronics superstore. But here's a secret, my best secret: I have an American Apple account, so my iPod gets all the TV shows and games for the flights. The iPod is huge. Everyone should buy American iPod gift cards – it's just a whole different thing."

» Bert Archer