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IS BUYING STOCKS —
YOU SHOULD TOO

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DISPLAY UNTIL NOVEMBER 17, 2008

WHO PAYS FOR THE BAILOUT?

— YOU DO, OF COURSE! —

BY SHAWN TULLY WITH JOAN CAPLIN

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Road Warrior

LAURENCE FRANKLIN, 56
PRESIDENT AND CEO, TUMI

IT SEEMS ONLY FITTING that as the chief executive officer of Tumi, the company whose sturdy luggage is beloved by business travelers, Laurence Franklin racks up major mileage himself. (The bonus: Every time he packs for a trip, rushes through security, or checks his bags, he can count it as road-testing his products.) Franklin, who commutes from his home in Dallas to the company's offices in New York and New Jersey, first worked for Tumi in the 1980s before leaving for a stint at Coach, and then one at Unilever. Since his return in 1999, he has steered Tumi beyond wheelies into accessories and handbags. We caught up with Franklin on a recent stopover in Manhattan.

—Eugenia Levenson



BAGMAN
FRANKLIN, ENJOYING A MILK SHAKE AT MADISON SQUARE PARK IN MANHATTAN, SPENDS AS MUCH TIME ON THE ROAD AS MOST OF HIS CUSTOMERS.



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1. Days on the road

Strictly on business, probably 120. Then I do a fair bit of back-and-forth to Dallas.

2. Check or carry on

In the U.S., I always try to carry on my luggage, because you need to be flexible for flight changes. In Europe or Asia I don't mind checking a bag, because they're very efficient, and waiting times at the claim are quite short.

3. Ground transport

Always ask about the best way from the airport. Sometimes it's public transportation. From Heathrow to central London, the Heathrow Express is the best. From Narita, I'll take an airport bus to my Tokyo hotel—it's as speedy as a car at a fraction of the price.

4. Dress essentials

I always have my Levi's jeans and maybe one suit, but one where I

can wear the jacket with jeans. And my Ferragamo suede loafers. It's easy for me to take a minimum wardrobe that has maximum versatility.

5. Luxe hotel

In Cape Town I've stayed at the Cape Grace hotel, which I absolutely adore. It's located on the waterfront, and the staff is exceptional.

6. Always with me

My Tumi multicountry

electric adapter, which is about the size of a Rubik's Cube. It works in every country I've been to, so you don't have to take a whole kit with different plugs.

7. Air time

I catch up on—and also clean out—e-mails. On every trip I'll set a goal of how many messages I can get rid of.

8. Hotel tip

The concierge makes a difference. If I'm a

repeat visitor, I'll tip when I first show up. It doesn't matter how much. It's the gesture, and the fact that you're showing appreciation. If I'm a frequent visitor, I'll often take a small gift.

9. Hometown hangout

There's what I call a great Dallas pub, the Porch, in the Knox-Henderson neighborhood. Great food, lots of beer, always lively. And then for classic

Texan steak, there's Al Biernat's.

10. Bring a friend

Business travelers go to locations most people only dream of visiting. If you travel extensively, once in a while invite your spouse, partner, or friend—even if just for a couple of days. I was in Dubai this past summer with my wife, and we took a helicopter ride over the city.