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BUSINESS

bargain

'Liquidation' prices are no

grilling burgers all over the United States."

giant cake."

She and two of the kids have birthdays during the trip, so she's planning

all three celebrations to occur "on Geico lunch days, so we can have a

Much of what is loaded into the camper is at the expense of sponsors, inclu

"They have a high-tech wool liner with a 30-day no-stink guarantee," Wendi said. "That's a perfect sponsor because it will be difficult to do laundry."

She and her husband will home-school their kids, ages 6, 8 and 11, and she said they'll learn more visiting the American West, Midwest, southwest Canada and Louisiana than they would in public school. All the kids have over-the-road responsibilities, and their ability to come through will presumably be recounted on the Web site.

"When this first came up, people asked me, "What the heck are you doing?" property developer Michael Ezgur said.

But he said his wife had a good point: His business "really has been very stressful for a long time," and now might be an excellent opportunity to put some distance between him and it.

He has an understanding business partner, and all the work Michael needs to do over the next few months, as the firm is converted to a leasing operation, can probably be covered by a few telephone calls a day.

But why make the trip a public event?

"At first, I thought, no," Michael said.

"If we're going to do this, fine. But why a Web site, and what's the point of trying to promote it?"

He found his answer in the difference between his personality and his wife's.

"I've always done things that are concrete: You can see it and touch it. Wendi is very creative, a very good public speaker.

"This really is an opportunity for her to grow her business. This trip will give her things she can speak on (at corporate engagements), and we're doing things on this trip that can really provide her with a lot of content and material, I suppose."

Despite all the sponsorships and business links, the Ezgurs will still have to struggle as anyone else would who has never owned a big camper before.

"Who even knew there were signs for viaducts as to their heights, like two miles away? You have to look for these things. You can't just slam on the brakes." Wendi exclaimed.

"And when you click on the tow gear, you're no longer able to reverse.

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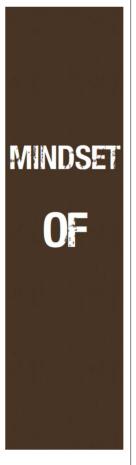
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