

Az Business

Helping people run their
businesses better since 1985

MAY-JUNE 2005

Magazine

20th

Celebrating Our

ANNIVERSARY



\$4.95

Established 1985



Imagine starting a travel company on September 11, 2001 and watching it flourish almost from its inception. Although it seems a pretty unlikely scenario, it is Jeff Slade's story.

"After I realized that the travel industry is my passion, I decided to establish my own company and I launched my idea on Sept. 11," says the president of Detours, which specializes in small tours of Arizona and neighboring states in specially appointed vans. "I bought my first van on September 13, 2001, when there still weren't any planes flying after the terrorist attacks."

Some people might set aside a dream like that for a later time: Not Slade.

"I believed in the concept and I knew it would work," he says.

So he persevered, remodeling the 15-passenger van into a 10-seater with captain's chairs instead of standard vehicle seats, to create additional room.

"Vans can go places that buses can't even think about going," he says.

Slade serves as a guide for many of his tours, which include the Grand Canyon, other national parks, Sedona, Tombstone, the full 22-mile Apache Trail, Four Corners, Monument Valley and Apache Pass in southern Arizona.

"The first thing I do on a tour is take away the watches of the passengers in the van," says Slade, who conducted his first tour in December 2001. "Then, I rip up the itinerary. They can always expect the unexpected."

Jeff Slade

President, Detours www.detoursaz.com