Historic Tours of America Opens Trolley Tours in Nashville!

Complete Story Inside on Page 3

www.HistoricTours.com
Self-Fulfilling Prophesies Have No Place in Sales

by Chris Belland, CEO

True story. I know this because Bobby Bernreuter (HTA V.P.) told me it happened in his restaurant when he was in the business. A young man went to work at Bobby’s restaurant here in Key West and was assigned to work with Ann (not her real name) to “learn the ropes.” Bob (not his real name either...so much for being a true story LOL) was a young man just starting out on his first job and was eager to learn from an old hand.

On the first day of his employment, Ann took Bob aside and told him, “The way you make it in this business is by getting tips and there is nobody who knows about tipping more than I do. I have been doing this for 20 years. Let me show you what I mean. See that man that just sat down?”

“Yeah, ma’am,” responded Bob eagerly. “He’s going to leave a pretty good tip.”

“How do you know that?” asked Bob.

“I can just tell by the clothes he’s wearing and the way he looks. Soon you will be able to size people up like this, too. See the family that’s just finishing up?”

“Yes,” said Bob.

“Well, they’re not going to tip very much at all. In fact, I’ll be surprised if I get any tip. They are a family and they’re usually pretty skimpy since they have kids and all.”

“Oh,” Bob replied in a rather sad but understanding way.

Ann left Bob to attend to the first gentleman. She greeted him with a bright, “Hello, what would you like? May I recommend the daily specials?” She then went on to have a pleasant conversation with a bright, “Hello, what would you like? May I recommend the daily specials?”

A few minutes later, Ann returned from the table where the first gentleman was seated. “That’s amazing!” said Bob excitedly.

Ann left Bob to attend to the first gentleman. She greeted him with a bright, “Hello, what would you like? May I recommend the daily specials?” She then went on to have a pleasant conversation with a bright, “Hello, what would you like? May I recommend the daily specials?”

By sizing up someone as a good tipper, guess who got the good service? Who was treated better with more enthusiasm and interest? Sizing up others as bad tippers got them the barest level of service possible so he could spend more time with the good ones. I don’t know about you but I learned long ago not to judge a book by its cover. People come to us from all over the world with all different kinds of customs dressed in every way imaginative and from every income level. In a family, you never know who the decision-maker is going to be. It might be the father, the mother or even the child. Not to address all with respect and proper attention is arrogant and self-defeating. No CASTmember in our company has a greater opportunity to control their own compensation than do our sales people. As we have a great product, it makes sense to believe in it and to practice the notion that one’s visit to one of our cities would not be complete without taking our tour and then delivering that prospect to our guests. An old salesman who I greatly admired once told me there is no such thing as an objection, for they are all requests for more information. “That’s too much,” is a request for an explanation of why something is worth the price asked. It is in our philosophy to treat our guests as they want to be treated which is our extension of the Golden Rule. Everyone is different but they all come to us with the same overriding request which is MMiF – make me feel important. It is a pretty good philosophy for getting along in life and real good for earning what you are worth.

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Open for Business

After a few months on the ground in Nashville and great teamwork from everyone the day finally arrived May 3, 2016. Our first tours in our newest city got on the road. We found ourselves multi-tasking to the extreme. We started with moving into the offices and barn, getting furniture, painting, carpeting and tools. Next came brand new stadium trolleys, two of which we actually drove down from Maine and Boston. Those road trips in the winter were scary, yet pretty cool. The whole time we were building a great team. Can you imagine interviewing, hiring and training a whole CAST at once? We sure did it and are off to an exciting start in Music City.

We are all proud of where we are and are grateful for all the help and support we have received from all of our cities and operations. We look forward to great things here and invite all of our CASTmembers to come and visit, Y’All are always welcome. Take care and have a great summer.

Leap of Faith

by Beverly Flanders; Human Resources/Office Manager

Looking around the room at all the smiles during our last monthly meeting I could not believe how far we have come in such a short time.
time. Old Town Trolley Tours of Nashville is now at 40 CASTmembers and still growing. This wonderful group that were strangers not so long ago have come together in an astonishing way. They believe in the vision we have for our Nashville operation and took a Leap of Faith joining us. One by one they came. They encourage each other and are truly proud of their accomplishments not only for themselves but their fellow CASTmembers as well. I have heard it mentioned numerous times that they feel like they are part of something special coming in from our beginning. Listening to the many terrific suggestions from our CASTmembers has made us stronger and bond in the process. I am so honored that this wonderful group said yes when I asked them to join the Historic Tours of America Family.

Vendor Relations

by Melissa Elliott; Vendor Representative

Accepting the position of Vendor Representative for Old Town Trolley Tours of Nashville, left me with the task of establishing the Vendor Program from the ground up. At first, I was a little unsure on how to get started but thankfully, I was able to train with Vendor Program from the ground up. At first, I was a little unsure on how to get started but thankfully, I was able to train with Vendor Program from the ground up. At first, I was a little unsure on how to get started but thankfully, I was able to train with Vendor Program from the ground up. At first, I was a little unsure on how to get started but thankfully, I was able to train with Vendor Program from the ground up. At first, I was a little unsure on how to get started but thankfully, I was able to train with Vendor Program from the ground up. At first, I was a little unsure on how to get started but thankfully, I was able to train with Vendor Program from the ground up. 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San Diego Visitor INFO Center Celebrates 1 Year Anniversary

by Jeannelle Perez, Visitor INFO Center Manager

On April 30th, the SD Visitor INFO team welcomed nearly 900 visitors to their 1 year anniversary party. Refreshments, decorations, “surfari” music and appearances by various performers helped guest at the Visitor INFO Center have a great time. The event was complete with Low Rider Car Show, Cerveza Patio stage with family-friendly entertainment, Ballet Folklorico and Mariachi bands, a petting zoo, and O’Reilly Auto Parts—Low Rider Car Show, Cerveza Patio with family-friendly entertainment, Ballet Folklorico and Mariachi bands, a petting zoo.

San Diego Tourism Authority Annual Meeting

by David Thornton, General Manager

Tourism is San Diego’s third largest employer, employing one in eight. Over 34 million visitors come to San Diego for leisure, hospitality and events. This year’s Tourism Advisory Meeting’s theme was “The Power of the San Diego Brand” focusing on a blend of great weather, outdoor lifestyles and friendly people infused with an upbeat ‘anything’s possible’ attitude’. The San Diego region is blessed with an abundance of scenic splendor, diverse activities and attractions.

Spring is such a great time of the year -- flowers blooming, everything coming to life, beach water warming up and also SEAL CAST returning to work after a long, winter’s nap. And also a time for new hires! Yes, the SEAL has hired 5 new Captains and 5 new First Mates. The Captains start training with the Conductors because it is all about learning to drive a commercial vehicle. Eventually, the SEAL Captains leave the trolley conductors and start driving an even bigger commercial vehicle our hydra-terra vehicle - the SEAL. The First Mates have to learn how to identify all sorts of wildlife both on land and in the air! You just never know what you are going to see on the tour so they have to be prepared for anything.

Speaking of being prepared for anything, our vessels are Spring is such a great time of the year -- flowers blooming, everything coming to life, beach water warming up and also SEAL CAST returning to work after a long, winter’s nap. And also a time for new hires! Yes, the SEAL has hired 5 new Captains and 5 new First Mates. The Captains start training with the Conductors because it is all about learning to drive a commercial vehicle. Eventually, the SEAL Captains leave the trolley conductors and start driving an even bigger commercial vehicle our hydra-terra vehicle - the SEAL. The First Mates have to learn how to identify all sorts of wildlife both on land and in the air! You just never know what you are going to see on the tour so they have to be prepared for anything.

Speaking of being prepared for anything, our vessels are...
VENDOR SPOTLIGHT

Pacific Terrace Hotel

by Rod LaBranche, Director of Travel Industry Sales

This month I would like to spotlight Ted Stübner, Chief Concierge at the Pacific Terrace Hotel. Ted has worked as Chief Concierge at the Pacific Terrace for a year and recently just moved to the United States 2 years ago from Sweden. Ted speaks 5 languages (Swedish, Danish, Norwegian, German and English). He likes to play golf, soccer and swim/surf and lives right at the beach so he can walk or bike to work. Ted works full-time at the Concierge Desk and gets help from Dan Thomas of the Bell Desk and Brandon Salazar from the Front Office on his days off. The Pacific Terrace Hotel is San Diego’s rare four diamond oceanfront hotel. Dramatically perched above the white sandy beaches of Pacific Beach, they provide a front row seat to the ever changing world of the sparkling blue Pacific Ocean. The staff is wonderful, and the location is amazing. The hotel is located at the far quiet end of a stretch of beach with a boardwalk that extends three and a half miles south of them with oceanfront restaurants and shops. Pacific Beach is located eight miles north of the airport and just a few miles from La Jolla, known for their beautiful beach cliffs, and high-end shopping. I want to thank Ted, Dan, Brandon and the entire staff at the Pacific Terrace Hotel for all their great support for Old Town Trolley Tours and all the tours that we operate.

Port Tenants Dinner

Celebrating with the Port Tenants Association dinner, Alex Lindberg, Lora Stewart (Alumnus San Diego General Manager), David Thornton, Correnne Tolle, Victor Sutano, Karina Pecora, Nikki Meo-Cook and John Savage.

Travels with Rod LaBranche

Rod LaBranche with Melissa Ellot, Vendor Sales Rep. at the Belmont Museum in Nashville to help with the opening of the Old Town Trolley Tours of Nashville.

CAST Meeting at the Maritime Museum

Our San Diego CAST enjoyed an early morning monthly meeting at the Maritime Museum. President and CEO Ray Ashley presented new plans for the museum along with an update on the San Salvador reconstructed ship. The San Salvador was the flagship of explorer Juan Rodriguez Cabrillo in 1542 when he first sailed into San Diego Bay.

Goodbye Carrie!

Long time CASTmember and friend Carrie Nunez, Vendor and Charter ADMIN, says goodbye to Old Town Trolley Tours and all the tours that we operate. You will be missed but we are happy for you in your new adventure.

New Trolleys!

Two new Trolleys hit the ground running at the Old Town Market. Thanks to our corporate marketing team Piper Smith and Monica Munoz, the trolleys feature new contemporary artwork designs of iconic San Diego scenes.

CAST Member of the Month

March
Philip Fondaw, Conductor
Melanie Harrell, Sales Rep
Arthur Burgess, Specialty Tour
David Aptaker, Supporting

April
Doug Price, Conductor
Stacy Bridges, Sales Rep
Deb Hildebrand, Sales Rep

Cox TV Visits

Operations Manager John Savage and Visitor INFO Center Manager Jeanette Perez prep for Cox TV airing of the Wonderful Series on Fun Things To Do in San Diego. The TV segment features the Trolley and USS Midway Museum.

Wally

Meet Wally! He is an 11 month old Goldendoodle and belongs to our Old Town Market Operations Manager Sebastian Biagioni. He is a fun loving pup who likes to be the center of attention wherever he goes. He wants to be a trouble maker every now and then but is a fluffy ball of love and goodness. He is very excited to celebrate his 1st birthday! You can follow his adventures on Instagram @Wallydoodlesd

Proud Owner: Sebastian Biagioni, Old Town Market Operations Manager
I love my job by Eric Chapman, Operations Manager

When I arrived at OTT-WDC on January 23, 2012, a Conductor during briefing shouted across the briefing room to the then Operations Manager, Eric Holmes... “I Love My Job!” That Conductor was Adam Johnson, a Conductor who had been here less than a year. Adam was and still is a great driver to keep the love for his job. He is willing to work in the morning, the afternoon, the evening, the night, and even after midnight, if possible.

I love my job to the point where I am today. Because, “I Love My Job!” I enjoy coming to work each and every day. Actually, I do come to work each and every day. The General Manager, Eric Holmes, is often trying to throw me out of the building in fear of my passion for the job weakening. But I don’t see that happening. Why? Because, “I Love My Job!” I’m not forced to come to work, I just... enjoy coming. Eric Holmes says, some folks just bleed “Orange and Green”. I like to think that I am one of those people. I wake each day to the exciting thought of going to work and then I am often reluctant to leave work at the end of the day.

The job allows me the freedom to express myself to hundreds of thousands of people each and every day. It allows me to use a verbal paintbrush, if you will, to paint a picture for visitors from around the world. Just like a literal painting you can look at it multiple times and see something new each time. Using this verbal paintbrush allows me to help someone who has seen it before, to see it differently this time and others who have never seen it, to see it in all its beauty for the first time. I know what you are thinking, isn’t he the Operations Manager?... Yeah, I am. But, I like to keep my paintbrush wet, so to speak. I dispatch, I jump in the loop, I do Night Tours, I do Hotel Shuttles, you name it, whatever I can do, it’s easy. Why? Because... “I Love My Job!”

When you love what you do, then doing it is easy. Now, don’t take that the wrong way. I didn’t say I had an easy job. I said, “Doing it is easy”. There is a difference. You can have an easy job, but, if you dislike it, then it can be difficult to do. You see, I work for a family. They make doing this job easy. They include all their CASTmembers into their family, including me. See when things happen, good or bad, it is common for the CEO or the President or the COO of Historic Tours of America to call, write a note, send email, or even a text message to demonstrate their concern or appreciation. Where else does that happen? At none of my previous places of employment.

My point in all of this is less about me and more about others. Often we can become so focused on the money in a job, or appreciation. Where else does that happen? At none of my previous places of employment. My love for the job doesn’t define me, but how we complete the job does.

Our attitude can make all the difference. A job can be done well, it can be done with compassion and care. Our attitude at work, with co-CASTmembers and guests can express how we feel about the job. If we bring a negative attitude to the job, then our interactions with our co-CASTmembers and guests will influence their perception of us. You see, our attitude and our mood does not just stay with us, it can affect someone else, sometimes just by being around, they may have noticed it. It has a profound influence on the people we work with and the Guests that visit our attractions. We can’t control every situation, be we can control how we handle them.
Welcome Sean Wallace!
Old Town Trolley Vendor Representative

I am an only child born in Pensacola, FL to a military family. By the age of 6, through the grace of God and the well-planned use of my father’s vacation time, had managed to travel through every state in the contiguous United States. To this day I have still not made it to Alaska and Hawaii. My parents retired to Marshfield, WI when I was 13 to become farmers and let me live out the high school dream. After being land-locked for seven years I ran away to college in Tacoma, WA and the UK, moving to Seattle after graduation. As I’m sure most people from military families can relate, being anywhere for more than 5 years is really difficult.

From there I had an opportunity to move to Greensboro, NC where after three years, people raved so highly about Washington, DC that I had to give it a try and have been here for the last 11 years. I love being in the nation’s capital, a heartbeat away from Capitol Hill while enjoying everything the local community has to offer. This really is two different cities. DC for the last 11 years. I love being in the nation’s capital, a heartbeat away from Capitol Hill while enjoying everything the local community has to offer. This really is two different cities. DC is a rich vibrant metropolis that allows me to enjoy my favorite pastimes: travel and eating. Washington is a travel hub and the restaurant industry, like my waistline, has grown tremendously since I moved here in 2005.

Most of my career has been spent in the customer service industry, from restaurant management to call center management with a brief foray into the non-profit world and government relations. I am excited to be back in the hospitality industry and look forward to a long and exciting career with Old Town Trolley as their newest vendor representative.

CASTMEMBER SPOTLIGHT

justin white
Old Town Trolley Tours, Concierge

BACKGROUND
My name is Justin White. I am a concierge at the Gaylord National and I’m always looking to better my life. I’m very open minded. I applied to OTT by chance and didn’t know much about the company. But what I have learned so far, I like. I’m enjoying a new found independence and just enjoying life.

I’m a native Washingtonian having grown up living in nearby Maryland. Shopping is in my blood. I think I actually shop more than all of the Kardashians combined. I also swim, watch TV (love Scandal so much, I’m voting for Olivia Pope 2016) and I love old school hip hop, of course old school for me is just 10 years ago.

What is your idea of perfect happiness? Doing something I love
Which historical figure do you most identify with? Lewis Hamilton
What is your greatest fear? Bugs
What is your favorite vacation spot? Tohoga
Which talent would you most like to have? Singing
If you were to die and come back as a person or thing, what do you think it would be? A butterfly.

Spong cake

Ingredients
Sponge Cake:
• 6 large eggs
• 1/2 cup white granulated sugar
• 3 cup all-purpose flour
• 1 teaspoon baking powder

Filling:
• 2 cups heavy cream
• 1/2 cup white granulated sugar
• 8 ounces whipped cream cheese, softened at room temperature
• 2 pounds fresh strawberries

Directions
1. Preheat oven to 350F. Line 2, 8-inch round cake pans with parchment paper without greasing the sides. Place eggs and sugar into mixer bowl and whisk on high speed until thick and pale, almost white in color.
2. Combine flour and baking powder. Sift flour into egg batter in small batches, folding very gently until all flour is added. Immediately pour batter into prepared pans.
3. Bake in preheated oven until golden brown. Remove from pans immediately onto cooling racks and remove parchment paper. Let cool completely before slicing in half.

April - May 2016
The Nation’s Storyteller April - May 2016

bottom of the pyramid, the entire Leadagement Team appreciates this year, but I can say without reservation that I consider it one of delivering exemplary service to our guests. I cannot fully express we welcomed new CAST and said goodbye to others, all the while Prohibition Museum in late summer of this year. As with all years, coveted addition of an attraction project here in the Savannah, here in Savannah on a daily basis). We also celebrated the long coveted addition of an attraction project here in the Savannah, and we look forward to the opening of the one-of-a-kind American Prohibition Museum in late summer of this year. As with all years, we welcomed new CAST and said goodbye to others, all the while delivering exemplary service to our guests. I cannot fully express the pride I feel when I look back at all that our CAST has accomplished this year, but I can say without reservation that I consider one of my life’s great blessings that I get to serve them and in some small way help facilitate this success. Sincere thanks from the man at the bottom of the pyramid, the entire Leadagement Team appreciates all you do, every day to make Savannah TOURISTIC! Onward into 2016-17! Let’s make it our best ever...

Operations
by Joe Whelan; Operations Manager
Spring has sprung and summer is fast approaching. We have seen our first day with the temperature approaching 90 degrees and it won’t be long before that is an everyday occurrence. This spring was temperate and the flora and fauna were gorgeous. One of my favorite things in late March/early April is to drive down the length of Oglethorpe Avenue and see all of the azaleas bushes blooming. They are an explosion of color underneath a canopy of Spanish moss in our live oak trees and not to be missed. Seeing the area green back up all around our historic homes and buildings in our squares is a real vision, it also means lots of guests visiting our fair city looking to have some fun. We are extremely fortunate to be able to live and work in such a beautiful place and to be able to provide a fun and safe experience for our guests.

Our fiscal year just closed and our daytime tour had another record ridership year. We carried 284,637 folks on the daytime tour and exceeded our annual budget by 7,722. The old question is how do you eat an elephant? One bite at a time. That’s the way we do it. Savannah…one day at a time. Many thanks to go all of our dedicated and awesome CAST who made it happen again this year. Our folks are amazing on a daily basis and never stop WOW’ing the guests.

We had our 2nd annual trolley rodeo on St. Patrick’s Day at Red Fox Farms campground. St. Patrick’s Day is the only day per year that we don’t do tours so it’s the perfect day for our trolley rodeo. On St. Patrick’s day Savannah’s historic district population swells to a close to a million folks and we have a 4+ hour parade. It’s basically impossible to drive in the historic district on that day. The weather cooperated again this year with lots of sunshine and we started off with a cookout thanks to our master chef Larry Strong and his lovely wife. After that the competition was on and we picked the three person teams. There has been a lot of trash talking all year about who was going to win this year and it was still hot and heavy when we started the driving skills events in the trolleys. Our trolley rodeo championship team this year was Dennis Pellegrino, Michele Price and Bill McFadden. They received a VISA gift card, special name badges and a special name plate for their Conductor hat. After the Conductor’s hand their turn it was time for Operations Manager Jon Watkins and Safety Manager Kenny Gresham to put on a driving exhibition par excellence. All of the Conductors were surprised they were able to so nimbly get through the obstacle course. Lots of cameras were in sight recording it. It was good to have some time together in a friendly competition and we will get another year of trash talking until we do this again.

Safety
by Kenny Gresham; Training Officer
January and February are quiet here and generally accident or incident free months. Things change in March just after St. Pat’s Day. That is when our season begins. Usually one or two mishaps, but this year nada. We had a clean March. I thought we had turned the proverbial corner and were sailing down easy street. This belief was shattered four days into April when we struck our competitor’s trolley at Stop 9 where this company is usually carried out while an actor on board regales their guests with stories of Pirate folklore. Well, we hit them and to top that, we hit another parked vehicle the last day of the month. It doesn’t take a genius to figure out we have a problem with this stop. My wish would be to eliminate it but not possible for numerous reasons. We had one accident there last year and two the previous year.

I brought this to the attention of the Safety Committee who offered numerous solutions. Let me rephrase that, our outgoing member, Tony Hall, brought the problem to the floor and everyone else championed it. Lot of good ideas shared and hopefully one will fulfill its golden.

The success we’ve had with our safety program in Savannah stems from the high quality our Safety Committee generates to our Savannah Operation. For the first time, OTT Savannah was ranked number one in overall safety for the 2015 year for all HTA Operations. This year, after long and fruitful terms, Tony and Melody South rotated out. We had a mini party to celebrate their outstanding service. Can’t say enough to or about them to express the gratitude I feel for their service. And of course, similar gratitude for all our CAST members for making us number one and enduring my many dissertations on safety during morning briefing.

We welcomed Bryce Muhlenberg and Kristina Prince to the committee. Bryce will be taking over for Tony as our conductor representative and Kristina will represent the Ghost tour. I even have my successor picked. He’s Carter, pictured with his conductor hat on, with Jon, my niece’s husband.

We will also be welcoming Jim Lamberson and Derek Spain at the end of May as they conduct our annual safety audit. Good luck to us but not for lack of preparation.

Greetings from the Grave
by Garry Patrick; Ghosts & Gravestones Manager
Our G&G program has started 2016 with some phenomenal numbers and we found ourselves celebrating another fantastic fiscal year. Thank you to all the wonderful CASTmembers for your continued dedication to growing Ghosts and Gravestones and delivering a high quality tour night after night! We are currently working on putting the finishing touches on a new Ghost Tour which we anticipate launching at the end of May. This tour will be an added opportunity for us to maximize availability on our busiest nights. We are confident we can see some strong additional growth this year by increasing our ridership with this new tour.

Finally, congratulations to Travis Spangenburg and Kristina Prince on their promotion to Co-G&G Program Managers. They have been inspirational members of the team for the last few years and have shown a commitment and dedication to making our G&G program the best in the nation. They will both be taking over from me as I continue my journey at OTT Savannah in the Groups and Charters Department.

Pls: Check out The Ghosts and Graveblocks Trolley created by our Ghost Host Steven Meyer. The fun never stops!

Human Resources
by Renee McLean; HR Manager
With retirements, higher-than-normal riderhood, new routes, organizational changes, and having been engaged in continuous recruitment efforts trying to find the perfect folks to join our Savannah family in all departments, (whew!) we have been busy! While these are exciting challenges, it can also be quite stressful. Although he found us, we were happy to welcome Gandel, and it’s a proven fact: Pets help to reduce stress. We are pretty sure that this Super Kitty could sense us from a mile away and came to save the day! Not only does he make us smile throughout the day with his antics, but he has the super ability to tame even the biggest personalities.

Groups and Charters
by Craig Armstrong; Group Sales Manager
As is always the case this time of year, we are busy! We said goodbye to Groups and Charters Manager Marcie Covington and administrative assistant Yvette Perry, and I and Garry Patrick took over as Groups and Charters Representatives and welcome Bobbie Renee Stringer as the new Groups, Charters and Vendor Coordinator. It’s a great time to train since we are so busy!

In April and May we welcomed our regular contingents of Girl Scouts, provided transportation for a number of weddings, once again worked with the Savannah Tour of Homes and ended another successful cruise season. We are just starting to name a few of our many groups. We’ll miss seeing the folks from American Cruise Lines every week but look forward to their return in the fall! We are pleased to now be working with the Bluffton Farmers Market to provide transportation for their guests attending the market each week. What a great market it is too!

Our Haunted History Tour has been busting at the seams with all the school groups we have seen! We enjoy having so many students come through Savannah and enjoy our various tours. It’s wonderful to see their smiling faces as they pass through the city experiencing Savannah for the first time.

Vendor Life
by “Colonel” Bob Hunter; Human Resources - Vendor Rep
With the recent additions we continue to move forward, everyone pulling to make the team better and better. We continue to look for growth on the online vendor department.

Savannah Continues on Next Page.
old town trolley tours of savannah

Savannah Continued...

Depot Sales
by Jia Rafferty, Depot Sales Manager

Spring Break and Easter came early to Savannah this year. The good news was that it came at the end of March and the fiscal year. We had some fantastic days with great weather. With the early Spring Break and Easter, we had a rough start to April. With the determination of the sales staff we chipped away at the deficit daily and pulled out a record April ridership month when all was said and done!

My favorite time of the year is when I get to inform and congratulate our Half Million Dollar Club winners. I would like to take this opportunity to announce the sales reps who have achieved the Half Million Dollar Club winner. Wanda Raimo (3 time winner, 4th in the nation), Rance Shell, Tim Conway (3 time winners), Janice Emerson, Jane Erskine (2 time winners), T’Floyd and Kait Geertz have joined the club for their first time. Great job!

Looking forward to adding to that list this year.

Savannah also had the top 3 Goal Breakers in the nation as well. Kathy Vaccari, number 1 in the company, Michael Lenze number 2, and Dale Howe number 3. We also had 7 Honorable Mentions with Ashley Ganns, Wanda Raimo, Holly Edenfield, Kait Geertz, T’Floyd, Jennifer Jaeger, and Dan Gleason. Outstanding performances by all!

I also had the honor of winning Goalie of the Year 2015-2016, for the 2nd consecutive year. This was possible because of an outstanding sales and concierge staff, and with the support of the entire Leadership Staff. Thank you for all your hard work.

Training
by Kyla Black - Training Manager

Training Season has just about come to an end - if only briefly! We are proud to say that eighteen folks have come through this year and have certified as CDL drivers, day conductors, and ghost drivers. Congratulations to all of you! Now on to the fun stuff - giving tours and wow-ing guests! Further congratulations are in order for Kim Dillard, Vee Wooten, Edie Chancey, and Vanessa Royal. These ladies have certified on not one, not two, but three Girl Scout tours! Wonderful work to all of you.

WELCOME ABOARD

Kenneth Heffelfinger
Todd Barker
Jillian Brown
Jacquelyn Anderson
Emily Harper
Kristen Stephens
Shaun McDonald
Kizzie Marlow Leite
Armist Erskine
Stuart Kushner
Scott Siegel
Kimberly Connelly
RETAIL
Samuel Gladden
Jasmine Ivery

VENDOR SPOTLIGHT

RMC Boutique
by Robert “The Colonel” Hunter

Human Resources - Vendor Rep

RMC Boutique is an amazing experience offering so much more than beautiful clothing. Housed in a spacious 2,000 square foot RMC offers shoes, jewelry, accessories, spa facilities and so much more. RMC takes pride in featuring local artists as well as searching the globe to bring you the latest trends.

RMC Boutique is the vision of Rosa Carpenter, an army veteran proudly serving our country in Iraq. Upon leaving the military, Rosa worked a full time job while acquiring the property on East Bay Street. You will find that RMC Boutique is to work making her vision a reality. She began online, attending trade shows, festivals, whatever it took to get her name out there. This effort exponential in acquiring the property on East Bay Street. You will find that RMC Boutique is as dynamic as her proprietor; always in motion bringing us the latest and best in beauty and fashion.

MARCH
Bryce Muhlenberg, Conductor
Dennis Pellegrino, Supporting
Kait Gerrtz, Sales
Kristina Price, Ghosts & Gravestones

APRIL
Chris Mauldin, Conductor
Dennis Pellegrino, Supporting
Tramaine McCombs, Sales
Tony Luckett, Ghosts & Gravestones

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twitter.com/savannahhours

CASTMEMBER SPOTLIGHT

Gandalf T. Kat

BACKGROUND
Hello! I was born in a small box somewhere in Savannah along with three sisters and two brothers. I was the runt of the family but think I have come along quite nicely if I do say so myself. Savannah is a great place to live! Always friendly people to meet and hang out with, especially along River Street and in City Market.

I lucked out finding out about Old Town Trolley. I was strolling along, minding my own business, watching the birds and thinking about having some lunch when I came across the main office on Louisville Road. Little did I know I was at their front door! This nice lady opened the door and called out to me, asked if I wanted to come in out of the heat. Who could say no! So in I went, walked about for a bit and decided I like this place!

When I came by the next day another woman opened the door for me and this time I was offered breakfast! Well you don’t have to ask me twice! Nice cool office, food anytime I want, place of super nice people around talking to me and giving me attention… who could ask for anything more?

These nice folks have offered me jobs, but I’m not sure if I’m the working type. I do my best work sprawled out on the couch. But occasionally I’ll give motivational support when I can, so I guess that’s work. Andrew tried to get me to help out in dispatch but those radios are too hard to work…sadly I have no thumbs.

What is your idea of perfect happiness? Sitting outside on a nice, 75 degree day with a light breeze blowing around me and a nice piece of fish.

What or who is the greatest love of your life? well, I never caught her name, but there was this tabby cat.

If there was one place you would like to live besides your current city, where would it be? Well, I hear the folks in the office talk about St. Augustine, and that sounds like a nice place.

What is your favorite occupation? Napping.
Goalie of the Year Awards

Savannah’s Team Earns Top Spot
by Bobby Demmutter, National Sales Manager

You know what happens when tickets don’t get sold? That’s right... nothing.

HTA’s fiscal year ended March 31st and we have a lot to cheer about, because there are some big time sales reps in our company that need to be called out. Let’s begin by congratulating Savannah’s Head Sales Rep, James Rafferty. With support from the sales oriented leadership of GM Charlie Brazill, James’s sales team racked up the highest sales to goal percentage in HTA for the second year in a row with 113%. James was once again recognized as the “Goalie of the Year” and presented the annual “Goalie” award this past May. Not only did Savannah’s sales team achieve the highest sales percentage to goal, but they once again fielded seven, that’s right, SEVEN Half Million Dollar Club winners this past fiscal year. That’s not all; the city also had the three highest sales rep goal beaters in the nation along with seven honorable mentions. That was half of all the goal beaters in HTA. James and Charlie, super job, we grovel before you.

Terry Akras of St. Augustine also repeated as the second place goal with her team reaching 110% sales to goals. Terry graced a three quarter million dollar sales rep, who was second in the nation in total sales, and had six other reps make the Half Million Dollar Club. She also had six sales rep goal beaters receiving honorable mentions. Nice work Terry.

Third place runner up is San Diego’s Teresa Lampert, whose sales team reached 104% of sales goals. She also graced HTA’s top sales rep and the third place runner up, both reaching over three quarters of a million dollars in sales. She had four others who made the Half Million Dollar Club. She had one honorable mention in the Goal Beater category.

Congratulations to all our top sales reps for their hard work, competitive spirit, and great leadership.

Half Million Dollar Club News

As you know the Half Million Dollar Club recognizes those sales reps in HTA who sell a minimum of $500,000 in sales.

Back at the top for HTA is Barbie Harrell of San Diego, our top sales rep in the country. Barbie achieved over 800,000 dollars in sales and reached 112% of her sales goal for the year. Barbie received $750 for her achievement and her fourth Half Million Dollar Club certificate.

Another super achiever was Bill Swigood of St. Augustine, another four time winner, who sold over three quarters of a million dollars in sales and reached 117% of his goal. Bill also garnered a check for $750 and another certificate.

In third place was Ross Burns, also of San Diego and achieving over three quarters of a million dollars in sales and reaching 112% of his goal. Ross received a check for $750, his silver pin, and a Half Million Dollar Sales Club certificate.

Congratulations Barbie, Bill, and Ross, you all are HTA “Rock Stars”.

There were twenty-three other “super achiever” HTA sales reps who reached and exceed the Half Million Dollar sales bracket this past year, each received a $500 award along with their pins and certificates.

Repeat members are from St. Augustine: Jennifer Weigle (3rd), Linda Riskus (4th), Doris Lagasse (1st), Lori Held (3rd), Justin Massey (1st), and Karen Bradwell (2nd).

From Savannah: Wanda Raimo (2nd), Tim Conway (3rd), Janice Emerson (3rd), Jane Erskine (3rd), Therese Floyd (1st), Rance Shell (3rd), and Katte Geertz (1st).

From San Diego: David Mahl (4th), Orlando Montano (2nd), Victor Santana (1st), and Robin Russell (1st).

From Key West: Tami Hutton (2nd) and Cynthia McCoy (1st).

From Key West Aquarium/Shipwreck: Debbie Burchfield (1st) and Julia Benner (1st).

From the National Guest Services and Sales Center: Natasha Rader (1st) and Nikki Weekly (1st).

Please join HTA in congratulating these CASTMembes for their outstanding achievements in sales.

HTA recognizes that our top sales reps will keep pushing the envelope and that someday soon, someone is going to hit a Million Dollars in sales. So in anticipation of that stellar event, HTA has

In The Kitchen With... Tuna Cassarole

So my friend Sunny made this for me one time when she was in Savannah visiting. She offered me the leftovers but bring the free style that I am I had no fridge to store them in. But I got my fill, trust me! I hope you enjoy it as much as I do!

Ingredients

Casserole
- 2 tablespoons unsalted butter, plus more for baking dish
- One 12-ounce bag egg noodles (or 4 cups)
- Kosher salt
- 1 pound yellowfin or albacore tuna in oil, drained and flaked, such as Ortiz or Callipo
- 10 ounces frozen peas, thawed
- 1 1/2 cups shredded Irish Cheddar
- 1 1/2 cups shredded sharp Cheddar
- 1 tablespoon prepared horseradish
- 4 teaspoons Worcestershire sauce
- 2 tablespoons all-purpose flour
- 1/2 cup chicken stock or broth
- 2 cups heavy cream
- Freshly ground black pepper

Topping
- 3 cups panko breadcrumbs (Japanese)
- 3 tablespoons olive oil
- Kosher salt and freshly ground black pepper

Directions

1. For the casserole: Preheat the oven to 375 degrees F. Butter a 13- by 9-inch ovenproof dish or lasagna dish and set aside.
2. Cook the egg noodles in salted boiling water according to package directions for al dente, about 8 minutes. Drain and immediately place the noodles in a large bowl filled with ice water to stop the cooking. Once cooled, drain and then pour the pasta into a large bowl with the tuna, peas and cheese. Toss to combine.
3. In a large pan with straight sides, add the 2 tablespoons butter, the olive oil, onions and thyme. Season with a sprinkle of salt and pepper and cook on medium heat until the onions are tender and translucent, about 5 minutes. Add the mushrooms, season with salt and cook gently until tender and darkened, about 5 minutes more. Add the Worcestershire sauce and horseradish, and then sprinkle the flour over the entire pan. Stir to help the flour soak into the vegetables and cook a minute more to lose the flour taste. Raise the heat to medium-high and add the chicken stock. Cook until slightly thickened, about 5 minutes, and then slowly stir in the heavy cream. Simmer until the cream is thickened slightly, about 4 minutes more. Taste and season with salt if needed. Pour the mushroom sauce over the prepared noodles in the large bowl and quickly stir to combine. Immediately pour into the prepared dish.
4. For the topping: In a small bowl, combine the breadcrumbs and olive oil. Season with a sprinkle of salt and a grind or two of pepper. Stir until the crumbs soak up the oil evenly. Sprinkle the breadcrumb mixture evenly over the top of the dish and place, uncovered, in the oven until the sides are bubbly and the top is golden brown, about 35 minutes. Let it rest 5 minutes before serving.

Yield: 1 hr 10 min
Cook time: 50 min
Prep time: 20 min
Total time: 1 hr 10 min

Toppings are great in the kitchen with...
Promotions
We have a new position at OTT St. Augustine. Mark MacFarlane ("Mac") is now our Head Conductor. Mac previously was one of our lead conductors and has been with OTT St. Augustine since 2010. We had a rigorous vetting and interview process which included CASTmember input, Personnel Record checks, and a four panel Q&A interview. I think it’s a great day for the operation and our county as we are adding another good paying/salaried position with benefits. This is the 2nd salaried position in one year. I think it’s important to note that both were filled internally. Mack’s duties will include full oversight of the department, schedules, approve leave requests and time off and evaluations. Congratulations Mack!

We have a new Human Resource manager at St. Augustine OTT. Ms. Jennifer Johnson has been promoted. She previously was the Admin Asst. to the AP/AR manager and HR manager. Congratulations Jennifer!

New Customer Service Representative
We added a new position to our trolley slot. We now have a Customer Service Representative (CSR) who will help check in our guests. Our new CSR will make sure our guests have their stickers, help assist with questions as they hop off the trolley, check their tickets, and hand out stickers to those celebrating a special occasion like a birthday or anniversary. In keeping with our 1908 theme here at Old Town, our CSR is dressed to look like an old-timey baggage handler. We also gave our CSR a proper work station to hold their stickers and extra maps. These are real, antique luggage pieces placed on a 100-year-old daily. Thanks to the HTA Art Department, they are all perfectly placed together and are now a 2-piece unit. Stop by and say “Hi” to Yeonne or Marie, our new CSRs.

Field Trip
In June, the Museum Leadagement Team along with members of the HTA Art Department took a field trip to Madame Tussaud’s Wax Museum and the Titanic Museum in Orlando. There were many takeaways from our visit to these Museums, i.e., figure detailing, improving stage sets, creating more opportunities for guests to interact with displays, marketing and retail opportunities, etc.

It was interesting to visit Madame Tussaud’s Wax Museum and see the differences in their museum from ours. Potter’s is filled with many historical figures in all areas including politics, science, religion and famous figures from the Old West. As we are the Nation’s Storytellers, our wax museum helps us portray history with an up close and personal view. Most of Madame Tussaud’s figures are pop culture with only a few figures portraying history. The visit was very informative for all that attended. It was also amazing to see the difference in figures between the two museums. Monty and his talented team have done a great job with their first wax figure, Martin Luther King, Jr. Visiting this museum gave me insight into just what an amazing job they did with their first creation. With Monty at the helm leading his team, I am even more excited for the future of Potter’s and I am anxiously awaiting future additions to the museum.

The HTA Art Department is a wonderfully talented group as you all know. Plus…they are kinda fun to hang around with.

CASTmeetings
Each month during our CASTmeeting, we have been raffling off bags of fresh produce purchased from Publix on Vilano Beach. They do a great job of mixing it up each month and giving us the freshest fruits and vegetables. We raffle off the bags to 25 lucky CASTmembers. However, as May was Workplace Health and Wellness Month, we switched it up a little. We raffled off an HR Fitbit, a 1-year membership to a gym, a $75 gift certificate to the Floridian restaurant, and a beach bag loaded with beach essentials including a beach pass for your car. These were great gifts to help promote wellness to our CAST. We are so thankful for a company that allows us to do this for our employees. We want to thank Karla and the Corazon Cinema and Café for helping to host our large group every month.

Ghosts & Gravestones
The new tour is continuing to bring raves from our guests and TripAdvisor. Now that we are back in the Old Drugstore, the tour is more exciting than ever! Guests can hear the retelling of Andrew Ranson’s attempted execution here in St. Augustine. We still end the tour with a trip inside the Old Jail where guests will hear Charlie Powell himself tell the stories of what happened to the “B” that were hung from the gallows out back.
CASTMEMBER SPOTLIGHT
Ed Miller
Potter's Wax Museum Assistant Manager, St. Augustine

BACKGROUND
My name is Ed Miller. Born and raised in Chicago, IL. I was educated and earned degrees from Illinois Benedictine College and the Chicago Conservatory of Music. In 1996 my partner and I happened to vacation in St Augustine, FL. Immediately we connected with the city's history, architecture, and friendly people and leaving the "Windy City" we relocated here 6 months later. Coming from an extensive customer service retail back ground it was a natural fit to get into the tourist industry in St Augustine. I began my career with HTA as a trolley conductor and then moved into the trolley restoration department becoming head painter, wood finisher, and sheet metal specialist when Victorian Vehicles moved from Key West to St Augustine. That was one of the most rewarding job experiences I've had and can proudly say some of the vehicles I painted are still traveling the streets where HTA is represented.

When that division closed I went on to explore other avenues around the city doing delivery services, walking tours, and health care service. Finally I took my retirement pension and exclusively did some volunteer museum work and tours of the Castillo de San Marcos. All this kept me busy and I never anticipated what was to come next. On a morning walk around town I noticed the new Potter’s Wax museum location at the Oldest Drugstore. I stepped in and well, the rest is history.

What is your greatest fear? Deep water
What is your favorite vacation spot? Cabo San Lucas
What do you consider your greatest achievement? Surviving open heart surgery
Who is your favorite hero of fiction? The Count of Monte Cristo
What do you most value in friends? Honesty and integrity

What a Difference a Year Makes!

In the blink of an eye it is once again April and Old Town Trolley Tours of Boston is ramping up for another terrific season. We have so many things changing on an almost daily basis that we put together a list of important dates so we can all remember what is happening and when. It becomes a bit hectic around here for a good six to eight week period with depots opening, shuttles returning, G&G reopening, Chocolate Tour ending, Red Sox playing, Marathon taking place, recruiting, hiring and training going on. It never ceases to amaze me how much work is accomplished by our many amazing CAS'Tmembers. To each and every one of the OTT & HTA family when they are in town for business or pleasure.

Welcome to the completely renovated Historic Holiday Inn & Suites in St Augustine…

Michele at the front desk will greet you with a real hometown welcome. Michele, George, Roseline and the rest of the staff at the front office LOVE Old Town Trolleys. And let’s not forget to mention Samantha, the Director of Sales who takes such good care of our OTT & HTA family when they are in town for business or pleasure.

As you hear the sound of horse-drawn carriages making their way along the brick-lined streets of downtown, you’ll know you’ve arrived in a very unique place. Welcome to St. Augustine, America’s oldest city. With a beautiful exterior and elegant decor, the Holiday Inn® Hotel & Suites St Augustine – Historic District offers the perfect accommodations for vacations and business trips. Enjoy a beautiful breakfast and scrumptious dinner with a fully stocked bar entitled, Sebastian’s at 1302.

Guest Rooms
A relaxing trip starts with comfortable accommodations, and each of our guest rooms feature modern amenities you expect, such as complimentary Wi-Fi access. All rooms also include a work desk, a microwave and a refrigerator. Enjoy a peaceful night of sleep on the cozy, triple-sheeted bed.

facebook.com/staugustinetours
twitter.com/staugustinetour
The group at Frost

their sales kiosk located in the archway of Marketplace Center, right next to the popular Faneuil Hall Marketplace. This arrangement was the result of the very tenacious Michael “The Professor” Chandler who had been working on this with the management at Frost for quite some time. Thank you Michael! As part of our new partnership, the folks at Frost hosted an Old Town Trolley night for our CAST on May 2nd. It was a great night filled with fun, food and freezing temperatures. What’s great about Frost is that you can hang out in the warm and toasty lounge overlooking the iconic and picturesque Quincy Market while you enjoy beverages and appetizers. Then, when you want a change of pace, simply don one of the ultra-warm parkas provided and step inside the Ice Loft. The room is kept at freezing and is filled with all things ice, including stools, bars, tables, columns and sculptures. It’s a great place to “chill out” on a hot summer’s day. Thank you to Bob Platter and the team from the Frost Ice Loft for an amazing evening.

WELCOME ABOARD

APRIL
Leslie Nagy, 26 years
John Welby, 19 years
Cathy Hutchinson, 11 years
Bernardo Casco, 2 years
Maureen Marotta, 6 years
Zachary Desanty, 1 year

MAY
Kim “Lily Winters” Barrett, 15 years
Robert Eaton, 7 years
Russell Kelley, 2 years
Larent LaFontaine, 1 year
Julie Crowe, 1 year

APRIL
Kyle Saunders
Grace Mason
Luis D’Avila-Gonzalez
Thomas Horgan Jr.
Mark Maienza
Robert Hawkins
Alessio Mezaris
Kenneth Hanson Jr.
Greg Lobuono
Francis O’Neil
Sasha Scott

As vendor reps we usually deal with hotels, however, we do lots of different types of accounts. In Boston we have everything from a popcorn cart in the middle of MIT, campgrounds (yes, there are campgrounds near Boston), to the Amtrak Downeaster. The Downeaster train runs one hundred forty miles from Brunswick, ME to North Station in Boston with eleven stops in between. Old Town Trolley Tours tickets are sold to the guests of the Downeaster by the TrainRiders/Northeast hosts. These volunteers serve as goodwill ambassadors for Amtrak’s northeast corridor. Their many duties include promoting the Downeaster, assisting the train crews, promoting train safety, and providing their guests with information about everything there is to see and do at their numerous stops along the route. This is where Old Town Trolley Tours comes in. The TrainRiders walk through the train cars and chat with the guests and tell them about all the wonderful things that they will experience in Boston and how Old Town Trolley Tours is the best way to see everything, especially for the day trippers. They hand them one of our maps, sell them our tickets and they are off to enjoy their time in Boston. I’d like to thank Wayne Davis, the head of TrainRiders/Northeast, and his many volunteers on the Downeaster for all that they do to promote Boston as well as Old Town Trolley Tours.

CASTMEMBERS SPOTLIGHT

Kim “Lily Winters” Barrett

BACKGROUND
I am an only child, born and raised just 20 miles outside of Boston. Ever since I was little I have always had a passion for acting. From demanding a full audience (my parents) who had to listen to my full theatrical version of Tomorrow from Annie in my room, to my first ever theatre production in kindergarten of Chicken Little, I was Chicken Little. I have always loved making people laugh. I went to Regis College in Weston, MA where I double majored in Theatre and English and triple minored in Theology, Women’s Studies and Business Management. I graduated Summa Cum Laude and I am a member of 4 National Honor Societies. After graduating from Regis College I moved to LA for a year of post-graduate studies. When I moved back to Boston, I began working in local theatre productions and commercials. I came across the audition notice for Ghosts and Gravestones of Boston and quickly jumped at the unique opportunity. Now, seven years later, I could not be happier with the amazing people I work with and the wonderful guests I meet every time I step on to a trolley. My character, Lily Winters, is a part of me and I am forever grateful for this job and all it has taught me. It has helped bring my acting and improvisational skills to the next level. I am now able to step in front of an audience and have zero fear, I am quick on my feet and always have a comeback for anyone who gets a little silly!

CASTMEMBERS OF THE MONTH

MONTH
APRIL
Elaine “Mata Jones” Orsillo, Conductor
Phil Ribeiro, Sales Rep.
Grace Mason, Supporting
Ryan “Ash” Jennings, Actor

MAY
Barry “Gallito” Costello, Conductor
Fred Goffman, Sales Rep.
Grace Mason, Supporting
Kim “Lily Winters” Barrett, Actor

What do you consider your greatest fear? To never reach my full potential. To never reach my full potential.

Who is the greatest love of your life? My fiancée. We’ve spent the last decade together and she makes me a better person, by not only being my partner but also my best friend. She’s also my biggest fan and has taken the ghost tour at least 100 times.

What is your most treasured possession? A puppy.

If you could die and come back, who would you be? A puppy.

What is your most treasured possession? The memories and relationships I have with my friends and loved ones.

What do you value most in your friends? Their support and love. It’s easy to be friends when things are easy, but true friendship reveals itself during the hard times when you need to be lifted up and be vulnerable to others.
Shedding some (LED) Lighting on the Subject!

At The Boston Tea Party Ships & Museum, the entire site is our stage and we take great pride in the appearance and safety of our site. Led by Dan O’Neill, our Asst. Site Manager and Safety Officer, we have begun an LED Conversion Project on all of the light bulbs on-site. Beginning in December 2015, Dan and our Maintenance Team began a series of meetings, creation of spreadsheets, hours of calculations, inventories galore, more meetings, the negotiation of contracts, etc. After weeks of work, a deal was made with our energy company and our energy supplier to replace about 500 traditional incandescent lights on site with LED bulbs. The replacements will drastically reduce our kilowatt Hours (Kwh), energy usage, manual labor, and heat output. The hard work of our team will produce an annual savings of $13K!

In addition to the savings from an energy standpoint, we will also be saving in man-hours associated with changing out the incandescent bulbs on a fairly frequent basis. On any given day, our Maintenance team would be changing out upwards of a dozen bulbs in various areas of the museum. (In keeping with the 18th century aesthetic, we have many wall sconces, as well as numerous chandeliers – needing hundreds of bulbs!) As we all know, safety is a founding principle of Historic Tours of America. Here at the BTPSM, we do like to say “Safety First, Treasure a Close Second”! In keeping with that sentiment, we are very excited about this project because of the dividends that it will pay in keeping us safe! The traditional incandescent light bulbs tend to run hot. In fact, once upon a time, one of my (thankfully flame-resistant) curtains in Abigail’s Tea Room had a hole burned through it when it ended up leaning against the wall sconce! The heat of the bulbs also tends to collect dust that then “bakes” onto the glass. This new “flame-like” quality, in addition to the overall cooler running of the bulbs, will make a fantastic addition to our site!

All of this is what we are considering “Phase 1” of this huge undertaking. Phase 2 will include changing over our traditional light switches to motion-detector types. Several areas of the building include light switches that may be accidentally left on overnight, wasting energy and money. By replacing those with motion-detector switches, we are hoping to see an additional savings of several thousand dollars. Finally, Phase 3 will include modifying the “light scheduler”. Our site contains a system that controls various miscellaneous “house lights” – telling them when to turn on and off, and to what percentage to be on. We will reexamine the settings and the timing. This is a rather complex system that will take some time to master, but no doubt we will find a great solution!

We are proud of the work that Dan and his team continue to do on a daily basis to make less of an environmental impact while creating a lasting impression on our guests!
The Nation’s Storyteller

amazed every day at the talents of all the CAST here. and tours of December, the busy in-season days of January. Everyone did an amazing job through the busy holiday charters for the amount of effort that was put forth through this season. Their new careers.

CASTmember is well-prepared for the rewarding job of Trolley Training program to standardize the training, ensuring each new opportunity to take a breath and enjoy some quieter days. We do see a drop in cruise ships. However, moving into the next four months, June through September, we have 56 cruise ship days, with 8 of those days being two ship days, for a total of 64 days, which is truly a beautiful thing. In Sept. 2012 my wife and I moved to Connecticut. Prior to then, I had never seen snow before or experienced single digit temperatures. From Sept to March, the one digit temperature remained until we decided we couldn’t take it anymore and moved back. There’s no place like home. Key West is a beautiful island to grow up and live on. I live where often people are paying tons of money to vacation.

New Operations Manager by Gary McDonnell, Operations Manager

Now is the time that Key West Operations move to “off-season” or as many call it “less-busy” season. Old Town Trolley Key West has shown growing numbers in ridership over the summer; which has typically been known as off-season. What we do see is a drop in cruise ships. However, moving into the next four months, June through September, we have 56 cruise ship days, with 8 of those days being two ship days, for a total of 64 ships, a near 30% increase from last year.

Moving into “less-busy” season, the conductors get the opportunity to take a break and enjoy some quieter days. We also turn our focus to recruiting new CAST. We developed a driver training program to standardize the training, ensuring each newCASTmember is well-prepared for the rewarding job of Trolley Conductor. It is a great feeling to see the new conductors walk through the doors and conduct the training, eager to get behind the wheel to help our guests. I wish them all the best of luck in their new careers.

I would like to thank everyone of Old Town Trolley Key West for the amount of effort that was put forth through this season. Everyone did an amazing job through the busy holiday charters and tours of December, the busy in-season days of January through March, and finishing off with the busy charters of April. I am amazed every day at the talents of all the CAST here.

BACKGROUND

My name is Arvin. I absolutely love Key West. It is my home. Growing up on this island in the time in which I did, has instilled on me wisdom, respect, and character. I love the diversity of Key West, from the locals to the eccentric tourists. One of my favorite past times is helping control the snapper and grouper population in the Gulf and the Atlantic. Being in this locale gives us access to boats and water for miles and miles, which is truly a beautiful thing. In Sept, 2012 my wife and I moved to Connecticut. Prior to then, I had never seen snow before or experienced single digit temperatures. From Sept to March, the one digit temperature remained until we decided we couldn’t take it anymore and moved back. There’s no place like home. Key West is a beautiful island to grow up and live on. I live where often people are paying tons of money to vacation.

CASTMEMBER SPOTLIGHT

Arvin

Montage, Old Town Trolley Tours

What or who is the greatest love of your life?

That would be my wife, Brenda. We have been married 23 years and what I lack in skills she complements me with. If there was one place you would like to live besides Key West, where would it be?

That would be Tavernier. It’s a very, very laid back town where I live and have my dive business and Visitors Center. It’s sort of like Mayberry.

Who is your favorite hero of fiction? Ironman……love the suit!

If you could choose one reality TV show to be on, what would it be?

I did a reality show called Treasure Divers. It’s where a film crew followed us around to find treasure, live. We told the film crew “don’t you think if we knew where something was we would have already picked it up”. Anyway we did six (6) one hour episodes which are still playing around the world. It was released in 2009.

What is your favorite vacation spot?

As a scuba diver it usually involves water, but I have so many favorite spots I don’t have room to list them all here. What three things are always in your refrigerator?

1. Milk
2. Cheese
3. Ice Cream
Native Conch and Football Star George Mira

Drafted in 1964 by the San Francisco 49ers in the second round of the NFL draft, George Mira is a local legend in Key West. Known as “The Matador” for his Spanish heritage, good looks and scrambling ability, he spent 7 years in the NFL playing for the 49ers, Eagles, Colts and Dolphins. Our story isn’t about his pro football career, it’s about his Native Conch Fritters...a true island delicacy.

Conch Fritters are to Key West, as Gumbo is to New Orleans, or Clam Chowder to Boston. Believe me when I tell you, George Mira’s Native Conch Fritters are some of the BEST! George Mira maintains the traditional recipe of flour, salt, pepper, garlic, onions, green pepper, water, milk, tomato sauce and of course, CONCH!

We are proud to be the premiere location in Key West to buy fresh cooked conch fritters and have been for over 40 years! So, the next time you’re in Key West, stop by the Conch Fritter Stand in Mallory Square, order some conch fritters and who knows, maybe even enjoy them with the “Matador”.

Welcome Hunter!

On Wednesday, April 27, 2016, the Key West Aquarium welcomed a new tenant– Hunter the Loggerhead turtle. Unlike the rest of the turtle residents, Hunter is not a captive living for reproduction. In 2013, Hunter had his first visit to the Turtle Hospital in Marathon where he had lock jaw from ingestion of fishing hooks. After recovering with them for 21 days, he was released back into the wild in 2013. Hunter had his second visit to the Turtle Hospital in November of 2015. This time he had damage from a boat prop along with broken fish from fishing hooks. He had to have surgery to remove a partial hook out of his shoulder, but still had two hooks remaining as they are located in places that are too risky for surgery. Now that Hunter is fully recovered, he has joined us at the aquarium where he can be closely monitored and one day, when the hooks that remain dissolve and are no longer an issue, he will be released back to the wild. Welcome to the Key West Aquarium, Hunter! We’re glad to have you here!

Five Year Anniversary!

Ghost and Gravestones of Key West wishes to recognize Pamela Seiber-Jester for 5 years of service as Host and Operations Manager.

The successful growth of our company is the direct result of our valued CAST and leadagers, Pamela’s dedication and resourcefulness serve as a vital link in the chain which makes our operation work. We know that achievement and success aren’t by accident. Breakthroughs come after spending hours of hard work and trying new ideas. As you celebrate 5 years of service in your career, we applaud you for the part you have played in sustaining our performance standards and contribution to our success. Thank you for your contributions to the company.

Congratulations Stan!

With over 25 years of retail management experience, Stan White has been promoted to Retail Operations Manager. The Navy first brought Stan to Key West in the late 80s. After four years in the Keys and three in Jacksonville, Stan left the navy and decided to settle in Key West. Here he met and married Clara. Stan took his new wife home to Indiana, but Clara is a Conch—born and raised in Key West– and she hated snow. Back they came to Florida where they raised 5 children. Nowadays, Bob Berneuter talks about his days with HTA at career day at a local elementary school. Here he is pictured telling about his roles as Trolley GM, Trolley Conductor, Train Engineer, and as an Executive.

Construction in Mallory Square

In mid-April, construction began in Mallory Square on the new booth between Caribbean Cargo and the Conch Fritter Stand. With the adjacency to the Shipwreck Treasures Museum, we have decided to theme the new booth in a “Pirate” theme. The merchandise targeted for this booth will be pirate boats, collectible bottles with pirate sayings on them, pirate themed glassware including mugs and pint glasses as well as a large variety of pirate themed toys for kids. We have a large Pirate statute that our guests enjoy taking photos with and we are planning on having a live Pirate actor interact with and tell stories to our guest. The construction is targeted to be completed by late June.

Congratulations Stan!

by Lynn Dalton, Buyer

To show that the buying department knows how to make themselves laugh, we decided to play an April Fool’s joke on Rosemary Pumar, Senior Buyer. Krissy Agent, Lynn Dalton and Kristina Sheppard wrapped nearly everything in Rosemary’s office in holiday wrapping paper! As hard as we work in the buyer’s department, we try to make time to blow off a little steam and make ourselves LOL!

Just another April Fool’s Day in Key West!

Tropical shell and gift

native Conch and gift

All Work and No Play Makes the Buyers Dull Girls!

by Lynn Dalton, Buyer

Native Conch and Football Star George Mira

by Clinton Curry, Key West Walking Tour General Manager

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BACKGROUND
Jill was born and raised in Key West and attended Florida State University. She had the pleasure of participating in their Fashion study abroad program in Paris and London. She received her Bachelors degree in Fashion design. Jill moved to NY after graduating college in 2001 residing there for 10 years. She worked as a children’s clothing designer for brands such as Levi’s, Old Navy and Nautica. Soon after marrying she and her husband moved to Key West in 2010 changing her focus to Graphic Design and Jewelry Design. Jill also has a great passion for ballet. She started dancing at the age of 5 and taught ballet at the Dance Factory before the birth of her daughter in 2014.

What is your idea of perfect happiness?
Spending time with my family

What is your favorite vacation spot?
Jamaica

What do you consider your greatest achievement?
The birth of my daughter

What is your most treasured possession?
My engagement ring

Who are your favorite writers?
William Shakespeare and Vince Gilligan

NCC: Half Million Dollar Club
by Lauren Sheldon, General Manager
Wow. Are we really at that time of year again? Two more National Call Center agents have made it into THE club? Last year I had the pleasure of presenting this prestigious certificate and check to agent Michael Brown. This year, I have two new recipients of this incredible accomplishment; Natasha Kader and Nikki Weekly.

Nikki and Natasha have both been incredible assets to the growth and development of the NCC. Both women have been with me for well over a year and strive to make this department better every day. Their leadership, perseverance, and encouragement of their fellow CASTmembers has made the NCC a fantastic place to come to work. Nikki and Natasha are not only wonderful sales agents, but they make a personal connection with each guest they speak with, and leave a positive impression of not only the NCC, but the company as a whole.

I am endlessly impressed by both women and am very grateful for their dedication to Historic Tours of America. Congratulations, Nikki and Natasha! I’m very proud of you!

CASTMEMBER SPOTLIGHT
Jill Herasme
Graphic Designer, Historic Tours of America

APRIL
Mercy Herrada, 19 years
Kevin Beede, 15 years
Michael Cates, 13 years
Timothy Atwell, 12 years
Sandra Campbell, 9 years
Christina Williams, 4 years
James Desantis, 1 year
Janice Paulen, 1 year

MAY
Joyce Unke, 22 years
Vincent Leone, 7 years
Michael Anderson, 3 years
David Kaffenberger, 3 years
 Cody Wicker, 1 year
Christina Estrada, 1 year
Laura Kelly, 1 year

FACEBOOK.COM/HISTORICTOURS
TWITTER.COM/HISTORICTOURS