



Joel L. Widzer, Psy. D.  
2489 Paseo Circulo,  
Tustin Ranch, CA 92782

714-544-2855 (ph)  
714-544-2992 (fax)  
[jwidzer@cox.net](mailto:jwidzer@cox.net)

Travel strategist and business consultant Joel Widzer, Psy. D., is a traveler's traveler. He logged more than 235,000 miles in 2007 and has accumulated almost 3 million lifetime flight miles in the course of visiting 103 countries. Joel is very well versed in such issues as frequent-flier programs, customer loyalty, air travel, and travel fatigue.

Joel's unique, no-holds-barred approach to travel and loyalty-building have made him a popular media figure. He has been interviewed by such forerunning outlets as USA Today, Fortune, The New York Times, The Wall Street Journal, Business Week, The Washington Post, Money Magazine, and Reuters. He has also appeared on CNN, MSNBC, ABC, The Fox News Channel, Fine Living Channel, and Inside Edition, among others. Joel currently writes a travel column for MSNBC and Forbes.

### **Joel Widzer's Book**

*The Penny Pincher's Passport to Luxury Travel: The Art of Cultivating Preferred Customer Status.* Travelers' Tales, 1999, 2004, 2008 (3<sup>rd</sup> ed.).

Book contributions:

- *The Business Person's Book of Lists* (Adams Media, 2006): Contributor
- *Make Your Travel Dollars Worth a Fortune* (Travelers' Tales, 2006): Chapter sidebar

### **Books Quoting Joel Widzer**

*Scam-Proof Your Life: 377 Smart Ways to Protect You & Your Family from Ripoffs, Bogus Deals & Other Consumer Headaches*, by Sid Kirchheimer, AARP (Sterling Publishing, 2006): Quoted on pp. 152, 154, 165, 167, 169, 171.

*Worry-Free Family Finances: Three Steps to Building and Maintaining Your Family's Financial Well-Being*, by Bill Staton and Mary Staton (McGraw-Hill, 2003): Quoted on p. 67.

*Damn! Why Didn't I Write That?: How Ordinary People Are Raking in \$100,000.00 or More Writing Niche Books & How You Can Too!*, by Marc McCutcheon (Quill Driver Books, 2001, 2006): Quoted on p. 52.

## Selected Interviews and Articles in Print

“We've got the top Web sites and insider tips to save you time and money.”  
Kiplinger Business Resource Center  
March 31, 2008

“Five-star treatment for less than four figures”  
Publisher Weekly January 28, 2008

“Things with Wings”  
The Commercial Aviation Blog Feb-2008

“Ask upfront about your travel agent's fees”  
Kiplinger's Personal Finance May 2007

[“Don't lose your hard-earned points and miles”](#)  
KOMO TV Seattle, December 27, 2006

[“Hot stuff: How to get star treatment”](#)  
Chicago Sun-Times, November 10, 2006

[“Want to get into the hot spots? It's not as hard as you think”](#)  
Chicago Sun-Times, November 10, 2006

“Fly first-class without the high-priced fare”  
Black Enterprise, October 2006

“Snagging a sweet suite”  
Black Enterprise, October 2006

“How to get a free upgrade”  
California AAA's *Via Magazine*,  
July/August 2006

“Your frequent-flier status gives you an edge”  
Brides magazine, March/April 2006

“Should you be loyal to one airline?”  
Smarter Travel, March 2006

“Making a hotel reservation”  
Black Enterprise, March 2006

California AAA's *Via Magazine*,  
March 2006

“Eight tips to take the lug out of luggage”  
*AAA Traveler*, November/December 2005

*National Geographic Traveler*  
November/December 2005

“Expert Travel”  
*Des Moines Register*, December 13, 2005

“Experts answer questions about future travel plans”  
*The Tampa Tribune*, September 15, 2005

“Fliers start to take defensive action”  
*The New York Times*, September 14, 2005

*The Commercial Appeal*  
Memphis, Tenn., September 10, 2005

“Sound bites”  
*The Denver Post*, May 21, 2005

“A flier status elite enough to eclipse mere platinum”  
*The New York Times*, May 10, 2005

“Luxury upgrades”  
*Kiplinger's Personal Finance*, March 2005

“Luxury hotel stays”  
*San Diego Magazine*, March 2005

“Are you a bad customer?”  
*MSN Money*, March 2005

“The state of frequent flier programs”  
*Frequent Flier*, January 2005

“Eight simple rules for '05”  
*US News & World Report*, January 10, 2005

“Airlines blacklist fliers, some merely annoying”  
*The New York Times*, December 14, 2004

## Appearances in Electronic Media

“Road Warrior Travel Tips” Satellite media tour, October 2007

3 multi-markets (nationally distributed programs); 12 local markets consumer impressions: 9,213,342  
estimated publicity value: \$235,474.00.

“Sumer Travel” Satellite media tour, June 2007

5 multi-markets (nationally distributed programs); 9 local markets consumer impressions: 8,342,063  
estimated publicity value: \$345,920.24.

“JetReady™ Labor Day Travel,” Satellite media tour, September 1, 2006

3 multi-markets (nationally distributed programs); 19 local markets consumer impressions: 6,752,919  
estimated publicity value: \$173,180.30.

“Last-Minute Summer Deals”: Satellite media tour, June 22, 2005

Multiple market placements consumer impressions: 6,006,989 publicity value: \$219,619.50.

## Appearances on Television

CNN TV

ABC TV (national and affiliates)

The Fine Living Channel

Fox News Network

National Satellite Media Tours

MSNBC TV

CBS TV (national and affiliates)

The Travel Channel

NBC TV (national and affiliates)

Fox News 11, Los Angeles

## Radio Appearances

More than 350 national and international appearances

## Expert Advice

### BOOMj.com

E-commerce site serving more than 78 million Baby Boomers

<http://www.boomj.com/JetReady>

### Video Jug

Life explained on film

<http://www.videojug.com/user/USEX0257/>

## Consulting

Joel L. Widzer, Psy. D. is a highly regarded Industrial Organizational Psychologist, noted travel strategist, and the managing partner of JlwConsulting. He is an industry expert on customer loyalty and frequent-flier programs. He is the author of *The Penny Pincher's Passport to Luxury Travel* and is a regular travel columnist for MSNBC. His consulting firm, JlwConsulting ([www.jetready.com](http://www.jetready.com)), advises travelers and businesses on a broad range of issues from maximizing their travel programs to managing travel fatigue.

Joel is also program director of JetReady™, a scientifically proven program for managing and enhancing “transmeridian travel,” i.e., long-distance travel over several time zones. In this capacity, he has become an invaluable advisor to global enterprises whose executives and employees must “travel long and arrive ready to hit the road running.” His unique knowledge of the subject stems from his extensive scientific research and his personal experience having traveled nearly 3 million miles in the last five years.

## Business and Professional Presentations and Publications

- UCLA Festival of Books, Los Angeles, 2008
- Airline Payment Summit 2008, Toronto Canada April 2008
- Texas Business Travel Conference , Austin Texas April 2007
- Customer Loyalty Seminar for Airline Executives, Nice, France, October 2006
- Bain & Company, Panel Expert, Airline Loyalty Research, 2006
- San Francisco Business Coalition Round Table, San Francisco, 2005
- Los Angeles Travel Show, 1999–2001
- “Theoretical Perspective on Travel Fatigue,” Academy of International Business, Northeast, September 2002
- “Executive Travel: Utilizing Corporate Jets to Reduce Travel Fatigue,” *Global Business Jet*, October, 2002
- “Customer Retention of Business Travelers in the Airline Industry,” United States International University, 2001

## Education

Doctor of Psychology (Industrial Organizational), United States International University  
San Diego, California, 2001

Bachelor of Science (Business Administration), Pepperdine University  
Malibu, California, 1986

## Professional Organizations

- Society of American Travel Writers (SATW)
- American Psychological Association (APA)
- Society for Industrial and Organizational Psychology (SIOP)
- Aircraft Owners and Pilots Association (AOPA)