

Anderson Vacations Brings Back An Old Friend, and Hires New Sales Team!

Anderson Vacations is pleased to announce the appointment of Lisa MacDonald to the newly created position of General Manager.

Ms MacDonald returns to Anderson Vacations after two years with Pacesetter Travel in Calgary. "I am very excited to be re-joining the Anderson team," says MacDonald. "We are moving Anderson into the next level, and I love being a part of the growth and success of a company that has strategic goals, and makes them happen."

Lisa MacDonald was the very first employee of Anderson's Southern Alberta office in Calgary, helping build the original Perfect F.I.T. Canada program, which Anderson is now known for around the globe. "I was here at the beginning, and the success that Anderson is having now was a 5 year goal back then! Anderson has accomplished those goals in less than 3 years, so that is very exciting!" states Lisa.

"We are elated to have Lisa back with us," says Corey Marshall, President/CEO of Anderson Vacations. "Her intelligence and leadership abilities, combined with her passion for the Canadian tourism industry make her a perfect fit to lead our team here at Anderson Vacations into the future!"

Ms MacDonald will be based in Calgary, Alberta, and will manage overall operations of the Anderson Call Center, staff and product lines.

In addition to a new General Manager, Anderson continues to grow its sales force by hiring two new regional Sales Managers to handle the sales and marketing activities in their respective parts of the country.

Katrina Ball (Eastern Canada) and Devon Ouellette (Western Canada) have joined the Anderson Vacations team, and are busy getting the word out about Anderson's 2007/2008 winter holidays and preparing for the 2008 season. "Katrina and Devon have been wonderful additions to the team. Their enthusiasm and dedication have shown through in the short time they have been with us," states Seth Downs, Director of Sales. "The future looks very bright for Anderson, and with the people we have in place there is no limit to what we can achieve!"

Anderson Vacations is a Calgary-based, full service tour operator offering one stop shopping for the complete Canadian vacation. For more information, reservations, or to speak to a staff member, contact Anderson Vacations Call Center in Calgary, toll free 1.866.814.7378 or email information@andersonvacations.ca