AMERICAN PROHIBITION MUSEUM

Read More about the Museum on Page 20

www.HistoricTours.com
That statement, “If you’re not moving forward, you’re going backwards” never really made a lot of sense to me until I got into business, where it proved to be very true. I suppose anybody in business would like to have a monopoly, especially for something people need. It means you don’t have to work real hard at service and you can charge just about anything you want. That is not the case for our business. We have competition at every turn and people have a choice of what they can do with their free time on vacation. Even where we are the only real tour in town, like San Diego, we have tremendous competition with Sea World, the San Diego Zoo, great beaches, Legoland and some of the best shopping and dining on the west coast. In short, everything is competition for a non-essential service such as ours.

What does this mean? We need to be watching our business and how we do it every single minute. Even a temporary lax moment of concentration, especially these days, can generate some pretty blistering words about it on the new, very democratic mediums such as Trip Advisor and Yelp. It used to be that guests could only write to the Better Business Bureau or Chamber of Commerce and they would tell you they got the letter but today, complaints from guests can go viral and affect your business immediately and over a long period of time. Believe me, we watch these comments on Trip Advisor, Yelp and other social formats like Facebook every single day. More than that, we still remain, at least to my knowledge, the only company that offers a 100% money back guarantee. This was a bold action years ago but both Ed and I feel it is one of the hallmarks of Historic Tours of America and one of the greatest sales tools of all time. “If you don’t like the tour I’ll give you your money back” is a pretty strong statement of belief in one’s product.

Now, let’s talk about real direct same-business competition. Yes, competition in all our cities comes from just about anything that will take a guest’s time but we still have competition from people who are ostensibly providing the same service and it is fierce. In some cities we have perhaps just one direct competitor and in others we have many. In all cases they are doing the same thing we are in terms of watching the competition and trying to get an edge by doing something different. They may be a low-cost alternative. They may have a different type of vehicle like an open top double-decker bus. They may have stops and attraction relationships as part of their ticket. In short, they may have any number of things different to what we have.

It is interesting to note, however, that many of the “innovations” of other companies are actual copies or spinoffs of what we have pioneered. The universally known “hop on hop off” tour was actually pioneered by us back in 1980 with the “continuous loop tour”. Using different vehicles for different markets has been a hallmark of ours since we opened with Old Town Trolley in Key West and subsequently bought the Conch Tour Train. Pricing is an art based on many factors, but we have always, believe it or not, tried to be just a little higher than our competition, making the subtle statement that “You get what you pay for”. The innovations are a long list but certainly include the Free Map with advertising, the “trolley air-conditioners”, trivia prizes, soundbites and some things that are on the drawing table right now that are going to change the dynamic of the market. The point is, we have always been the innovators and, when we’re not, our competition is usually innovating and, in the relative sense of the word, we are indeed going backwards.

Let me take this opportunity to state, once again, that the really good ideas no longer come from just Ed and me. They come from our frontline CASTmembers who are the face of the company. You are the ones engaging the guests and you know what they want. As you know, our philosophy mandates open and robust communications. I hope to hear from you with any ideas you may have thought of which would help us continue to do the one thing that made us the leader in the industry … innovation!

Christopher Belland
Chief Executive Officer

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NASHVILLE

HAPPY SPRING

by Steve Burress; General Manager

Happy Spring! Nashville is such a beautiful city as the trees put on leaves, flowers start to bloom and trolley tours fill up! May 2, 2017 marks our 1 year anniversary and as we look back on the past year I want to take the opportunity to publicly thank the leadagers who have been with me on this journey the past year. Beverly Flanders, who was the driving force behind hiring every CASTmember. The hours she put in and continues to do to ensure the paperwork is in order and submitted in a timely manner is something that causes me to stand back in awe. David Galvan who came here from Key West and started something completely different. Vehicles that were taller and longer than anything he had worked with had to fit through a town that is bustling. He also oversees the sales staff until we are at a point to hire a depot sales manager. Pulling double duty without anyone seeing the behind the scenes workings is something he handles so well. Ally Marshall, the Safety Queen of Nashville. Remember, this wasn’t a job that was handed over from someone else. It was brand new! There wasn’t anyone to identify the safety hazards. There were no seasoned conductors to talk about the pitfalls of the route and where we should pay extra special attention. She pulled every conductor together and successfully trained them to the point of getting their CDL and they do an amazing job. Leslie Allen, and now Chris McDonough as head conductors. Again, pulling together a team of conductors to do something which they had never seen happen before. While we now have the privilege of letting our new conductors ride along with someone who has been doing this for a year, at the beginning it was the leadagers who told them what it needed to be, and then tweaked the tour as the training was taking place. Melissa Elliott who turned our vendor sales from zero to exceeding goal. There are probably very few who started from ground zero and built a vendor program, just by being nice. When you have no history or experiences to share with the hotels as to great successes in the past, you have to convince them that what is to come is going to be incredible. Nikki Weekly, someone else who took a non-existent charter program and convinced the tour groups and the city that we were the unique, fun way to get around, take tours and get where you need to go in a safe, efficient and exciting way. What an incredible success she is making of the charter sales business. Chris McDonough who took over the reins just recently from Leslie Allen. He was one of our first two conductors who came here with no clue as to what it was he was supposed to do, but now leads with confidence and knowledge that gives the conductors pride. Nate Kingsbury came to us from his years of service in the military with a strong mechanic background. He built a shop from the ground up and took a vehicle fleet of five new and five old trolleys to make sure we have the vehicles in the best condition they can be, so that we never have a shortage, even though we only have 10. His skills have been amazing and his dedication to making us a success is heartfelt. Finally, Eliza Warren. Coming to us from Key West and put into a position to build a night tour from the roots to the flowering tree. Her connections, her tireless time and effort to build a product which meets our HTA standards, all the while being something she has never tackled before, is so refreshing to watch and in which to participate. Nashville is a success because of each of these people who stood with me through the good and the rough patches. They built and trained the most amazing team of administrators, conductors, sales reps and mechanics we could have imagined. Watch Nashville as we continue to bloom!

NASHVILLE’S BIGGEST PARTY

by David Galvan; Operations Manager

CMA Fest!!! Originally known as Fan Fair, this four-day festival began in 1972 to give country music fans the chance to meet their favorite artists and get a picture and autograph. The first Fan Fair was attended by 5,000 or so fans and featured about 20 hours of live entertainment. The festival quickly grew, more than doubling the next year. The festival’s popularity has kept growing and growing, today it is known as CMA (Country Music Association) Festival. Crowds now exceed 250,000 and there are more than 150 hours of live music and entertainment. You will see the new up and comers to super stars and icons of country music.

This year CMA Fest will take place June 8th through the 11th and will once again take over Music City for the biggest and best show of the year. If you’re a fan of country music you need to be here and enjoy!!!
As an example: When I drive our tour route here in Nashville I have my attention pulled in every direction imaginable. I begin at a traffic light, I maneuver a left turn and avoid pedestrians, I cross Broadway and have to look ahead to a mid-block crosswalk immediately followed by a traffic light. In the meantime, I may have seen two or three pedal taverns loaded down with bachelorette parties, The Honky Tonk Party Express bus with its longhorn cattle horns on the hood and party goers whooping it up in the back, "SQUIRREL!", enough neon signs to give Vegas a run for its money, and musicians of assorted genres busking on the sidewalks.

About 100 people die every day in car crashes and most of those are caused by driver error. Research shows that drivers using mobile devices only see about 50% of all the information in their driving environment (a phenomenon called inattention blindness), it’s what can cause people to miss seeing traffic signs, pedestrians, other vehicles, etc. The number one cause of work related deaths in the U.S. is motor vehicle crashes and a significant percentage of our CASTmembers drive all day, every day. We don’t want to be part of the statistics.

So, think of your city’s tour route or your daily commute to/from work, what’s distracting you? What can you do to change or eliminate those distractions? Are there steps you can take personally? Are there improvements we can make as a company? We know we can’t eliminate distractions on our tour routes, but we can educate our conductors and engineers by offering information on avoiding distractions.

DON’T SWEAT THE SMALL STUFF

Beverly Flanders; HR/Office Manager

Ask yourself the question, in the scheme of things, is this really that big a deal? When you get right down to it, at the heart of learning not to sweat the small stuff is the art of beginning to recognize that many of the things that we treat as a really big deal aren’t. We blow things out of proportion, making them seem far more significant. We read into things, over-analyze, anticipate the worst, get uptight, rehearse unhappiness in our mind and turn molehills into mountains. Once we turn the corner and begin to put things into proper perspective we’re on the road to a more peaceful life.

Take a deep breath, count your blessings and KEEP CALM AND TROLLEY ON.

THE IMPORTANCE OF “T” AND “I”

by Nikki Weekly; Group Charter Representative

My duties as Charter Rep are essentially to develop relationships and trust with our clients, provide exceptional customer service and ensure accuracy in the planning and execution of charters. For weeks, months and sometimes a year, I spend much time conversing with and forming a bond with Charter clients. I assist in creating their itineraries for the day, book their reservations for a show or tour, provide suggestions on places to eat and by the time they come to Nashville, I truly have a feel for who they are as a group and they
too know a lot about me.

We, Old Town Trolley, have a very important role in our guest's time here, whether for vacation, business or any other social situations. They depend on us to be prompt, professional, reliable, accurate, friendly and to receive a level of service that is unbeatable by any other tour or transportation company in the city. So, after all the careful planning, after I have crossed every "T" and dotted every "I" and when the day finally comes, as I meet the group alongside the Conductors, I realize that my work with them is now done. I place our very important clients in the hands of our Conductors and it is up to them to deliver the same level of attention they received from me during the planning process. I'm very fortunate to have trust and faith in our staff to deliver to our guests what I have promised. As I wave adieu and watch the trolley fade away, I can breathe a sigh of relief, knowing that we have and will do everything in our power to shine a bright light on our guests' experience. You see, we are a team. Without the Operations Department to hire, train and schedule the Conductors, without the Maintenance Department to maintain our vehicles, without the Office Personnel to deliver guests' inquiry, and without the Safety Department to set the highest level of standards; without this Team, there would be no need for a Charter Department.

HELLO
by Chris McDonough; Head Conductor

Hello! My name is Chris McDonough and I am the new Head Conductor at Old Town Trolley Tours of Nashville. I began my time here at Old Town Trolley as a Tour Conductor just over a year ago when we were first starting out. I would like to thank Leslie Allen for getting us ready for tours last year and creating an environment that was fun and enjoyable to come back to day after day. Watching our operation go through many changes over the past year has been a wonderful experience. I look forward to continuing to work with our excellent Tour Conductors to give our guests of Music City the absolute best tour.

Right now, we are continuing to adapt our tour to make it the best for our guests. Two stops have been changed to more convenient locations to hop on and off. The refinement of the "Trolley Bots" is making them a more perfect addition for our Conductors to give the sights and sounds of Music City. We also have two new Tour Conductors joining us who are excited to go out and give tours of their own. So, if you haven't checked us out yet, come on over to Nashville and see what this booming Music City is all about!

HOT, HOT, HOT!
Nate Kingsbury; Fleet Manager

Middle Tennessee has its own special weather: hot, humid, and just overall disgusting. With the hot spring and soon to be summer weather we've found that our booth AC units are not doing the job and our new Trolley booths do not even have air. Here in the Maintenance Department, I took the task on willingly and thought

“How can I create air conditioning, but without an air conditioner?” after much brainstorming I figured I would create my own homemade AC unit, the unit would be portable, reusable and most of all cheap and maybe even a little fun to create. I took a standard everyday cooler and installed a bilge pump on the bottom. Using an old heater core and an old dash fan laying around, I created a system by which you fill the cooler with a mixture of ice and water and the bilge pump pumps the iced water into the heater core and then the fan pulls the cool air off the reused heater core and voila! You have AC. Now that version 1.0 is finished we will begin working on version 2.0 which will probably be larger and be able to keep the ice cooler longer.

NASHVILLE AFTER DARK
Eliza Warren · Night Tour Operations Manager

My goodness, the night tour has come a long way in a short period of time! We have officially welcomed eight CASTmembers to our team! Woohoo! Gentry Dotson, our fearless trolley driver, tour guides Ray Schipani, Lori Crownover, Sherri Mathis and Bert Stratton and sales agents Morgan Harvey and Sandy Clark make up our fantastic team. I am thrilled to have Cory Dryden assisting me in leading this wonderful group. The search is on for a few more CASTmembers and my hope is that this next week will bring some wonderful prospects.

The night tour is taking shape very nicely. Our route has been finalized and I am excited to announce that we have partnered with a legendary music industry bar that will serve as our halfway point stop for refreshments and live entertainment. I have also been working with two songwriters to compose three original songs for our guides to perform during the tour...Wait til you hear them-I guarantee that they will be stuck in your head for days! Watch out Music City...Old Town Trolley is going to be rockin’ & rollin’!

Ray Schipani · Tour Guide
JOHN BROWN
Maintenance, Old Town Trolley Tours

BACKGROUND
I was born and raised in Tennessee. I attended East Robertson Elementary, Middle & High School until I got my GED in 10th grade which enabled me to join the US Navy as a Construction Mechanic Seabee. I’ve been on three deployments to Guam and two to Rota Spain. I always like to say I’ve been halfway around the world in both directions.

I am currently single, taking care of my disabled mother, six wonderful dogs and three birds.

I currently work in maintenance as a mechanic/Detailer/Jack of All Trades in Nashville, Tennessee. I am working hard to make Nashville’s fleet the shiniest in the company.

What brought you to your city?
Lived and worked in Nashville my entire adult life.

What do you consider your greatest achievement?
Serving our country as a US Navy Seabee

Who is your favorite author?
Anne McCaffrey

If you had to eat one thing for the rest of your life what would it be?
Chicken and Dumplings

On what occasion do you lie?
To spare someone’s feelings

Which talent would you most like to have?
I’d like to play an instrument

What is your most treasured possession?
My fleet of boats

If there was one place you would like to live besides your current city, where would it be?
Guam

VENDOR SPOTLIGHT
Charles West
Lead Concierge, Westin

I was born in Dallas, Texas and raised in a suburb just east from there. I lost my parents at a young age and was adopted at 12 years old. Even though that is a terrible upbringing for any child I never stopped believing in myself and always knew I would be OK.

Five years ago, I met my husband Brian and we moved to Nashville in August of 2013. He got a job transfer to open the Omni Nashville. That is how I got into the hospitality business. I started as a Room Service server and worked up to a supervisor. With all of the history, attractions and growth that Nashville has to offer it became a hobby for me to learn about everything, from Belle Meade Plantation to the best brunch in town, to the new Bridgestone Headquarters to CMA Fest… I want to know it all! The opportunity was not available at the time so I applied for the job here at Westin Nashville and was given this great opportunity to share my knowledge with all our guests.

Which living person do you admire most?
President Obama

Which talent would you most like to have?
The ability to sing

If there was one place you would like to live besides your current city, where would it be?
Sydney, Australia

What is your favorite vacation spot?
South Florida

What three things can always be found in your refrigerator?
Tequila, limes and yogurt (LOL!)
San Diego led the U.S. in installed solar energy capacity last year and ranked second in solar per capita in the US. With our clean and abundant sunshine, Old Town Trolley Tours joined the ranks of many private and public solar project installations. With a 30% tax break, now was the right time to invest into our future. The solar project is expected to pay for itself within 3-5 years and is warranted for 30-years. Over the course of each year, the solar panels are expected to result in a net zero balance sheet which means no electric bill! While electric rates will continue to climb year over year, our power consumption needs will remain fairly constant with little to no electric bill for each year.

Locally, San Diego is setting a blazing example by investing in solar power to create clean air, local green jobs and a brighter future for all,” said Michelle Kinman, of the Environment California Research & Policy Center. The CA state goal is to reach 50% of our electric needs through solar power by 2030. According to Environment California, San Diego’s solar capacity increased 60 percent last year.

"San Diego is setting the standard for other cities across the country when it comes to protecting our environment and creating a cleaner future,” said Mayor Kevin Faulconer said. “This new ranking is a testament to the many San Diego residents and businesses harnessing our natural resources as we march toward our goal of using 100 percent renewable energy throughout the city.”

When disaster strikes, relief cannot wait. Families need shelter, food, water, first aid and emotional support. They need the American Red Cross.

On Friday, May 5, 2017 the American Red Cross of San Diego/Imperial Counties brought their Shelter of Hope campaign to the Old Town Market, which brings awareness to the vital services the Red Cross provides in the community with the help of compassionate volunteers and generous supporters.

As part of the campaign, local Red Cross CEO Bill Baily joined in a simulated disaster shelter by community leaders and partners as they travel all over San Diego County to raise awareness and funds for the local Red Cross. Bill will remain in the simulated shelter until this year’s fundraising goal is reached.

While the Shelter of Hope was at the Old Town Market they were able to celebrate the annual Cinco de Mayo festivities. The American Red Cross was thrilled and appreciative to set up in the heart of Old Town. There was also an appearance by California State Senator, Tony Atkins. Last year’s Shelter of Hope campaign raised over $430,000 for local disaster relief. “This year’s goal is $500,000 and we won’t quit until we reach it!” said Bill Baily.

Mission Federal ArtWalk in San Diego’s Little Italy is the City’s first outdoor fine art festival and will celebrate its 33rd anniversary this year. Mission Federal ArtWalk will run from Saturday, April 29 to Sunday, April 30 featuring professional artists from across the globe. ArtWalk offers collectable and approachable art from all kinds of media, such as drawings, jewelry, sculpture, paintings, photography, metal work, wood work and much more.

The free weekend-long event attracts thousands of visitors each year to San Diego’s Little Italy. Attendees will be able to enjoy over 350 local, national and international artists showcasing every medium, including painting, sculpture, glass work, photography, fine jewelry and more; live music and dance performances; interactive art activities; street food; and family-friendly craft projects at KidsWalk. The 2017 Mission Federal ArtWalk theme is "Vivid Expression."
SEAL RESTORATION PROJECT WORK
Jim Saffer, Head SEAL

The SEAL vessel restoration project is now underway and we hope to do one vehicle at a time. We are in the process of completely overhauling our older SEAL vessels one at a time in order to comply with the upcoming new California emissions standards that will be taking effect in the near future. We have purchased a brand new International truck with cab and chassis. We will strip the old SEAL down to just the bare hull. Then we will use the new cab, frame, engine, transmission, axles and drive line from the new truck and put that into our older SEAL vessel. Yes, we are going to actually chop up a brand new truck into pieces and attach the pieces to the existing bare hull. “I hope Ed and Chris don’t find out”.

This first SEAL restoration will be somewhat of a learning curve for us as we go along. Each SEAL vessel restoration after this one should get easier as we learn. We will repaint each SEAL after the mechanical work is complete. The restoration project is headed up by our Maintenance Manager, Albert Guzman and our Safety Officer, John Lindsey along with Head SEAL Captain James L. Saffer.

NEW PROJECTS

At the start of our new fiscal year, work began on much needed projects. Our parking lot was repaved as well as the addition of a ladder to our roof.

APRIL
Jim Fraley
Conductor
Barbie Harrell
Sales Representative
Capt. Greg Hauck
SEAL
Oscar Alfaro
Supporting

OLD TOWN TROLLEY TOURS of SAN DIEGO

WELCOME ABOARD

OLD TOWN TROLLEY TOURS
Raul Olavarria
Donald Crist
Timothy Buckner
San Diego Seals
Steven Blackman
James Brooks
Nathan Moore
Walter Meyer

SAN DIEGO SEALS
Jeffery Thornton
Richard Ross

A SAFETY TEAM THAT GETS SAFE!
1700 DAYS WORKING SAFE AND GOING STRONG
John ‘Red’ Lindsey; Safety Officer
When it comes to CASTmembers who keep work safe, it’s easy to point at the people who have the highest risk yet manage to keep clear of accidents. For this reason, our Captains and Conductors usually get all the glory when it comes to safety. But this article is about a handful of un-sung safety heroes who get it.

Our Old Town Market consists of three old structures on a small parcel of land with many steps, curbs, corners, stairs and potential hazards; an outdoor courtyard with a street vendor atmosphere. A team of four guys, however, have managed to rack up more than 1700 days without a single incident. No cuts or bruises to CAST or our guests. No slips, trips or falls, which is impressive with a 100-year old staircase… Every sidewalk step is painted, every corner rounded and every hazard to be found has been dealt with to be safe. If a new safety issue pops up, they are dealt with immediately without the need for supervision or direction.

It’s just right, every time; working smart working safe. I have to thank the guys by name for such an excellent execution of our safety culture.
Martin Baez,
Evan Kohler,
Ricardo Michel,
and Christian Perez... for knowing what “Safety First, and Courtesy a Close Second” really means…
THANK YOU!
Old Town Trolley Tours of San Diego was invited to the San Diego Natural History Museum located in beautiful Balboa Park. The museum hosted our monthly meeting, which was held on April 13th. CAST members were welcomed to a private tour of the exhibit Ultimate Dinosaurs and served a complimentary light breakfast. The CAST explored this exhibit featuring 16 fully-articulated dinosaur specimens from locations in the Southern Hemisphere. This experience provides history that can be shared with guests throughout our tours. We had a wonderful time and appreciate the museum for opening their doors to this spectacular exhibit!

CAST meeting at the Natural History Museum

ULTIMATE DINOSAURS OPENS
Nikki Meo-Cook, Advertising Sales

Old Town Trolley Tours of San Diego was invited to the San Diego Natural History Museum located in beautiful Balboa Park. The museum hosted our monthly meeting, which was held on April 13th. CAST members were welcomed to a private tour of the exhibit Ultimate Dinosaurs and served a complimentary light breakfast. The CAST explored this exhibit featuring 16 fully-articulated dinosaur specimens from locations in the Southern Hemisphere. This experience provides history that can be shared with guests throughout our tours. We had a wonderful time and appreciate the museum for opening their doors to this spectacular exhibit!

DAY TRIPPIN’ IN LA JOLLA!
John Barton, Lead Conductor

Old Town Trolley’s La Jolla and San Diego Beaches Tour has evolved into a popular Day Tripper experience that combines the pleasures of a 90 minute ride through some of Southern California’s famous beach communities with a three and a half hour self-guided exploration of the village of La Jolla, the “Jewel of San Diego.” The tour departs from Old Town each morning at 10:15. Along the way, guests are treated to a breathtaking 20 minute photo op stop atop Mt. Soledad at its Veterans Memorial, which sits 822 feet above sea level and offers a spectacular 360 degree view of San Diego and beyond. In La Jolla, guests disembark for an afternoon of fun amidst shops, galleries, and restaurants that rival those found along Rodeo Drive in Beverly Hills. Guests can visit the seals on the beach at The Children’s Pool or climb down deep into Sunny Jim’s Cave. They can hike, swim, kayak, or snorkel before returning to the trolley for a continuation of the tour through Pacific Beach and Mission Beach and back to Old Town. A free shuttle is offered daily to and from Old Town and select hotels and downtown areas.

Fun Photos!

Conductor Tim Wright preps for his special church ladies Mother’s Day charter. He purchased leis for all the Mothers on their special day – Mother’s Day.

Quarterly Safety Contest winners enjoy an afternoon lunch break feasting on everyone’s favorite – Phil’s BBQ. To win, safety teams had no accidents during the quarter period.

Erica Dill and Nancy Nuhaily at the Making Strides Against Breast Cancer kickoff.

San Diego Port Tenant’s Association (SDPTA) 28th annual dinner and meeting included a silent auction, networking, dinner and a look-back celebration video of the past 28 years of service along the San Diego port tidelands.

(Pictured Erica Frost, Natasha Kader, John Lindsey, David Thornton, John Savage, Jeanette Perez, Erica Dill and Victor Santana)
VISITOR INFO CENTER TURNS TWO!

Erica Dill, Office-HR Manager

The San Diego Visitor Information Center (VIC) opened approximately two years ago in a beautiful glass walled building in the Embarcadero, just north of the USS Midway Museum. It is presently open 9:00am-4:00pm daily and will stay open an hour later during the summer. Last year they welcomed over 250,000 visitors and expect to welcome even more this year. These visitors are welcomed by a dedicated, enthusiastic CAST who are committed to providing an extraordinary level of customer service. Jackie Matthews, Margareth Hess and Kevin Totey (the VIC Lead) are incredibly knowledgeable on San Diego and eager to help. Besides free maps and brochures, they are a one-stop-shop that visitors can find help planning their visit! The VIC not only sells our trolley and SEAL tours, they also have discounted tickets for so many of San Diego’s finest …from the USS Midway Museum downtown, all the way to the San Diego Zoo Safari Park in north county, odds are that they sell it! So if you are ever in town, stop in, say “Hello”, let them welcome you to our beautiful city.

‘TIS THE SEASON TO TRAIN

Erica Dill, Office-HR Manager

Like clockwork Spring is our big hiring and training season to gear up for the Summer season. This year we had a huge interest in all of our positions. The conductor position alone had 40 qualified auditioners for four available positions. We filled Conductor, SEAL Captain, SEAL Guide, Sales Rep, Valets, Janitor and mechanic helper positions. We were even lucky enough to get another great transfer from Boston. Thanks Welby!!! Our new SEAL Captains, Conductors and SEAL Guides are already deep in their intensive training. John “Red” Lindsey and James Saffer take the weeks of training seriously, to make sure our CAST is fully prepared to give the high-quality tour we pride ourselves on. Natasha Tupinamba hired and trained her first Sales Rep class as the Depot Sales Manager, sharing her passion for guest service.

As a team, we all put our energy into welcoming each new class. Sharing the tricks of the trade and getting them acclimated to the OTT way of life. As with every class, we have high hopes for our new CAST and can’t wait to introduce them to our guests.

WE CAN SELL, YES WE CAN!
HALF MILLION DOLLAR CLUB SALES REPS

Erica Dill, Office-HR Manager

On Wednesday May 3rd, our stellar Half Million Dollar Club winners were recognized. Among them was long time winner: Barbie Harrell. Return winners: Victor Santana, Ross Burns, David Mahl and new inductees: Stacy Bridges and Katherine Brecka. That gives us a winning team of Six Half Million Dollar Club winners!!! Not only does this team sell, they are wonderful influences on new CAST. Every year our number of winners keeps going up. We hope the bug is contagious and can’t wait to see the long list of winners next year.

PING PONG!

Lead Sales Rep Victor Santana and Conductors Cody Hug, Robert Casey and Michael Hug taking a ping-pong break from a day at trolleyland.
OLD TOWN REALLY KNOWS A FIESTA!

Sebastian Biagioni, Leasing Manager

Cinco de Mayo—or the fifth of May—is a holiday that celebrates the date of the Mexican army’s 1862 victory over France at the Battle of Puebla during the Franco-Mexican War (1861-1867). A relatively minor holiday in Mexico, in the United States Cinco de Mayo has evolved into a commemoration of Mexican culture and heritage, particularly in areas with large Mexican-American populations. Old Town San Diego Fiesta Cinco de Mayo celebration attracts over 100,000 people over the course of three days with its bustling mercado, non-stop music and live entertainment, lucha libre wrestling, and a huge display of lowriders and other incredible autos!

NEW PHOTOBOOT AT THE OLD TOWN MARKET

The Old Town Market in San Diego has partnered up with Innovative Photo for a custom made automated photo booth. The booth allows customers to take four unique poses, live image features fun filters and effects. It lets the users add decorative borders and seasonal frames. A wonderful and updated feature is that it lets a customer share images directly to Facebook, Instagram or Twitter. The final new feature is that the booth texts images and mini movie directly to your phone. Some of the borders and settings feature the Ghost & Gravestones Tour, Old Town San Diego landmarks and other Old Town Trolley staples.

Happy Anniversary

OLD TOWN TROLLEY TOURS

Nancy Nuhaily, 28 years
Carmen Thulin, 19 years
Michael Devin, 16 years
Francisco Noguez-Ballesteros, 15 years
Heleodoro Gonzalez, 14 years
Chris Chiotras, 13 years
Richard Smith, 13 years
Inocente Briones, 11 years
Donald Kayne, 10 years
Robert Hatcher, 10 years
Oscar Alfaró, 9 years
Christian Perez Navarro, 8 years
John Barton, 7 years
Arthur Burgess Jr., 7 years
Philip Fondaw, 7 years
Jon Laws, 7 years
William Walker, 7 years
Orlando Montano, 7 years
Christina Valenzuela, 7 years
Kris Fabroski II, 6 years
Susan Vetter, 5 years
Lynn Harris, 5 years
Rodney Foster, 4 years
John Lindsey IV, 3 years
Robert Miller, 3 years
Patrick Netlleis, 3 years
Patricia Vanderwerff, 3 years
Katherine Brecka, 3 years
Jacqueline Matthews, 2 years
James Hamel-Kressley, 2 years
Melissa Sewell, 2 years
Stacy Bridges, 2 years
Milo Vaughs, 1 year
Mark Miller, 1 year
Charles Hogquist, 1 year
Robert Casey, 1 year
Melissa Sewell, 1 year
Emily Zarr, 1 year
Alejandro Vargas, 1 year

SAN DIEGO SEALS

Robert Ross, 18 years
Mark Keeler, 13 years
David Lavigne, 7 years
George Adams, 5 years
Tracy Ibarreta, 3 years
Harold Webb Jr., 3 years
James Parducci, 2 years
Elizabeth Parker, 1 year
Gregory Hauck, 1 year
Danney Brinks, 1 year
Todd Dillman, 1 year
John Devenio, 1 year
Thomas Ables, 1 year
Kevin Totey, 1 year

COSTUME AWARENESS MONTH

The Old Town Market in San Diego has partnered up with Innovative Photo for a custom made automated photo booth. The booth allows customers to take four unique poses, live image features fun filters and effects. It lets the users add decorative borders and seasonal frames. A wonderful and updated feature is that it lets a customer share images directly to Facebook, Instagram or Twitter. The final new feature is that the booth texts images and mini movie directly to your phone. Some of the borders and settings feature the Ghost & Gravestones Tour, Old Town San Diego landmarks and other Old Town Trolley staples.

FUN PHOTOS

CAST line up for the ABC’s of Costume inspection; Attitude, Bank Bag and Costume

Pizza! Pizza!
Rod LaBranche was honored to be asked to emcee the annual “Partners in Tourism” event sponsored by the San Diego Concierge Association with proceeds benefiting the Leukemia Lymphoma Society of San Diego. This year’s event was held at the World Famous San Diego Zoo on May 3rd. There were lots of staff and vendors from the hospitality industry as well as great restaurants presenting at the event. There were also wonderful raffle prizes and a silent auction benefiting the LLS. Congratulations to the SDCA for a spectacular event!
BACKGROUND
My name is Bryan Virgil and I was born in Riverside, California. I am a long-time California resident and I have always loved the diversity that California is made up of. I am currently a Psychology major with goals of becoming a counselor for the youth. I have always wanted to work on vehicles and was lucky to be given the opportunity to work here at Old Town Trolley Tours while I finish pursuing my degree in Psychology.

In the year that I have been here, I have learned many skills that are beneficial in my life. I am very fortunate to work with a CAST that is so diverse and friendly.

Which living person do you most admire?
I admire everyone around me in my life, whether it is a family member or even a coworker. I feel that I take a bit of knowledge and persona from everyone around me.

What is your idea of perfect happiness?
Happiness to me is being able to help the world around me. I have always wanted to be able to help others who are less fortunate.

What is your favorite vacation spot?
My favorite spot to go on vacation has to be a small town called Zacual Pan, which is a town in Mexico. Zacual Pan showed me a much more peaceful and simple way of living that is totally different from any other place.

If there was one place you would like to live besides your current city, where would it be?
I would love to live in any place where I could have my own ranch somewhere. I grew up having horses and that is something that I would love to have again.

What do you consider your greatest achievement?
My greatest achievement in my life is the fact that I was able to attend a university in order to achieve a better education. I grew up in a rough neighborhood where gangs were prominent and many kids would fall for a life of crime. I decided that I would become an individual that would not be just another statistic and decided that school would give me the opportunity to have a career where I could change people's lives.

Old Town Inn

This month I would like to showcase a property which has been around for almost 70 years, the Old Town Inn. This third-generation, family owned hotel located in the Old Town area of San Diego has been taking care of San Diego visitors and have been big supporters of Old Town Trolley Tours for decades. They are currently rated #21 out of #278 hotels in San Diego on TripAdvisor. The hotel is led by their General Manager Beatriz Bustamante who has been with the company for 25 years. Anna Flores at the Front Desk has worked for the hotel for 20 years and always has a big smile and is very gracious when she greets all of her guests. The hotel has 73 rooms and suites and is a 10 minute walk to our Trolley Stop in Old Town. Thank you to the Lyon Family and the entire team at the Old Town Inn for their wonderful partnership throughout the years!

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instagram.com/oldtownmarketsd
Happy New Year y’all! April heralds the start of another new year here in the HTA Nation (our fiscal year runs April-March). April is one of my favorite months of the year, not only because it is beautiful in our lovely city, everything is in bloom and the temperature is delightful, but even more so because season starts off with a bang, and this year is no exception as we experienced great increases coming close to carrying 50,000 total riders in the month.

Along with that great achievement we also celebrated the induction of NINE $500M club inductees, a THREE time Goalie of the Year award winner (Jim Rafferty), a spectacular start to our Chief Conductor Challenge Essential Guidebook Contest in that Wanda “Woo” Raimo took home both the award for highest national and local guidebook sales, and at the end of May we can celebrate the opening of our first attraction in Savannah- The American Prohibition Museum Experience and Speakeasy! So much to celebrate and be proud of!

Another item worth mentioning is our “Healthy Run Initiative” whereby our CAST gets together to move their good health forward as a team by participating in a race a month all year. In March we participated in the Kilt & Kolor Run, and in April the Big Nasty Mud Run X and all those that participated (as the pics would indicate) had a blast. Our next race is the JCB Mud Run in June and we’ve already more than doubled our sign up from the last run, which means the initiative is doing what we’d hoped, getting more of our CAST out there and active. When combined with our Hydration Challenge and the impending Biometrics initiative I can proudly say that our company truly has demonstrated its concern for the good health of our CAST.

KUDOS!

So much more worth mentioning but space is limited. Suffice it to say that we have a season ahead of us that will be chock full of continued success, new projects, innovative initiatives and great partnerships and collaborations. We are so blessed to be part of such a dynamic company- I for one have so enjoyed having our HTA Executive CAST throughout the APM project and have been so appreciative of the praise they have levied on our well deserving CAST. I want to personally thank all of you for the great work you do every day! Looking forward to a “TOURIFIC” year ahead.

OPS WITH ANDREW

Andrew Hill; Operations Manager

Once again as I write this we are off to a fantastic start to our year. Our ridership has been flying high so far this year, and we just wrapped up our busiest month of the year (April) more than 20% above last year. We had strong months in January and February, but to be up that much in April is an amazing achievement. Kudos to all of our CAST for their hard work and dedication. There is no better acknowledgement of our strong team spirit than the realization that we carried just short of 40,000 riders on daytime(almost 50,000 total with G&G and specialty tours) and we had so few bumps in the road. I definitely feel privileged to be a part of a group that is this capable.

Our January and February hiring is definitely paying dividends as our conductor cast has not been asked to work long hours. Our new conductor class has been pulling in strong social media and comment card attention, and they have jumped right into the fray with very few hiccups.

Having our new class has enabled us to keep conductors working four day workweeks and we are in good position for our hot months on the horizon. Speaking of the heat, soon we will be deep into the heat here in Savannah. Our daily mantra will be to, “hydrate, hydrate, hydrate.” Because kids are out of school and families travel, July is normally our second busiest month of the year.

SAFETY

Jacqueline “Bean” Kelly, Safety Officer

Hello from the Safety World!
Season is well under way, which means we are now running till 6pm. We have had several training classes on Safety this past month with all the new hires. The heat is starting to kick in here so I spent a week of safety messages getting the new CASTmembers familiar with what to look out for with guests, fellow CASTmembers and how to take care of themselves.

DEPOT SALES

Jim Rafferty, Depot Sales Manager

With Spring Break and Easter coming in March and April we have had a fantastic spring. We finished up over 20% in ridership for April, one of our busiest months of the year. April also brings us into our extended hours period. Our last tour begins at 6pm and
we run that until the end of July.

We are also eagerly awaiting the opening of our first attraction here in Savannah in late May. The American Prohibition Museum.

Our CAST was finally able to get a sneak peak of the museum after or CAST meeting and it will be amazing.

My favorite time of the year is when I get to inform and congratulate our Half Million Dollar Club winners. We had a record nine sales reps who received this honor for FY2016. I would like to take this opportunity to congratulate the sales reps who have achieved the Half Million Dollar Club. Wanda Raimo (4 time winner, 4th in the nation), Tramaine McCombs (2 time winner, 8th in the nation), Janice Emerson (3 time winner), Rance Shell (4 time winner), Tim Conway (4 time winner), T Floyd (2 time winner), Jane Erskine (3 time winner), and joining the ranks for the first time, Canscelow Taylor and Jennipher Laraway. Great job! Looking forward to adding to that list this year.

We started the Chief Conductor’s Essential Guide Book Challenge with a bang selling more than 4,500 books for April. Wanda Raimo took home both the local and national honors with 594 books and won $600.00. Outstanding work by all.

I also had the honor of winning Goalie of the Year 2016-2017, for the 3rd consecutive year. This was possible because of an outstanding sales and concierge staff team, and with the support of the entire Leadagement Staff. Thank you for all your hard work.

And season is here! The phones seem to be ringing non-stop with inquiries for transportation and group tours, plus talking to guests who have already made reservation to fine tune their details. We are glad to be busy!

We have welcomed back American Cruise Lines, seeing as many as two hundred of their guests on our trolleys each week. Georgia school kids are flocking to Savannah before the end of the school year and we have enjoyed having them on our history and haunted history tours. Some nights we have as many as 400 on our trolleys! A BIG Thank You to all our conductors who provide excellent tours for these students and all of our guests. An even BIGGER THANK YOU to the Operations team that allows us to make so many last minute reservations. Eleven pop up reservations in the last week alone!

It’s wonderful to work for a company that makes it possible for us to bring delight to so many guests on a daily basis. We look forward to all of you being our guests this year!

GROUPS AND CHARTERS
Craig Armstrong, Groups & Charters Representative

AMERICAN PROHIBITION MUSEUM
Kayla Black, General Manager

We are just days away from our Soft Opening at the Prohibition Museum and we are beyond ready and eager for our first day- Memorial Day 2017. Already we have folks admiring the new plaque by the front door detailing the first Prohibition law in the country, delivered by King George II to General Oglethorpe right here in Savannah. We’ve brought on board a great CAST of history tellers and bartenders, with Morgen Brooks as our ticket seller, Danielle Houston, Justin Kent, and Ellie Donohue as our history tellers, Travis Spangenburg as our lead history teller, as well as Jason Graham as lead bartender and Amelia Thompson as our bartender.

As the #musueminthemaking portion of the American Prohibition Museum comes to a close and the #notadrymuseum portion begins, the entire cast of Old Town Trolley Tours of Savannah is excited and proud to open the doors and introduce the nation to the story of prohibition.
GREETINGS FROM THE GRAVE
Kristina Prince, Co-Program Manager

We’re having some interesting adventures on Ghosts & Gravestones. We’re adapted to a road blockage in the nerdiest way possible. It turns out the best way to signal a trolley backing up in the dark is with lightsabers!

We’ve welcomed several new CASTmembers to G&G in the past month: Sarah Michael, Paige Mays, Natalie McSwain, Olivia Quillman, Chuck Cheely, and Lou Jane Higgins! We look forward to Sarah, Paige, Natalie and Olivia certifying in the coming week. They’ve been working hard.

More of our CAST are cross training on Ghost Town Trolley in preparation for high season. We’ll see how these guys handle the mysteries of the Isaiah Davenport House.

Until Next time, my Dears, my Darlings . . . Unpleasant Dreams.

VENDOR DEPARTMENT
Colonel® Bob Hunter, Vendor Department

If April is a sign of what this coming year might bring, we are in for one heck of a good ride. We finish with more than 27.46% over budget for the month of April.

We continue to open new accounts and are presently working on increasing the amount of production for all of our vendors across the board.

We recently hosted our yearly banquet for our top five vendors. This year we also recognize the rookie of the year. Cool Savannah was our leading vendor and RMC Boutique what is our rookie of the year.

HUMAN RESOURCES
Renee Mercer, HR Manager

April and May saw us pretty busy! We got some Spring cleaning in with offices moved around, general organization, and even a mini-facelift in our reception area. The latter was thanks to Laura Ross and Bobbie Renee in the Groups and Charters department. Joining in the effort to get things moving along with the museum and Speakeasy, a few of us got to play model-for-a-day (or 3, in Laura’s case)! It was a lot of fun but our children may have enjoyed it more than we did! As both advertising photos and hiring are wrapping up for our newest ventures, the American Prohibition Museum and Congress Street Up, we are setting our sights on the next big things: Summer Care for our CAST who work outside and our annual Wellness event! The planning is in full swing and hopefully it’s our best Wellness event, yet! Be on the “look out” in the next issue for more details about where our healthy habits may take.

SIMPLY SAVANNAH

We’ve had a really strong April so far. One of the most notable changes at Simply Savannah is the transition to all of our summer apparel. This included new dresses, new hats, new tote bags and new scarves. We are ready for beach weather.
Charles Holmes, 14 years
Irenette Clarke, 12 years
Lillie Shaw, 8 years
Kimberly Evans, 6 years
Ruben Alegria, 5 years
Craig Armstrong, 5 years
Holly Edenfield, 4 years
Lillie Shaw, 8 years
Tramaine McCombs, 4 years
Adam Blankenship, 3 years
Judith Trahan, 3 years
Edie Chancey, 2 years
Andrew Hill, 2 years
Stephen Plunk, 2 years
Stuart Kushner, 1 year
Armist Erskine, 1 year
Scott Siegel, 1 year
Bobbie Lewis, 1 year
Kimberly Connelly, 1 year
Erica King, 1 year
Bonnie Gelmine, 1 year
Christie Buchanan, 1 year
Dale Bebbino, 1 year
April Jackson, 1 year

The office decorated Bobbie Renee’s desk for her birthday!
Bobbie Renee and Laura creating an accent wall in the lobby

Happy Anniversary
OLD TOWN TROLLEY

Charles Holmes, 14 years
Irenette Clarke, 12 years
Lillie Shaw, 8 years
Kimberly Evans, 6 years
Ruben Alegria, 5 years
Craig Armstrong, 5 years
Holly Edenfield, 4 years
Charles Cheely, 4 years
Tramaine McCombs, 4 years
Adam Blankenship, 3 years
Judith Trahan, 3 years
Edie Chancey, 2 years
Andrew Hill, 2 years
Stephen Plunk, 2 years
Stuart Kushner, 1 year
Armist Erskine, 1 year
Scott Siegel, 1 year
Bobbie Lewis, 1 year
Kimberly Connelly, 1 year
Erica King, 1 year
Bonnie Gelmine, 1 year
Christie Buchanan, 1 year
Dale Bebbino, 1 year
April Jackson, 1 year

COOKING WITH PAULA DEEN

Old Town Trolley Tours and our exclusive Paula Deen Tour was highlighted in the Cooking with Paula Magazine

SAVANNAH VIDEOSHOOT
BEHIND THE SCENES

Once again HTA Marketing teamed up with Blackdog Advertising to produce video footage of our tours and attractions in Savannah. The team spent four days with Guerilla Productions (a Savannah based production company) to shoot Old Town Trolley Tours, Ghosts & Gravestones and the new American Prohibition Museum. This footage will be used on our website and social media outlets.

Be on the lookout to see how this amazing shoot went!

Welcome aboard
Old Town Trolley Tours and our exclusive Paula Deen Tour was highlighted in the Cooking with Paula Magazine.

Retail
Carol Overby, 5 years

Old Town Trolley Tours
Brandon Willis
Olivia Quillman
Paige Mays
Natalie McSwain
Sarah Michael
Terrance Lucky II

American Prohibition Museum
Jason Graham
Amelia Thompson
Morgen Brooks
Danielle Houston
Justin Kent
For nearly two years, the American Prohibition Museum has been a work in progress. But on Memorial Day, May 29th of 2017, the doors have officially opened and guests are flooding across the new brick bridge to get the first peek at the space. But, nearly a month before the public was able to get inside, the CAST of Old Town Trolley Tours of Savannah were the first people to get exclusive access into the museum. The April monthly CAST meeting was dedicated to presenting the museum, for the very first time, to the CAST members of the Daytime and Ghost operations- and wow, were they impressed!

For the first time, even the CAST of the American Prohibition Museum was able to visualize what the space was going to look like once the doors were officially opened. Wax figures were set up in place, the carpet was all down, the technology was rolling, and all the CAST members were in full costume- the only thing missing were drinks at the Speakeasy bar! Instead of providing boozy drinks, Warren Cooey, and Jason Graham mixed up some cool and fun non-alcoholic punches- a lemon lime rosemary sparkling punch and a twist on the classic fruit punch, kicked up with carrot juice and guava nectar.

The entire art crew and APM CAST spent about two days getting the space prepared for the CAST to come in for their sneak preview. Dinner was at Wild Wings Café next door and VIP guest Ed Swift IV was in attendance for the night. As much as everyone had prepared for what they hoped would be an awe-inspiring night in the museum, there were some nerves all around. But it became clear very quickly that the museum delivered what we hoped it would- a jaw-dropping experience!

The CAST was very excited to see the many wax figures and displays, even though the museum was only about 90% complete. That just meant that when the museum did finally open its doors at the end of May functioning at 100% that the American Prohibition Museum would be the best $12 value anyone would get in their life!

Everyone from start to finish helped to make the American Prohibition Museum a success- from the fantastic Art Crew headed by Monte Triz, the Curatorial Department and Project Manager Dana Ste. Claire, the direction of the Project with Ed Swift III, Operational Side and Museum Director Kayla Black, Technology Guru and Theatrical Designer Ryan McCurdy, the General Manager of Old Town Trolley Tours of Savannah Charlie Brazil, Assistant General Manager of Savannah Garry Patrick, Fleet Manager and Car Assembly Man Bruce Smith, Assistant Museum Manager Caity Hamilton, Bar Manager Warren Cooey, the assistant to curation Nikole Alvarez, newly hired APM CAST members Justin Kent, Travis Spangenburg, Amelia Thompson, Jason Graham, Morgen Brooks, Danielle Houston, Ellie Donohue, and many, many others.
LAURA ROSS
Groups & Charters Sales Representative, Old Town Trolley Tours

BACKGROUND
My name is Laura Ross! I am the new Groups and Charters sales rep in the Savannah office. I began my career with HTA about three months ago and could not be happier! I have a wonderful team and feel fortunate to work with such a great group of people!

I was born and raised in Savannah, Georgia! I attended the University of Georgia for my undergrad and graduate degrees and am an avid SEC football fan! And although this football season left me quite disappointed and delusional, I’m actually still a Georgia Bulldog football fan!

I am married to Steve Ross, a local software developer and we have three children, Gabe, Eli, and Zeke! The Ross boys are wild, dirty, and never boring! We also have three dogs, Otter, a black lab, Woody, a rat terrier, and Maya, a 1/2 chihuahua and 1/2 miniature pincher rescue! As I tell everyone at the office, I have three kids, three dogs, but only one husband, because that’s all I can handle!

We live about 10 minutes from Tybee Island and love being near the water and the beach! I love the outdoors, camping, hiking, boating, paddle boarding, anything outside! When I’m not in the great outdoors, I love to entertain, cook, spend time with my family, and learn everything I can about wine…and that includes drinking it!

Which talent would you most like to have?
I’d love to be able to sing!

What do I most value in my friends?
Loyalty

Who is my favorite hero of fiction?
Princes Leia (Heroine)

Who is the greatest love of my life?
My husband, Steve Ross

On what occasion do I lie?
About my weight on my driver’s license!

VENDOR SPOTLIGHT
Bob “Colonel” Hunter, Vendor Manager

Azalea Inn & Villas

Deliciously relaxing and lighthearted, our historic Savannah accommodations offer visitors the choice of Bed and Breakfast lodging or Villa vacation rentals. The laid-back Southern charms at Azalea Inn & Villas include veranda porches, guest parlors, swimming pool, fire pit, hidden gardens and evening wine with light appetizers. Visitors can relax into the easy going appeal found at our romantic Savannah B&B inn, vacation homes and event venue near Forsyth Park in Savannah, Georgia. Located in the Historic Landmark District of Savannah on brick-cobbled Huntingdon Street, the inn’s atmosphere is characterized by fun with an adventurous and decidedly eco-focus. Yet ultimate allure of this daffodil-colored Queen Italianate inn is its owner’s 21st century whimsical and outgoing personality. You’ll arrive ready for a break and leave with great new friends. Our bed and breakfast inn is honored to be the only Select Registry, Distinguished Inns of North America lodging in the entire Historic District of Savannah.

Azalea Inn and Villas is comprised of both traditional B&B accommodations as well as our hybrid collection of three high-end suites with the exceptional attention to detail and luxury you expect at a B&B, but with a greater level of privacy. Guests enjoy breakfast at one of three early morning seatings or may opt to have a delicious homemade breakfast served at any of our outside venues or guest in the Villas, delivered to their dining room. When you choose B&B accommodations at Azalea Inn & Villas, you’ll also enjoy great fresh ground Savannah Coffee Roasters local coffee, tea, soda, bottled water, fresh-baked dessert available around the clock and wine and hors doeuvres served nightly (except Sunday), as well as concierge and daily housekeeping service.

Innkeepers Teresa and Micheal Jacobson and the exceptional staff spoil their guests with dining recommendations, tips on where to go to experience historic Savannah character, and off-the beaten path day-trips. Right outside our door, you can enjoy a quick jog around Forsyth Park, walk to shops and restaurants and envelop yourself in Savannah’s history. We are always happy to help you with warm and personal service to make the most of your stay here. We look forward to welcoming you to Azalea Inn & Villas, your best choice for gracious Savannah B&B and vacation rental lodging and full service event facility.
THE RED LOOP

Eric "Mr. E" Whitehead, Operations Manager

Man, are we happy to see our beautiful new Defender Buses here in DC. As some of you may know, we are the exclusive tour provider at Arlington National Cemetery as well as the absolute best tour of our Nation's Capital. That's an amazing honor. Over here on the trolley side, we operate The Red Loop. That narrated loop takes guest from the Lincoln Memorial over to Arlington National Cemetery where they can begin their tour inside of the cemetery. To get over to the cemetery, the best route is directly across the Arlington Memorial Bridge which, by the way, is one of the most beautiful bridges in the city. About a year or so ago, the US Park Service determined that the bridge was not in the best shape and they also determined that vehicles over 10,000 pounds would no longer be allowed to go across the bridge. This put a small wrinkle in our efficiency by adding time to that particular route. Well of course we created a new route that took our guest across the Theodore Roosevelt Bridge. This also allowed them to see The Kennedy Center and the Iwo Jima Memorial which, by the way, is one of the most beautiful bridges in the city. These have helped our operations out tremendously. We can move more guests in a shorter amount of time by going across the Arlington Memorial Bridge which makes our guests and our CAST extremely happy. Thank you Defender Buses and our illustrious leaders who sent us our way.

OFF THE BEATEN PATH IN DC

Keith Moore, Old Town Trolley Tours

These days, everyone has a "Bucket List", of things you want to accomplish before you are either too old to do them or before you pass away. Personally, I hate the term 'Bucket List'. At my age, I am barreling toward the Grim Reaper's door at such a rate, that he had better get out the way, lest he gets trampled. But, I do get the point of immediacy and not putting off until tomorrow what can be done today. It is important to take advantage of the sights and sounds around us and appreciate them while we are able, no matter your age. The sights and sounds may pass this way again, however, we may not. When I travel for business, or pleasure, I love to find the sights and sounds off the beaten path. I like the places that represent the flavor of the city that makes it unique. Washington, D.C. is known for the more famous monuments and memorials (The White House, The Washington Monument, etc), but there are many other sights and memorials in Washington, D.C. a great many tourists never get the chance to experience. Listed below are just a few of the sights to see in Washington that are available if you veer slightly off the standard route:

1. Frederick Douglas Home – Part of the Smithsonian chain, it is a charming memorial to a great statesman, orator and abolitionist.
2. Abraham Lincoln's Summer Home – Located on the grounds of the U.S. Soldier's Home, the museum offers great insight into the inner workings of the 16th President and the one location that offered him solace in a grim chapter in American history.
3. George Mason Memorial – Adjacent to the Thomas Jefferson Memorial, this statue is dedicated to one of the founding fathers of the Commonwealth of Virginia.
4. The U. S. Air Force Memorial - A stark and modern memorial dedicated to the brave men and women that have served and are currently in service to our county. The location, overlooking the Pentagon, offers another breathless view of the Washington, D.C. skyline.
5. The National Law Enforcement Officers Memorial – A moving tribute to our law enforcement officers that have given their lives in order 'to protect and serve'. Don't miss the mother lions watching over their cubs as you enter the memorial.
6. District of Columbia Memorial to the Veterans of World War I - Located near the World War II memorial, this tribute to the District of Columbia Veterans of World War I , is a great photo stop for weddings.
7. The Freer Gallery – Another 'jewel in the crown' of the Smithsonian Collection. Features a great collection of Asian art and works by James McNeill Whistler (yes, that Whistler). The Peacock Room is worth the time alone.
8. Albert Einstein Statue – Dedicated to one of the greatest scientific minds of the 20th Century. Located near the Lincoln Memorial, you can take a selfie in his lap. These are just a few of the many sights that Washington, D.C. has that are overshadowed by the more prominent memorials that we talk about every day on our tour. I hope that when you visit the Washington, D.C. metropolitan area, you will consider some of these hidden treasures. It will surprise you that these places have been here just waiting to be discovered.
A SPECIAL GREETING FOR OUR GUESTS!

Loretta Pinkney, Operations Manager of Arlington National Cemetery Tours

One of the questions we often ask ourselves here at Arlington National Cemetery Tours is “what can we do to improve the experience for our guests?” Way back in the beginning, we started thinking about how we could incorporate soundbites into the tour without sounding like a canned presentation. Now that we have the content polished up, it was time to find somebody special, someone who could give a greeting that would set the stage for the sacred space that is Arlington National Cemetery. And find someone we did—none other than General Colin Powell—who took time out of his busy schedule to record a special soundbite with a greeting and valediction. I had the pleasure of going to his office here in the Washington, D.C. area, along with a sound technician to oversee the recording. Can you say COOLEST DAY EVER? Our CEO Chris Belland reached out to General Powell with the request and he so graciously agreed to assist us in setting the tone for the tour, and also thanking guests and reminding them that “Freedom is not free.” We have already started using the soundbite on tours and the guests love it!

2017 HAS STARTED OFF WITH A BANG, NOT A BACKFIRE!

Sean Wallace, Vendor Representative

April started the season off with a bang at Old Town Trolley in Washington, DC. The hard work and effort that we have put forth in revamping our tours, building relationships and polishing our image has made us once again a favorite with the hotel industry. They always knew that we had the best tour in the city, we just had to remind them why we are heads and tails above our competition.

With our new Old Town Trolley tour of DC and the History & Heroes tour, we provide an experience that other tour companies don’t match. When we ended our green loop tour that went up to the Washington National Cathedral and down Embassy Row, there was much hesitation and consternation by our concierge at the loss. However, when they realized that we were adding Arlington National Cemetery to the tour it became a no-brainer. Arlington is a huge draw to the city with Kennedy’s gravesite, the Tomb of the Unknown Soldier, Arlington House and its status as a memorial to America’s military family.

VIP is the name of the game and that’s what our History & Heroes tour offers. A personal tour guide to escort you around DC and point out all the things you need to see and know. As more and more concierges take the tour they see the possibilities it provides to their guests that have limited time in DC and want a great overview of the monuments and the city. We are also the only tour company in DC to offer their guests a guided excursion in the afternoon.

Most importantly, we have stepped up our game by hiring and training the right people. Old Town Trolley DC spent the off-season adding new conductors and sales representatives to our ranks. We have revamped our hotel shuttle service to replace the stops that were lost when the green loop went on hiatus. Our conductors and sales team have been empowered to do what is right by our guests and give them the pickle. We are making sure that the trolleys run on time and that our cast members are proving an experience our guests will not forget. Happy guests make for happy concierges.

We are excited to see where the rest of the season takes us, but feel that the new changes have us heading in the right direction.

AND YET ANOTHER JOB FOR ME...

Abe Burgess, Training

Greetings Trolley World! Yet another Nation’s Storyteller article deadline approaches, and I type away in the sanctuary that is my home office frantically searching for what can I write about that hasn’t been said already?

And voila! Our family cat, Jewel, walks by, and it hits me!

Every day our cat, whom I adore immensely, does the same thing. She wakes me up because at 6 am she’s hungry. I get up and feed her. She eats. She looks out the window. I assume she imagining chasing squirrels, climbing trees, hunting birds, and general cat mischief. Her goal, her dream, her wish, just beyond her reach outside the window. Eventually she gets tired of day dreaming, and decides to take a nap. When she wakes up, she does the same thing.

Every Monday, I am off. And every Monday, and every day after and before, Jewel does the same thing.

I guess that’s why I’m lucky I’m not a cat. One, I couldn’t stand the hairballs. And two, I couldn’t imagine watching my day through a window wondering what would happen if.

I think that’s why I love working at Old Town Trolley so much. When I did tours on a more regular basis, there’s always a new crowd, so the tour is never the same. Different crowd, different reactions, different tour. When I sold tickets, it’s a different guest, different approach, different sale. In my role now as trainer, different CASTmember, different styles, different job…same Awesome Abe of course.

I’ve worn many hats here in Washington. Some I have been very successful with, some, admittedly so, not as successful. But the only way you can fail is by not trying. And try I will.

I have been actively recruiting a new batch of conductors, shuttle drivers, sales reps, and valets over the past few weeks. With the help of the other trainers we have, we still have quite a number of CASTmembers to finish out training. We have come to a point in our business here in DC, that training cannot be done in just a few months. We need to train year round. Why? Because without training we grow complacent. Without training, we forget that we are the difference. Without training we start to watch what happens through a window. And I don’t know about you…but I’m not a cat.
## Happy Anniversary

**OLD TOWN TROLLEY**
- David Parker, 14 years
- Suly Cruz, 10 years
- Ermin Melgar Menjivar, 7 years
- Anthony Sadler, 7 years
- Michael Goggin, 7 years
- Charles Smith, 4 years
- Amakeri Monday, 3 years
- Monae Gudger, 3 years
- Venita Hicks, 2 years
- Jacob Hartman, 2 years
- Ayoub Idrissi, 2 years
- Kimberly Johnson, 1 year
- Jaye Johnson, 1 year
- Sean Wallace, 1 year
- Shamika Green, 1 year
- Robert Young II, 1 year
- Antoine Locke, 1 year
- Norman Pridgen, 1 year

**DC DUCKS**
- William Hagy, 1 year
- Joanna Mendez, 12 years
- Dexter Morse, 12 years
- Beatrice Moulton, 12 years
- Leanne Belton, 1 year

**RETAIL**
- Robert Young II, 1 year
- Antoine Locke, 1 year
- Norman Pridgen, 1 year

**ARLINGTON NATIONAL CEMETERY**
- Dwon Gillis, 22 years
- Alice Barr, 2 years
- Stephen Fitzgerald, 1 year
- Alfreda Stewart, 1 year

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### WELCOME ABOARD

**OLD TOWN TROLLEY TOURS**
- Christian Clement
- Michael Arthurs
- Don Quick
- Steven Martin
- Robart Starkey
- Alexis McCoy
- Melissa Wiggins
- Tiruemebet Woldegiorgis

**DC DUCKS**
- Roberto Borrelli
- Jonathan Gill

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### BOAZ AND RUTH

**PROUD OWNER:**
**ERIC HOLMES**

4-month-old
South African Boerboels

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Fred Belland
CAST and LEADagers of the Harry S. Truman Little White House, Key West Aquarium and the Shipwreck Treasures Museum in Mallory Square.
SEE IT - SNAP IT - SEND IT

David Chatterton, General Manager

St. Augustine OTT recently started a new campaign to allow our CAST to help us improve and maintain our facilities. As we continue to grow, it becomes a challenge at times to keep up with all of our facilities. We helped empower our CAST by instituting the “See It – Snap It – Send It” campaign. If they are working at one of the booths in town and notice it needs painting, or there is a door with a broke handle, they can just snap a picture of it and email it to me. That photo is immediately turned into a work order and Voila! Typically the problem is corrected within 24 hours. This is for any of our CAST and they are to use it for any of our properties.

EASTER PARADE

Jeanne Coyne, Asst. to the General Manager

This year the Nation's Oldest City saw the best Easter Parade yet. We had two NFL players serve as Grand Marshals: Cairo Santos from the Kansas City Chiefs and Caleb Sturgis from the Philadelphia Eagles. Both attended high school right here in St. Augustine. Cairo graduated from St. Joe's High School and Caleb graduated from St. Augustine High School.

Having these two NFL members as our Grand Marshals was amazing! We also had Florida A&M University's (FAMU) World Famous “Marching 100 Band” in our parade. Our parade was nothing less than spectacular! We had the largest turn out ever for this year's Easter Parade. Everyone wanted to see the Grand Marshals and FAMU’s Marching 100 band. And they did not disappoint.

Old Town Trolley St. Augustine has been a long time sponsor of the Easter Parade. Dave Chatterton, General Manager, has served as the Easter Parade's Director for 10 years now. Each year Dave, along with many OTT CASTmembers, volunteer to help put on the parade.

We had a lot of new entries in this year's parade and hopefully we will continue to grow the parade each year.
WELLNESS INITIATIVES AT WORK

We continue to look for ways to help our CAST lead healthier lives. Just in the past few months we have sponsored entries for the Vilano 5k for our CASTmembers, we participated in the Hydration Challenge and we continue to raffle off bags of fresh produce grown locally. We took part in the HTA Hydration Challenge and provided giveaways each week to a lucky participant. At the end of the challenge, Five lucky people won $50 Visa gift cards from HTA.

Now we are partnering with Orange Theory Fitness. We purchased 20 packages worth three free classes each and gave them away at our CASTmeeting. Each class is 30 minutes of cardio with 30 minutes of weight training. We look forward to a continued partnership with Orange Theory Fitness. These are just a few things we have brought to Old Town St. Augustine to help our CAST lead healthier lives.

MAY IS... CHARTER-MAGEDDON!

Kathy Carlson and Tyna Conkey were hard at work with school charters in May. May is one of our busiest months for our groups and charters department. With all of the busses bringing in the field trips and groups, we nicknamed this month “Charter-mageddon!”

MARCH

Kerry Wall
Conductor

Robert Vazquez
Sales Representative

Julie Ferry
Ghost Host

Dan Gray
Supporting

Belinda Oakes
Retail

Steve S.
Pickle

Shanna Cruz
Historyteller

Doris Lagasse
Books

APRIL

Tony Arango
Conductor

Kathy Page
Sales Representative

Nicole Payne
Ghost Host

Holly Kelly
Supporting

Nancy Shafer
Retail

Corey Comstock
Pickle

Stephen Slaughter
Historyteller
Happy Anniversary

OLD TOWN TROLLEY TOURS

Karen Bradwell, 7 years
Mark MacFarlane, 7 years
Debra Bennett, 6 years
William Swicegood, 6 years
Michael Parkenson, 5 years
Margarita Vargas, 4 years
David Wright, 4 years
Robert Faubion, 3 years
Jesse Lowe, 3 years
Francis Ciels, 3 years
Daniel Gray, 3 years
Edward Miller, 3 years
Gregory Abner, 2 years
Joseph Harris, 2 years
David Fisk, 2 years
Lisa Glover, 2 years
Albert McCormick, 2 years
James O’Steen, 2 years
Mark Bateh, 2 years
Robert Mickey, 2 years
Kathleen Kiesel, 1 year
Kenneth Cerotzke, 1 year
Elizabeth Daube, 1 year
Della Weiner, 1 year
John Street, 1 year

Della Weiner, 1 year

POTTER’S WAX MUSEUM
Elissa Krumm, 3 years

THE OLDEST STORE
Pamela Powell, 5 years
Shanna Cruz, 1 year

As a thank you for providing transportation for the 1st Annual Vilano Beach Tour of Homes, the event organizers stopped by to “Share an ICE COLD Coke with Old Town Trolley.”

Old Town Trolley Tours & Attractions looking for a few good people to...Join the Fun-Employed!!!! Career Fair at the Solomon Calhoun Center

It’s May which means it must be Costume Awareness Month! We held our uniform inspection at this morning’s briefing. We had some great examples of CASTmembers properly wearing their uniforms. We have partnered with the Columbia Restaurant and they provided gift cards for us to hand out to our Best Dressed CASTmember. This particular week’s winner was Gene and he has won a $10 Columbia Restaurant gift card. We will continue to award the best dressed CASTmember a gift card each Friday during the month of May.
Born and raised in Vienna, Virginia, I am the youngest of six children.

I was a hairdresser and manager for eight years at Hair Cuttery before I decided to start a family. I was a stay-at-home mom for seven years until my children were in school full-time. I then started working in the jewelry business part time. I took classes at The Gemological Institute of America (GIA) and graduated. My two awesome sons and I moved to Florida in 1999 to escape the cold and traffic. St. Augustine was our first choice to move to because I came here as a child on vacation with my family and loved the area. I transferred with Service Merchandise as the jewelry receiver and worked my way up to jewelry manager in Jacksonville. That company went out of business and then I started working at the outlet mall as the assistant manager in St. Augustine at Ultra Diamonds. I moved to Palm Coast to manage an independent jewelry store in European Village. After an injury that kept me out of work for 2 1/2 years it brings me here today at Old Town Trolley. Jeanne had told me about a concept the company was working on as a Guest Service Representative and what the job entailed. After several months and when the position was available to begin I applied. As the company’s first Guest Service Representative employee at Old Town Trolley I must say it was a little rough getting off the ground but has proven to be all that was expected and more. I am happy to say that the concept has come to fruition. I love working for OTT and enjoy my interaction with all my coworkers and the friends I have made here as well as helping all of our guests with tickets, stickers, maps, Trolley savers, and the many sometimes strange and unusual questions.

What is your idea of perfect happiness?
My idea of perfect happiness is right now, I have two happy and healthy sons, my family, a grandchild on the way, my friends, a roof over my head, food in the refrigerator, transportation to work and a job that I enjoy. It doesn’t get much better than that.

What is your greatest fear?
Snakes & spiders. Getting older and my quality of life.

What is your favorite vacation spot?
St. John in the US Virgin Islands is my favorite so far. I’m going to Greece next year and I’m sure it will top that.

What do you consider your greatest achievement?
Raising my two fabulous sons.

What three things will you always find in my refrigerator?
Cottage cheese, fresh berries (blue, rasp, straw, black), & banana peppers.

The BEST WESTERN Seaside Inn, located on St. Augustine Beach is a charming Spanish-style hotel committed to providing the best in customer service and accommodations at an affordable rate. With Bob as their General Manager and Jesse as the Assistant General Manager, guests will experience a warm and friendly atmosphere, along with a delightful staff that sells Old Town Trolley tickets. And the very BEST part is, we offer a FREE Old Town Trolley Beach Bus that picks guests up right at the hotel and brings them to the historic downtown area to catch the City’s Best Tour.

The Best Western Seaside Inn has been fully renovated and features spaciously-appointed guest rooms and suites that come equipped with a microwave, refrigerator, cable satellite television and free high-speed Internet access. Guests at this hotel will only have to walk across the street to enjoy St Augustine’s beautiful beaches.

Features & Amenities:
- Complimentary breakfast
- Outdoor pool
- Hot tub
- 24-hour front desk
- Exterior corridor
- Guest laundry
- Express check in
- Express check out
- Late check out
- Safe deposit box
- Hot Tub
- Pool
CITY SCOOP!

John Welby, General Manager

Well another fiscal year has ended and a new one is upon us. April is always such an exciting month for Old Town Trolley Tours of Boston. It seems like all at once the city and OTT awaken from a long winter’s nap. April 1st brings with it the re-opening of sales depots (Prudential and Sam Adams) hotel shuttles that weren’t running in the winter, Ghosts & Gravestones up and running, re-hiring, training and for the first time in several years a price increase on our daytime loop. Needless to say it takes a lot of people working behind the scenes to make all of that happen. So, in addition to thanking the front line CAST and Leadagers here in Boston, I’d like to give a shout out to all those in Key West and St. Augustine that make things happen for us; Marketing, Finance, I.T., Risk Management, Trusted Tours, National Call Center and the Executive Staff (sorry if I’ve left anyone out) all of whom work day in and day out to support OTT Boston in every imaginable way. You guys rock!

As part of our never-ending recruiting efforts, Tracey Paturzo (HR/Office Manager) and Bernie Casco (Depot Sales Manager) have been the face of OTT at several area job fairs. (see pic of Bernie working the OTT table). Thank you both for doing such a great job representing OTT and finding us some talented new CASTmembers.

Bob Gibson and the Maintenance Department have been working tirelessly on integrating the 21 former Super Tours trolleys into our fleet in addition to doing all the day to day stuff that keeps the trolleys rolling. Thanks to their herculean efforts, OTT Boston will have 36 stadium trolleys for its loop this year. This is a huge deal in two ways; we will be the ONLY Boston trolley company with stadium vehicles and our tour fleet will be exclusively stadium style trolleys.

The month of May is Costume Awareness Month for HTA. Once each week for the month of May, we will be selecting one CASTmember at morning Briefing who looks perfect in his/her costume and rewarding him/her with a $20 Dunkin Donuts gift card. The winner for the first week was Sales Rep, Julie Crowe, looking spiffing in her costume for her shift at the Marriott Copley Hotel.

THE WINTER MONTHS

Brian Buckley, Operations Manager

How many stories do you see?

Sometimes you happen to be in the right place at the right time and get a great shot on your cell phone. That recently happened to our Training/Safety Officer, Sue Pye. She was out and about in the city and at our Stop #4, TD Garden/North Station she snapped the attached picture.

There are so many stories that this picture tells. The bridge in the background is the, now iconic, Leonard Zakim, Bunker Hill Bridge. It is one of the widest cable stayed bridges anywhere in the world. Leonard Zakim was a peace activist here in Boston known for building bridges between diverse communities. Of course we all know what happened during the Battle of Bunker Hill which was really fought on nearby Breed’s Hill.

The bridge is a major part of the Big Dig project which was supposed to alleviate much of our traffic problems here in the city. You can be the judge if it’s working!

The statue is of Bobby Orr, arguably the greatest hockey player of all time. The statue is modeled after a picture of Bobby after he scored the winning goal in game four in overtime of the Stanley Cup Finals against the St. Louis Blues in the old Boston Garden. That game happened to be played on Mother’s Day in 1970. Legend has it that a sports reporter once commented to Bobby’s mother that she must be very proud of her son, she answered, “Which one, I have three of them!!”

Also in the shot is the TD Garden. Home to the 17-time World Champion Boston Celtics and 6-time Stanley Cup Champion Boston Bruins. It’s built on top of North Station, the terminus for our commuter rail system to points north and west of the city.

Those are just a few of the stories I see in this picture, there are dozens more! You’ll hear many of them from our talented Conductors as they make their way past stop #4!

TRAINING

Sue Pye, Trainer/Safety Officer

How great it is to be in Boston, it has been a wicked busy time up here with training, lots of people riding tours and everyone doing what they can to remain safe. We train up here in all kinds of weather and I have included a couple of pictures of the new conductors hard at
work figuring out how to get the trolley from point A to point B without encroaching (new term for us) on any lines or cones. What is really cool is that we get to train on and at the same course as we test at!!

Lots of things are going on around town the Boston Marathon runs on Patriots Day and though we don't run the daytime loop, but the Ghost & Gravestones tour was up and running that day. So we don’t forget why we celebrate Patriot's Day here in Massachusetts and why we have this wonderful country that we live in today, I have included a couple of pictures of a reenactment of Parker’s Revenge at the Minuteman National Park. In my off time I dress up and tell people of the founding of our Country…hmm…sounds like what I do in my day job too.

We are entering our season which means a parade, race, protest, march you name it happening just about every weekend so lots of code whites, but that is okay because we have the best and most flexible conductors and sales reps that you might find anywhere. You never know what you might see around Boston.

CHARTERS & GROUP SALES
Leslie Nagy, Charter Representative

Spring is upon us here in Boston. On April 8th our 10 trolley charter with Curry College using the Stadium Trolleys went off without an issue. We have done a lot with various colleges in the area such as Suffolk University, Tufts University, Simmons College, Massachusetts College of Pharmacy and Health, Harvard, Harvard Business School, Boston University, Northeastern University, and Emerson College. We are providing tours of Boston for the students and also shuttles showcasing the campuses and the surrounding areas of town.

We had a half dozen trolleys in the famous South Boston St Patrick’s Day Parade as well as two trolleys in the Greek Independence Day Parade downtown.

We are gearing up for multiple Sons and Daughters of Liberty Tours this spring along with many weddings. Also, our first cruise ship of the season, Anthem of the Seas, is in town on May 4th.

DEPOT SALES
Bernie Casco, Depot Sales Manager

Our first week in April started off a bit slow but we caught all the momentum the second half of the month and I’d like to commend our sales team here in Boston for a great month of April at the depots and concierge desks! With my office right across from our Ops Manager Brian Buckley I couldn’t help but overhear him say on multiple occasions leading up to the start of the fiscal year and after hearing me “worry” about our April start…"You can’t have a good year if you don’t have a good first month, you can’t have a good first month if you don’t have a good first week…etc". That stuck with me as a theme for the entire month. That being said we had a terrific mix of veterans and new hires that meshed so well to lead us to a 45% increase over April of last year! The even bigger increase for our group was with regards to our Essential Guide sales where we ended up with a 70% increase over April of last year selling 917 compared to 539. We have a lot more room for improvement in this category but our reps are up for the challenge!

MAINTENANCE
Bob Gibson, Maintenance Manager

It is that coveted time of year again when we will be removing the glass panels to put the roll up (isinglass) windows in. We do this twice a year but this year because we are so busy during the conversions of the newly-acquired equipment we now have only eight of the 2005 Molly trolleys (four of which are being converted to G&G trolleys) that have to have this done. We have ourselves a fine balancing act going on between changing glass and changing colors (ie: painting trolleys). On May 12, 2017, we sent off one of last remaining, first generation Ghosts & Gravestones trolleys to Nashville. The truck assigned to do this transport did not come with a ramp, so with a bit of good old New England ingenuity we were able to get the vehicle on the flatbed using our mobile hydraulic lifts. Problem solved!
BACKGROUND

My name is Ryan T. Jennings. I was born in Methuen, MA and raised in Andover, MA, about 30 minutes north of Boston. I went to Northern Essex Community College in Haverhill for theatre and dance. It was there that I discovered an audition for a ghost tour in Boston. Working at a haunted house and being a major horror movie nerd, I decided to try my luck. I got the job here, at Ghosts & Gravestones of Boston and HTA.

I’ve always been a performer and this job really brought together a few of my absolute loves. When I’m not working, I do what I can to sing, act or dance anywhere that I can. I also love watching movies. I’m a big fan of going to some of the local theatres like the Coolidge or Brattle and catching a new/old film with my friends.

Being from up north with some family in Vermont and always being right on the border of Mass and New Hampshire, I’m also a huge fan of the outdoors. I’m an avid hiker, love to rock climb and enjoy camping. Some of my favorite hikes I’ve been on have been to Mount Washington and Mount Adams in New Hampshire and the knife edge of Mount Katahdin in Maine. Being on the top of those mountains is just truly something else. Some of the most beautiful sights I’ve seen. It’s my goal to eventually travel around the world and get to hike all over.

If you were to die and come back as a person or thing, what would it be?
A spider monkey. I love to climb on things.
If there was one place you would like to live besides your current city, where would it be?
Lincoln, NH. Or somewhere else in the White Mountains.
Who is your favorite hero of fiction?
Ashley J. Williams
What is your favorite vacation spot?
The White Mountains.
What is your greatest fear?
Failure

Happy Anniversary

OLD TOWN TROLLEY

Leslie Nagy, 27 years
Susan Pye, 22 years
John Welby, 20 years
Sheila O’Loughlin, 19 years
Michael Chandler, 16 years
Steven Johnson, 14 years
Cathy Hutchinson, 12 years
Fred Geftenas, 8 years
Robert Eaton, 8 years
Maureen Marotta, 7 years
William Munoz, 6 years
Roger Dumont, 6 years
Jonathan Norcross, 5 years
Gregory Twombly, 5 years
Geraldine Tappan, 5 years
Timothy Carr, 4 years
Jessica Dougherty, 4 years
Michael Long, 4 years
Bernardo Casco, 3 years
Russell Kelley, 3 years
Philip Ribeiro, 3 years
Henry Brier, 2 years
Ryan Jennings, 2 years
Zachary Desanty, 2 years
William Harding, 2 years
Laurent LaFontaine, 2 years
Jan Taylor, 2 years
Kimberly Barrett, 2 years
Julie Crowe, 2 years
Greg Lobuono, 1 year
Kenneth Hanson Jr., 1 year
Paula Vaughn, 1 year
William Young, 1 year
Lauren Ratliff, 1 year
Ashley Cappuccio, 1 year

BOSTON TEA PARTY SHIPS AND MUSEUM

Theodore Galo, 16 years
Michael Hogan, 8 years
Daniel O’Neill, 5 years
Jillian Couillard, 5 years
Holly Schaff, 5 years
Audrey Stuck-Gorard, 5 years
Meaghan Dutton-Blask, 4 years
Stephen Chueka, 4 years
Lauria Kincaid, 3 years
Stephanie Giron, 3 years
Rachael McCaskill, 2 years
Kimberly Salvato, 2 years
Armando Rivera-Pomares, 2 years
Eric Abrew, 1 year
Shane Jordan, 1 year
Kelly Rodrigues Pires Do So, 1 year
FAM TOUR
Cathy Hutchinson, Vendor & Group Sales Department

A “FAM” Ghosts & Gravestones Tour was arranged by the Vendor & Group Sales department along with Ghosts & Gravestones on April 25, 2017. This is the third time that we have done this and the vendors, event planners and destination management folks really look forward to this event. In addition to introducing them to the tour, the brand new G&G trolleys were rolled out for the first time. The trolleys are most impressive with their new logos and interior design. Besides the tour, we partnered with The Greatest Bar to give the vendors a full evening out with entertainment, food and drink. We were pleasantly surprised with the number of folks who showed up for the event since a Nor’easter happened to sweep across Boston that night. It was a very rainy and blustery evening, however, the brave who made it raved about the good time they had with our Ghosts & Gravestones actors on the new trolleys and in the graveyards.

After the “frightseeing” tour, our guests were driven to The Greatest Bar, one of our newest advertisers, for drinks and appetizers. The Greatest Bar is a restaurant, event venue, tourist attraction, museum, night club, and so much more. The site celebrates Boston’s greatest people, places, moments and events that make Boston legendary. The Greatest Bar has been one of Boston’s most exceptional and exciting venues featuring numerous unique and separate spaces spread over four floors. The guests had a wonderful time looking at everything there is to see at The Greatest Bar while enjoying delicious food and beverages.

VENDOR SPOTLIGHT
Cathy Hutchinson, Vendor Manager

Nicholas MacDonald
Hotel Commonwealth

At the Hotel Commonwealth, the Official Hotel of the Boston Red Sox, as well as one of Boston’s finest four star hotels, you will find Nicholas MacDonald, their concierge. There are many other concierges in Boston that I have been privileged to know, however, I have never met one who is so passionate about his job. When Nick says he loves his job he really does means it!

Nick started working at the Hotel Commonwealth in 2011 as a bellman. His first day on the job was the Boston Marathon/Red Sox Opening Day. The Boston Marathon runs right by the hotel and Fenway Park is practically next door. Half way through his first shift, on the craziest day of the year in Boston, he realized that he could combine his gift of gab and love of the city into the perfect job for himself. Nick had found his calling.

One of the many things Nick loves about his job as concierge is helping and getting to know his guests. As the Hotel Commonwealth located near many of the colleges in Boston, Nick sees parents bringing their children to Boston first to look at colleges, then coming for Parents Weekend, graduation, and Alumni events. He enjoys seeing the families progress through the years and being part of that progression. They become friends for life. Another fun thing about the job is that the hotel is located near Fenway Park. So, besides getting die hard Red Sox fans staying at the hotel, you also get some players from other teams staying there. If you should be at the Hotel Commonwealth, check out their Red Sox Elevator. It has a baseball theme and signatures of the various Red Sox players.

Nick said that he may be having a bad day, but when he gets to work everything negative goes away. That is because he enjoys interacting with his guests, as well as his co-workers. He said there is camaraderie amongst the staff that is genuine. All of the staff are team players, willing to help each other, as well as the guests, with anything needed.

Old Town Trolley Tours would like to thank Nicholas MacDonald and the Hotel Commonwealth for all they do for us and our guests. Nick says that when he sees people looking at an OTT map on the subway he always asks if he can help them with anything. He is never off his job. I look forward to working with Nick and the Hotel Commonwealth for many years to come.
In the summer of 2016, we were lucky to have an extension put onto the “back deck” section of the barge structure of the Boston Tea Party Ships & Museum. Every little bit of space helps as we continue to welcome thousands of people to the site throughout the year. The additional square footage is to aid in the eventual docking of the Dartmouth, the third vessel at Griffin's Wharf on December 16, 1773, but allows us to add more hands-on activities for our guests to enjoy during their tour experience. The Creative Department, led by Creative Manager Evan O'Brien, has been compiling information and creating these new exhibits for several months.

The story of the Boston Tea Party of 1773 is a very complex and sometimes convoluted one. As we take our guests through the experience, we hope to give them a greater impression of this iconic event in American history. The “back deck” will feature exhibits and text panels that focus on hauling, cargo, and the three ships – Eleanor, Beaver, and Dartmouth.

The hauling rig will feature two different pulley systems - a single whip and a double whip, to show the differences in weight distribution. The single whip would have been used for hoisting lighter loads and if speed were a necessity. The double whip would be used for heavier loads, as the addition of the “moving block” aids in the hauling. Assistant Creative Manager, Josiah George saw a similar exhibit at the Mayflower II in Plymouth, MA, and thought that it would be an interesting way to show the block and tackle systems used aboard our 18th century vessels. After various conversations regarding concept design, our maintenance team (Eric Abrew, Luis Cardona, Shane Jordan), led by supervisor Kris McQuage-Loukas and Site Manager Dan O'Neill, began construction on this interactive exhibit. You can “haul away” and get a feel for the hard work of the Sons of Liberty on the night of the “destruction of the tea”!

The East India Company tea was not the only cargo aboard these three vessels. Boston was a major port city with hundreds of ships bringing British goods and necessities to the people of the American colonies. Items such as winter goods and wares, woolen and linen fabrics, glass wares, building materials, citrus, figs, raisins, coffee, Durham mustard, peas, and loaf sugar. Likewise, England relied upon the whale oil and lumber being shipped from the Americas. In our cargo exhibit, we have chosen advertisements from The Boston Gazette and other newspapers in 1773 which will be displayed on the items themselves. We will be showing lemons, porcelain bowls, coal, Madeira wine, loaf sugar, amongst other things. In recent years, it has come to light that the Dartmouth also carried the first printings of Phillis Wheatley’s book of poetry, “Poems on Various Subjects, Religious and Moral” – the first published work of an enslaved African-American woman in the American colonies. With permission from the Massachusetts Historical Society, we will be using the famous frontispiece with portrait, title page, two introductory letters, and 2-3 of the poems in a plastic, “interactive” book where you can flip the pages and read some of Ms. Wheatley’s work.

The three ships docked at Griffin’s Wharf – Eleanor, Beaver, Dartmouth – will each have a text panel that delves into the historical aspects of the ship, and some concerning the modern day build, etc. As the “summer season” progresses, we will also be adding a large map on the side of the Museum building that shows the very different shorelines of 1773 Boston and 2017 Boston.

It is always exciting to add more historical information to our experience and to expand the educational possibilities for our guests. Our Historical Interpreters/Actors are quickly becoming known as the experts on this subject, not only in the city of Boston, but around the world. Their hard work and dedication to the story of the Boston Tea Party of December 16, 1773 and our interactive experience is what sets us apart from other historical entities. We strive for excellence in every moment and are proud to share this iconic event in American history with anyone who will listen!
Recipe

In the kitchen with...
John Welby

Peanut Butter Pie

This is one of my favorite recipes, it's quick, it's easy and everyone loves it! I often make the Gluten Free option for my sister who suffers from Celiac disease.

Crust:
• 1 ¼ cups chocolate cookie crumbs
• ¼ cup sugar
• ¼ cup butter melted

Filling:
• 1 package (8 oz) cream cheese at room temperature
• 1 cup creamy Peanut Butter
• 1 cup sugar
• 1 teaspoon vanilla extract
• 1 cup heavy cream whipped
• 1 chocolate bar for grating

Directions
Combine crust ingredients; press into a 9 inch pie plate. Bake at 375° for 10 minutes, cool. In a mixing bowl cream together the sugar and cream cheese. Add Peanut Butter and vanilla and beat until smooth. Fold in whipped cream and gently spoon into cooled crust. Using a vegetable peeler, grate the chocolate bar on top as a garnish. Refrigerate 2 to 3 hours until firm. Serve with a dollop of whipped cream if desired. Yield 8 to 10 servings.

Shortcut options
Instead of making the crust yourself, you can substitute a store-bought Oreo Cookie crust. You can also substitute Cool Whip for the whipped cream.

Gluten Free option
Use gluten free chocolate cookies to make the crust. The rest of the pie is already gluten free.

ADMINISTRATIVE APPRECIATION DAY
A DAY IN THE LIFE OF AN ADMIN ASSISTANT

We answer the door, we pass out the mail, we keep the closets clean and tidy but our job is so much more complex than that. While the sales representatives and conductors are out on stage in Boston being the stars of the show, the three of us are hard at work making sure the production runs smoothly. Working here at Old Town Trolley has given us a wide range of experiences and has taught the values of teamwork. We spend much of our day multi-tasking between guest relations, billing and record keeping, event management, and any other odd jobs that will help benefit the operation. On a typical day you can find us on the phone navigating a guest through the historical streets of Boston, while finishing up a purchase order all while creating a guest list for our next public relations event. Since this position requires us to juggle so many behind the scenes projects, it’s important for us to stay organized and communicate. I think we all can agree that our time at Old Town Trolley has enhanced our resume with a plethora of work experience, tested our multi-tasking capabilities and taught the value of friendship.

PET OF THE MONTH
MAGGIE THE WONDERDOG

PROUD OWNER: PAUL LURIE

Maggie the Wonderdog is a six year old black cockapoo who is very protective of her human sister Eleanor. Since joining the family in 2011 she hasn’t stopped being a spectacular goofball who can both run all day long or nap with the best of them. Her hobbies include barking at the doorbell, barking at trucks, barking at squirrels and her favorite food is whatever you are eating right this very moment.
CAST MEETING AT THE CURRY MANSION

Edith and Al Amsterdam purchased the historic location in 1975 and have improved and restored the original home built for William Curry in 1869. Capt. Glenn provided a brief description of the location and said he often says it looks like a “wedding cake.” The CASTmembers also enjoyed sandwiches and snacks on the front porch. Rich Sanders-Fox reached out to Patsy Amsterdam, daughter of Edith and Al who said she was “delighted” to host the HTA family at the mansion. Patsy calls herself “the senior go-fer” and she is happy to share her pride about the Curry Mansion and for her parents who had the vision to restore the property to the grand scale that it is today. This special location for the HTA April CAST meeting gave everyone a chance to visit another jewel in Key West.

RIDE FOR THE BRAND

Bobby Bernreuter, Key West General Manager

At our April CAST meeting in Key West I stated that a wise man (maybe it was a woman) once said, “The most important thing, is to keep the most important thing, the most important thing.”

What is the most important thing to you? For me it is God, Family, and My Job.

For my job, the most important thing is not name tags, faded patches, or dirty sneakers. The most important thing I can do is make sure that your pay is right; that your work schedule is fair; that you are provided the necessary tools and training to do the very best you can, and that you have a safe and caring environment to work in.

And if I am not doing that then I need you to tell me. Then I asked it any had ever heard of the Cowboy Code. Several hands went up, so I explained that this is what I expect of our CAST.

The Cowboy Code:
1. Live each day with honesty and courage.
2. Take pride in your work. Always do your best.
3. Do what has to be done and finish what you start.
4. Be tough, but be fair.
5. When you make a promise, keep it.
6. If it ain’t yours, don’t take it.
7. If it ain’t true, don’t say it.
8. If it ain’t right, don’t do it.
9. Practice tolerance and understanding of others.
10. Be willing to stand up for what’s right.
11. Be an excellent steward of the land and its animals.
12. Ride for the Brand… and be proud of it.

A good code to live your life by, but what does it mean to “Ride for the Brand”? It means if you work for someone who is paying your wages, do it with integrity; bring your whole game to the table; and don’t wait to be told, find out what needs to be done and do it. There is no such thing as “That ain’t my job.”

If you don’t like your job, well move on, but if the cow boss or the company is not treating you right, Tell Me.

ESSENTIAL GUIDE SALES

The Key West Sales Representatives can be proud of their efforts to increase sales of the Essential Guide book. Key west Sales Reps shared the $1000 prize for the most improved sales of all HTA cities. The sales representative with greatest percentage of sales over last year who sold a minimum of 30 books in the month of December was Chrissy Bellies who sold 87 books as opposed to one last year. Chrissy also received a check for $500.

PARANORMAL ACTIVISTS

Wednesday, May 3, 2017 Ghosts & Gravestones, KW invited their HTA family to join them on the Trolley of the DOOMED for this year’s FAM tour. Our Ghosts Hosts welcomed guests from beyond the grave by serving up a bit of nostalgia with offerings of Moon Pies, Twinkies, and Cracker Jacks.
Showing solidarity with their CAST members, the Key West Leadagement Team proudly demonstrates proper care and wearing of the HTA costume. “We can Walk the Talk,” says Director of Operations, Bobby Bernreuter, “All of us maintains a HTA costume and wear it on different occasions. The CAST loves it.”

BRIAN SURPAS
Heather Clement, Old Town Trolley Tours

Safety B, the new head of Safety Leadager, HTA - Key West, starts his job at the top with Key West winning the Safety Cup for the first time in 35 years.

Brian Surpas, 49, from Muncie, Indiana, moved to Key West in August 2014, after vacationing in Key West more than nine times, and loved it.

“I wanted to get out of driving a truck,” said Surpas.

He says he had met many people here who would keep tabs on him and were always asking him when he was going to make the move here full time. One of the people he had met was Eva Conway, Conch Tour Train “General Manager,” who told him he had a job as soon as he came down.

He and his wife Trudy chose to wait until their three children were grown before they made the big jump.

“I grew up on a farm in the Midwest, played football all my life; I lived and breathed football until an injury took me out in my junior year,” said Surpas.

He grew up on a farm and spent his mornings and evenings working the farm.

“I would get up every morning between 4:00 and 4:30 a.m. to feed the animals, help the calves be born, and then feed the cows after school,” said Surpas.

Surpas graduated from high school and started working in the shipping industry until he was able to get his CDL at 19 and has now been driving professionally for more than 27 years.

Surpass drove the Conch Tour train for more than two years before his promotion to Safety Officer on Nov. 21, 2016. As Safety Officer his responsibilities include but are not limited to: tags and registration, fire extinguishers, first aid boxes, monthly safety videos, driver training, monthly safety meetings, and accident and workman’s comp investigation.

“I came from the trucking industry and they did things a little differently. We changed programs, CDLs, with different categories, one carrying cargo, the other carrying passengers,” said Surpas.

He states that even driving hours, logging hours, and driving times are different. He has spent many hours studying the materials needed to become knowledgeable about his new profession.

Surpas starts his career as Safety Officer at the top because for the first time in 35 years, Key West has brought home the Safety Award. Surpas says, “It had a lot of it has to do with luck. Phil had a really lucky year.”

Current General Manager of HTA - Key West, Phil Lambert, was the Safety Officer when the award was won in 2016.

Surpass states that some of the changes in OTT have helped to achieve that goal; The new Molly’s Trolleys - with 16 currently on the road and only a few of the old Victorian trolleys still operational, and only one daily. The Conch Tour Train has had less slip and falls by including an announcement on every tour that the passengers disembark by stepping backwards off the train, and the addition of Hosts and the ticket sellers meeting the trolleys and trains and helping guests off the vehicles when needed.

All of these combined to lower the accidents and injuries.

“Most of the accidents this last year were scooters and bicycles running into trolleys and passengers becoming ill onboard vehicles. Every incident must be written up and is included in the totals at the end of the year,” said Surpas. “The new trolleys are much more user friendly. They are larger, but I think the drivers are overall happier with the Molly’s. They driver better, they are cooler, and the turning radius makes them more maneuverable. There is an overall decrease in and accidents since we have converted to Molly’s. They are much easier and much safer to drive.”

His vision for both OTT and CTT is to continue to bring the two companies together to work as one, to be more organized and, to improve and promote them both.

“There are obstacles here in Key West that other cities don’t have. We have to watch out for people, bicycles, scooters, and drunks,” said Surpas, “It’s a lot different than driving 45 miles an hour down the highways in other cities.”

He also would like to see more communication between himself and drivers and to take into consideration the drivers concerns, an open dialog between the drivers and the Leadagers that allow the ideas to flow and every idea to be reviewed and changed when needed.

“If we don’t listen to our drivers a little more, we are not going to be a safer company. I want to be the guy that takes it a little further whenever I can; I want to get it done. I want everyone to feel that when they get in a vehicle they feel safe driving that vehicle. When you’re frustrated you are not safe, you’re not focused. The drivers here need to be focused; they have enough to concentrate on. But first of all, we need to know there is a problem,” said Surpas. “Being
from the transportation industry all my life, I have been looking at the world through a windshield and I’ve had a lot of time to think of improvements that can be made."

“...the safety part of the job, seeing that the job is done in the safest way possible. I will always follow through when there is a problem. If a driver brings me a safety problem, whether I think it is an issue or not, I’ll be on it and will follow through to make sure it is resolved,” said Surpas, “I’m here to keep everybody safe. I try to do my job to the best of my ability and I give the job 110% - if the drivers are working six days, so should I.”

**KEY WEST WEDDING TRAIN?**

Guests from a wedding party recently asked if they could attach a special decoration to the front of a Conch Tour Train. This “Barbie” style doll in her wedding gown and veil led the way for the bride and groom and their guests from their ceremony to reception in Key West. Hats off to Tammy Osterhoudt for helping people celebrate their special days in style with group tour charters.

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**PET OF THE MONTH**

**BAXTER**

PROUD OWNER:
**VIRGINIA “GAIL” BLOCK**
CTT Engineer Virginia “Gail” Block’s dog “Baxter” is the Key West Pet of the Month. He is pictured here with her adorable granddaughter Victoria.

**CROCKETT**

PROUD OWNER:
**HEATHER CLEMENT**
CONCH TOUR TRAIN
Bassett Hound, Crockett is 8 years old, and loves to be petted, and to snuggle; but mostly, like all tourists, he likes to laze in the Key West sun. His person is Stephen Clark, 57, originally from Louisville, KY, and has been Key West for 14 years.

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**OLD TOWN TROLLEY TOURS of KEY WEST | CONCH TOUR TRAIN**

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**WELCOME BACK MARTY!**

Operations Manager CTT Marty Shoeneman, 49, originally from Brighton Colorado, has finally returned to his duties at CTT after a 4.5 month leave for back surgery. Everyone at HTA, Key West, is happy to see his return.

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**APRIL**

**TJ Stickney**
Conductor

**Ed Firuta**
Sales Representative

**Jay Knotsman**
Supporting

**MAY**

**Glenn Evans**
Conductor

**Edward Firuta**
Sales Representative

**Samuel Leroy**
CSR

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**Happy Anniversary**

**OLD TOWN TROLLEY**

Veronica Brown, 16 years
Cesar Moreno, 13 years
Justin Bahl, 5 years
Roger Harmon, 5 years

**CONCH TOUR TRAIN**

Gregory Lopez, 13 years
Taj Adams, 12 years
Martin Shoenman, 5 years
James Schooler, 5 years
Robert Wright, 5 years
John Knotsman, 4 years

Jose Santiago, 4 years
Kevin Smith, 2 years
Daniel Martin, 1 year
Ronald Anderson, 1 year

Virginia Block, 4 years
Thomas Stickney, 3 years
Judith Smith, 1 year
Marion Lyons, 1 year
Juana Fortun, 1 year
Vicki Clark, 1 year

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**FACEBOOK**
facebook.com/keywestghosttours

**TWITTER**
twitter.com/hauntedtour

**INSTAGRAM**
instagram.com/ghostsandgravestones
BACKGROUND
“I joined the HTA family about two years ago, after I moved here from Miami, where my daughters and other close family members live. I visit them often and celebrate family events. I really enjoy my job because I love to listen to people and like to help them visit this beautiful island.

What is your idea of perfect happiness?
Being healthy so I can do all I want to do.

What is your favorite occupation?
I enjoy wedding planning, event planning and in general making people happy.

Who are your favorite writers?
Edgar Allan Poe, Kahlil Gibran and Nervda Pablo

What is your greatest fear?
Not being able to help my girls or my loved ones.

Who or what are the greatest loves of your life?
My husband Roly and my doggie – Benji.

Small World Tours, Cruises & Transportation
Cheryl Actor

Some of you all may recognize Small World Tours and Cruises & Transportation as they visit Old Town Trolley in many of our cities. Small World Tours and Cruises & Transportation is an independently owned and operated family business that was established in 1984. They own a fleet of 9 motor coaches and they are also a full service travel agency. They offer day trips, extended trips, school field trips and group cruises and currently work with over 150 over 55 communities. They specialize in senior groups, but they also service many schools and colleges, and they are the official bus line of the Detroit Tigers when they are in Florida for spring training. Their owners are Mike and Phyllis Mackey, and they are proud to be an environmentally friendly “green” company. They recycle everything they possibly can in the office, and they have special additives for their coaches so they produce fewer emissions, to help the environment. They also love animals, and they have donated over $11,000 in the past two years to their local humane society! They also donate coaches to their local Veterans, Firefighters, and Police Departments. Their cruise manager, Frank Yergatian, travels to remote locations once a year and donates school supplies, tooth brushes and toiletries to children in need!! They travel all over the United States and abroad, and some of their clients have been with them since they began 30 years ago. Their oldest group leader, who still runs tours every year, is 93 years young and still going strong! They have an office staff of 6 employees, and they have 9 full time drivers and 12 part time drivers. They are located in Haines City, Florida, on 5 acres. Their clients often come into the office just to visit or have a cup of coffee, and they prefer to call them friends!
Thank you to all of Historic Tours of America’s companies for participating in the seventh annual National Safety Month Campaign in June. This year’s theme was STOP, which stands for — Stop. Think. Observe/Access. Proceed. Each week we sent out a new safety themed puzzle and asked CASTmembers to solve it for a chance at winning a weekly and grand prize drawing. We received a total of 945 entries over the course of the month! This was quite an impressive response and Risk Management would like to extend a BIG thank you to everyone who participated. This year’s weekly winners, Brandon Parker (OTT-Boston), Doug Lawrence (TSG), Amarkeri Monday (OTT-Washington) and Jeanette Perez (OTT-San Diego) each received a $50 AMEX Gift Card donated by HUB, and a Liberty Mutual Gift pack. Our Grand Prize winner was Nancy Nuhaily (OTT-San Diego). In addition to a Liberty Mutual Gift Pack, Nancy won a trip for two! She has the choice of visiting our newest operation in Nashville, or heading to Savannah, GA to see the new Prohibition Museum.

Thanks again to all of you who participated in, and promoted, this campaign and made it such a hit! Making safety fun is a big part of what we do each June, but safety is just as important all year long. It’s each CASTmember’s responsibility to embody the safety attitude and culture of HTA, and to remember that our company motto, “Safety First and Courtesy a Close Second”, is our philosophy and focus each and every day. It’s ultimately YOU that can make a difference! As Always,…”Safety First…”
The buyers have returned recently from SURF Expo 2017 which is held in Orlando twice a year. SURF Expo is one of the most important shows for all of our cities because the vendors are showing their newest lines for the Spring/Summer season in apparel, totes, hats and other accessories. This is also an important show because vendors are offering close-out items from the past season. Close-out items give us excellent opportunities to improve margin and pass along the savings to our customers. All of our buyers are excited to bring these new collections into our cities retail stores.

CONGRATS LISA
Lisa Hurd, Manager of the Boston Tea Party Ships and Museum Gift Shop became a US Citizen in March of 2017! We are so proud of her! Just do not lose that English accent Lisa!

Happy Anniversary

TROPICAL SHELL & GIFT
Gregory Curry, 42 years
Michele Ross, 12 years
Rick Kushman, 5 years
Vladimir Remond, 3 years
John Miller Jr., 2 years
Joseph Petrick, 2 years
Alena Lembach, 2 years
Jay Chaves, 1 year
Jennifer Hill, 1 year
William Desantis, 1 year
Valentyna Zviagintseva, 1 year

TRUSTED TOURS & ATTRACTIONS
Kevin Beede, 8 years

SHIPWRECK TREASURE MUSEUM
Julia Brenner, 6 years
Terry Flynn, 2 years
Charles Zenter, 2 year

TRUMAN LITTLE WHITE HOUSE
James Mira, 6 years

TROPICAL SHELL & GIFT
Lauren Albury
Sandra Dallas
Ami Emanuel
Jonathan Phelps
Christopher McGrath
Adriana Arroyo Monroy

SHIPWRECK TREASURE MUSEUM
Robert Reber
Sheelove Charles
Kiri Stankov
Lisel Rodriguez
Sensendo Adam

WELCOME ABOARD

Tropical Shell & Gifts said goodbye to our ICS Supervisor, Kate Ferguson who had been with us for 5 years. She will be moving to Marathon, Florida with her husband and daughters. She is in the Coast Guard and received his orders for transfer. She has been an important part of the team and will be greatly missed! We thank you and wish you the very best.

On March 29th, Key West said goodbye to one of our long term managers, Anna-Tenaglia-Ryan. Anna had been with TSG/HTA for 5 years and had worked in several of the Key West retail stores including the Conch Store/Caribbean Cargo, Island Memories and Southernmost Trolley Stop. Anna was promoted to store manager of Mac Sea Garden in June 2014. Anna was a great store manager and will be missed by the team in Key West.
MAGDA WITCZAK
Conch Tour Train Gift Shop Manager

BACKGROUND

Magda Witczak is the Manager of the Conch Train Gift Shop and Abuela’s Bodega Gift Shop. She celebrated her 20 Year Anniversary with Tropical Shell & Gift in November.

Magda says "She’s living the American Dream!” Magda was born in Poland, and graduated with a degree in Agriculture in 1993. She won her Green Card in a USA Lottery that same year. She also married the love of her life, Jacek and together they moved to the US in 1994. They have one son, Alex, who is graduating from High School this year. He will be attending the University of Central Florida.

Magda started working for Tropical Shell & Gift on Thanksgiving of 1995 in the Ice Cream Parlor, and was then promoted to Manager at the Conch Train Photo Lab. From there, she was promoted to the Manager of CTT Gift Shop and has been there since. Magda is a terrific Store Manager and Leadager. She has great passion for the work she does in these stores. She has attended Gift Shows and always has great ideas on store relays & development. She has been involved with our retail team in creating protocols and standards for TS&G. She often trains new CASTmembers and consistently holds the title as " # ONE Sales" in Key West Retail.

As a seasoned Manager, we look to her for input and advice. Her CAST love working for her and enjoy their environment with strong and positive moral.

Congratulations Magda on a job well done and we look forward to the future with you and your team!

Thank you!

The Key West Attractions Team (made up of Clinton Curry and Jeanna Garido) bought the Marketing Department a "Thank You" cake to show their appreciation for all they do for the company. They have been working hard the past couple of months together on numerous projects including the Paella Cookoff, Save a Turtle, Presidential Weekend, Easter Egg Roll and the Tropical Fruit Fiesta.

The Marketing Team consists of their fearless leader Piper Smith, Monica Muñoz, Jill Herasme and Cayley Bernreuter.

Mike Gibson
Shipwreck Treasure Museum

BACKGROUND

Born and raised in Lubbock, Texas, I moved to Greensboro, North Carolina at 17 when my father was transferred with his position in the furniture industry. After I finished high school I attended college at Sandhill’s Horticulture School where I obtained my Degree in Horticulture, during this time I also obtained my IT degree from Colorado Technical University.

Within a few years after graduating I started a landscaping business in North Carolina. Initially I did irrigation systems, expanding into full landscape design, build, and retail locations. Over time, the business grew from one location into three. In 2007, I left the landscaping business, looking for a more relaxing life.

Along the way, I met my wife, Stacy, in 2004. I had two wonderful children, Stacy had two terrific children, and suddenly we were a large family! We spent several years enjoying our children and ourselves. In 2011, Stacy and I decided to relocate to Key West. The island of Key West drew us because of the warm weather, the environment, and the people! I enjoy interacting with people every day, and love making Key West home! Initially, I went to my roots and worked for a local landscape design company, but the 100-mile round trip commute every day was more than I wanted. When I started looking for a job on the island of Key West, I saw a sales rep position for Old Town Trolley Tours, and immediately joined the company. After several years of sales for the OTT I was given the opportunity to transfer to the Shipwreck Treasure Museum and Aquarium as a sales rep. While in sales I developed a love for the Shipwreck Treasure Museum and its staff and was given the opportunity in 2016 to take on the Operations Management position. I couldn’t find a better company than HTA to work for, especially under the Key West attraction umbrella. HTA has become my family and I anticipate growing with them for a very long time.

Outside of work my wife and I enjoy spending as much time together that we can. We travel to see our children and family when possible, and enjoy traveling even further South. We avoid cold weather like the plague. We are both very social people, so we find ourselves hanging out in Key West amongst our local friends and yes, even TOURISTS!!!.

What or who is the greatest love of your life?
My wife Stacy.

Which talent would you most like to have?
Being able to sing.

If there was one place you would like to live, besides your current city, where would it be?
I found my home in Paradise.

What is your favorite occupation?
Working with people

What do you most value in your friends?
Honesty
With almost two hundred years of history in Key West there has always been one constant and that is the military. We witness the Antipiracy Squadron fighting pirates, Union soldiers during the Civil War, being the port that the USS Maine last stopped before going to Cuba, being a base during World War I, World War II and today where all branches come for one reason or another. It’s always an honor for us at the Shipwreck Treasures Museum to host these brave men and women when they have their reenlistment ceremony. Our 65-foot lookout tower provides a wonderful background as they pledge to protect the United States. This December, it was our privilege to have Staff Sargent Jessica Post from California perform her reenlistment on top of our tower. She has dedicated another four years to the Air Force. We here at the Shipwreck Treasures Museum wish her a safe journey in this chapter of her life. Staff Sargent Post was sworn in by her Captain, Captain Sarah Smith from South Dakota. Our Supervisor Mindy and three others were able to witness as she said the words that complete the promise. We want to thank all the brave men and women in uniform for all that they do for us.

**BACKGROUND**

I am a 3rd generation Conch, born and raised here in Key West. After graduating from Key West High School, I worked in several positions at different companies throughout the lower Keys. I was never much on public speaking and especially not acting as a young man growing up, but I decided to apply for a job at the Shipwreck Treasure Museum. I have really enjoyed the interaction with the guests and educating them on the history of the Key West Shipwrecking Industry. It's also fun to make sure our guests are enjoying themselves and that I can get a smile out them.

In my spare time, I enjoy fishing, and reading anything I can about History. I am recently engaged to my wonderful girlfriend Zoey. We have a dog named Panga and we love living and spending our time in paradise!!!

Who is your favorite author?
James Clavel –(Shogun)

Which living person do you most admire?
Lewis Black

What or who is the greatest love of your life?
Zoey Charland my fiancé, and my dog Panga

What is your favorite song?
Hungry Like the Wolf- The Reel Big Fish version.

What brought you to Key West?
Born and raised here.

**NEW COSTUMES**

This is our new Costume at the Shipwreck Treasure Museum, for our ticket sellers. Debbie Burchfield is modeling her new look. May is uniform/ costume month and we are really pushing the issue at the Shipwreck Treasure Museum.

**BLOODY BATTLE**

Every year Key West celebrates the Conch Republic days. During these days they have a Bloody Battle. This is when the Coast Guard and Navy battle the Key West natives on water and shore. Mike Gibson had the pleasure of being on a local Coast Guard Cutter during the battle. What an experience this was.

**RENEW CEREMONY**

Staff Sargent Post takes the oath that reenlists her for another 4 years.

Friends join Staff Sargent Post and Captain Smith after the ceremony.

From Left to Right: Captain Smith, Jazmin Santiago as Samantha Taylor, Staff Sargent Post, and Steve Bernstein as Asa Tift, pose together after the ceremony.

[Image of the reenlistment ceremony, showing various individuals in uniform.]
Here at the Key West Shipwreck Treasure Museum we portray a number of characters everything from a School Teacher to a snake oil salesman. But, one thing we always keep in mind is that the history we are bringing to life for our guests is the history of the people of Key West. Many of our guests who tour the museum, especially on local Sunday, are directly related to the Wreckers and salvagers we feature here.

In the past year we have had Thomas Tift and his family visits us, Asa Tift's great great great nephew, and Thompson Curry's great great great grandson. Even some of our own Storytellers are related to the wreckers of Key West. When we have local school groups come to visit we always tell them make sure you pay close attention to our displays you might just “find your family name on our wall”.

Save a Turtle - On June 16th, the aquarium hosted a community outreach event to benefit the local “Save-A-Turtle of the Florida Keys” charity organization. Close to $2,000 was raised for the preservation and protection of rare and endangered marine turtles. The special event included live music, activities for kids, prizes, a silent auction, educational speakers and a check presentation by HTA. About 150 people attended the event at the Key West Aquarium.

At the Shipwreck Treasure Museum, we welcome people to utilize our facilities to enhance themselves. FKCC had a photography workshop which included some time on our Look Out Tower. The instructors were showing the class how to see and perform good shots.
The Truman Little White House showcased its historic avocado and mango trees on June 24th at the Tropical Fruit Fiesta with over 1,500 people on the lawn. Visitors enjoyed educational talks, live music, vendors, fruit and tree sales. The event was hosted by the Little White House and included community partners Grimal Grove, Growing Hope Foundation, University of Florida IFAS, Police Athletic League, KW Office of Sustainability and the Key West Harry S. Truman Foundation. Harry’s Girls and LWH staff sold homemade banana bread, guava bars, key lime cake and key lime cocktails to raise money for the LWH preservation projects.

As part of the 15th annual Truman Legacy Symposium on Cuba and Latin America, the KW Harry S. Truman Foundation hosted the inaugural “Paella Cookoff” on the lawns at the Little White House. The benefit raised close to $10,000 for the restoration of Truman’s Poker Porch, which included the design of the exact fabric on the furniture replicated and installed. About 200 guests enjoyed Spanish and South American wines, cooking demos by local celebrity chefs and golf cart raffle. Great food and fun was had by all!

Winners of the 1st annual cook-off was Team Bubba Cuzzy’s Danny Blanco, Ben McPherson, and Patrick Lewin.
POW WOW 2017

Ed Swift IV, Kevin Beede, Chris Belland, Piper Smith, Vince Leone, and Rod LaBranche.

IPW is the travel industry’s premier international marketplace and the largest generator of travel to the U.S.—it is not a typical trade show... As the participant of IPW, HTA (and its brands) look forward to welcoming travel professionals around the globe to promote our tours and attractions here in the United States.

Happy Anniversary

HISTORIC TOURS of AMERICA

Joyce Unke, 23 years
Mercy Herrada, 20 years
Michael Cates, 14 years
Timothy Atwell, 16 years
Sandra Campbell, 10 years
Vincent Leone, 8 years
Christina Williams, 5 years

Michael Anderson, 4 years
David Karrenberger, 4 years
Cody Wicker, 2 years
Christina Estrada, 2 years
Paul Taylor, 1 year
Juan Neyra, 1 years

TRUSTED TOURS & ATTRACTIONS

Kevin Beede, 8 years

NATIONAL CALL CENTER

James Desantis, 2 years
Damon Meade, 1 year

Elyse Anderson, 1 year
Nicole Thomas, 1 year

The 15th annual Symposium was held on April 21 - 22. The topic was on Truman’s legacy towards Cuba and Latin America. The educational portion of the program was hosted at The San Carlos Institute with President Truman’s grandson, Clifton Truman Daniel, and granddaughter, Aimee Daniel in attendance.
Chat with Us

Michael Brown, Lead Contact Center Representative

The National Contact Center is ever growing and learning new and exciting things, like we are now adding a Chat feature to our Trusted Tours website, check it out! It is a whole new adventure "chatting" with Guests on the internet. It is in its infant stages, but as with anything that Historic Tours does - it is going to be awesome. It gives us the opportunity to reach more guests and if nothing else helps them make better choices by giving them a little more info to decide what they may want to do while in each of our cities. It is amazing how many people visit our site. This has been such a wonderful experience here at the call center - talking with people from all over the world, about all our vacation opportunities. We strive to give the most current and accurate information to our guests - and sometimes this means telling them to go directly to one of our booths in one of our cities to purchase their tickets and take the Trolley. Calls come to us from people planning a family vacation months down the road, and visitors to one of our cities on an impromptu weekend getaway. So sometimes we can take some time and help them plan out the best vacation EXPERE! And sometimes it is a quick call to direct them to the nearest trolley ticket location/trolley stop. Either way - we do our best to help the guest experience. AND we do not do this alone! - Every operation sends location/trolley stop. Either way - we do our best to help the guest experience. AND we do not do this alone! - Every operation sends
us their daily briefing sheets/ and communicates updates on Stop closures throughout the day via email. This is our Lifeline!! – we post this information to a master file on all our desktops so we have it at our fingertips and can relay changes to our guests when they call in – rather than transfer these calls to a busy local operations admin desk. Sometimes we can not answer the questions – so we need to connect the guest to the local operation, but we always try! So keep sending us the INFO! We always welcome any info on changes that may happen at an instant in the cities, so please don’t hesitate to contact us to let us know so we may pass along that to the guest.

Hydration Nation!

The CAST at HTA – North, which includes the National Contact Center, IT, Risk Management and Executive Office, participated in the 2017 HTA – Hydration Nation Challenge this past month. Our CAST earned Bead necklaces for every bottle of water they drank. Pictured above are some of our CAST proudly displaying their Beads! Left Photo: Dana Jaruk, NCC Sales Rep – winner of the $50 VISA gift card, with Jacqueline Stepp, Risk Management Compliance Specialist. Right Photo: Two members of the IT Team – Cory Simpson and Christopher Tretter – winner of the $50 VISA gift card.

JAMES DESANTIS
National Call Center

Background

I was a city boy most of my life. I grew up in Brooklyn, New York and never left till the age of twenty two. I never minded the city until I got older. The crowds, the people around me, the busy lifestyle, none of it was working. So I decided to make a change. At the age of twenty one I decided to get healthy and start a new path in life.

In a year I lost over hundred pounds, got a decent job to start saving up, and made choices in life that mattered. A year later, at the age of twenty two, I left New York. When I got down here I decided to try "adulting" and it worked out kind of well. Two years after moving here I met my future wife and things began looking up.

Then I started working for Old Town Trolley and I can safely say this is the best job I’ve acquired so far. The co-workers felt like family, the bosses felt like mentors, the atmosphere was perfect. I also learned so much about all the different cities we run in, which was amazing. I just bought a house last year and am so glad to be a part of the Old Town Trolley family, as I look forward to the future now.

What brought you to your city?

I really wanted to make a change. To live on my own, to get experience life by myself, so I decided to move down with two friends. They helped me get adjusted and from there on I just kept going till I met my wife and decided to move in together. St. Augustine was a great place to meet wonderful people and start a whole new chapter in my life.

What do you consider your greatest achievement?

Publishing my first book or comic. I’ve done both and these moments of holding a paper copy of each made me so happy. My first book "Exterminators: Infected" or my current comic series "Sparks" are both things I am very proud of.

Who is your favorite author?

Stephen King. I have a lot of writers that I admire, but Stephan King is the KING of horror and I do love horror. IT (the novel) is still my favorite book of all time.

Who is your favorite hero of fiction?

Captain America. He stands for the weak, the poor, the hurt, the lost, and the broken. He is everything I want to be as a person. To stand up for people who can’t do it themselves.

Who or what are the greatest loves of your life?

My wife Kelly is the most important thing in my life. She has been so supportive in my long journey to my goals. From moving, to buying the house, to publishing, to getting this job. She’s been there every moment, giving me confidence that I can do it all. I don’t know where I’d be without her, but I most certainly know I wouldn’t be as happy. She is the love of my life.