On Saturday, September 20, Old Town Trolley Tours and the Conch Tour Train celebrated its 30th year of A Day To Remember, honoring the senior citizens of Key West for their invaluable contribution to the Island City. Over 125 seniors from all over the island including the Senior Citizen Plaza, Bayshore Manor, Jack Murray Housing Complex, Key West Health and Rehab enjoyed an afternoon of food, fun and entertainment at the Grand Key Resort. Howard Livingston, the Blessed Community Choir, Duane (Bongo D) Scott, and Schmegly the Balloon Guy dazzled the seniors with their talents as they dined on a delicious Cuban menu.

Always on hand to help escort, seat and serve the seniors were the Boy Scouts of Troops 578 and 573. Sadly this was the first year since its inception, that the Red Shawl Ladies did not participate due to the passing of Isabel Thorne in February. They were greatly missed.

After lunch, the competition began with BINGO and door prizes. No one left empty handed, each senior went home with a goodie bag filled with loads of stuff!

Standing: HTA CEO Chris Belland, HTA Property Manager Joyce Unke. Seated: Roger Graves, HTA Senior Vice President Moe Mosher and Eleanor Pivic, who is Joyce Unke’s 93 years young mom!

First Lady Cheryl Cates sang some great Patsy Cline tunes with Howard Livingston

It was great having the residents of the Key West Rehabilitative Center join in on the festivities

Edith Rotas was the oldest woman at the event at 99!

Event Co-coordinator Monica Munoz with a guest favorite, Mr. Paluso

Raphael Dominguez won a gift basket as the oldest man at 101 years old! The Red Shawl Ladies Kim Weidner, Dawn Albury and Vickie Curry.

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OK, did that get your attention? The best part about it is it’s true!

I hope everyone at HTA is now aware that we are offering a 10% match up to 5% of your 401(k) investment. It has been a long time since we had a match due to the “Great Recession”. Now, we are on the other side of it and business has been improving and we had a strong finish to a very good year. Because of this and all the individual efforts it takes to make it happen, we are instituting the 10% match as of October 1st.

Of course, those of you who are already in the 401(k) certainly must understand the importance of it to you and your future. This letter is addressed to those of you who, for whatever reason you might have, are not in the 401(k) program. If you have been around the company very long, you know I have been a long-term advocate of the 401(k) program for our CASTmembers and for good reason.

First of all, when you make a contribution to your plan, it is not taxed when taken from your current earnings. Even if you are in the lowest tax bracket possible, that represents an immediate substantial return on that money because you won’t pay taxes on it. Then, the money that goes into your 401(k) earns money on a tax-free basis which, in some cases, doubles whatever return is earned on the investment. Folks, this is without a doubt the most lucrative investment in terms of financial reward that you will ever make. The returns are substantial and tax free until you retire and start taking the money out whereupon it is taxed at a much lower rate when you are no longer working. This is undoubtedly the greatest gift and one of the very few things that Uncle Sam will ever give you. If you are not in a 401(k), you are not paying attention. Like my momma used to say, “When they pass the plate of cookies, take one. You never know if it will come back again.”

There has been much written recently whether Social Security will be there some day in the future or not. Maybe it will or maybe it won’t but let me tell you from personal experience, even if it is, it will not be enough to live on. I have worked my entire adult life and started taking Social Security when I turned 66 in 2014. While it is a nice amount of money to find in my checking account every month, I would be hard pressed to live on it, even with a much reduced lifestyle. In short, if you are counting on the government to take care of you after your working years, you may be on one of the greatest fool’s errands of all time.

We are proud to be able to offer the 401(k) match. It is an opportunity that is before every CASTmember of Historic Tours of America. Certainly, you should be investing in it no matter how old you are but for those younger CASTmembers who think, “I’ll just do it later,” don’t kid yourselves. The earlier you start, the more your money will accumulate. Cumulative interest paid on interest earned has a compounding effect that will amaze you. Even a very modest amount of money invested will turn into a nice sized nest egg thirty, forty or even fifty years from now when you will need it most. At the same time, if you are an older CASTmember, it is still not too late to take advantage of this tax free savings program and the HTA match. I implore all CASTmembers to carefully consider this wonderful opportunity that together we have made possible. It is a good life philosophy to “Pay yourself first!”
Boston Celebrates 30 Years!

John Welby, General Manager

Boston has been blessed with one of the coolest summers on record, which is good news since the tourism market here is red hot! We have been experiencing one of our busiest seasons in recent years and being less than ideally staffed has meant many long days with short (if any) breaks for conductors and sales reps. I extend my sincerest gratitude to the entire staff for putting in the extra effort and hanging in there on some very challenging days, thank you, thank you, thank you!

On August 16th and 17th Old Town Trolley Tours of Boston had the pleasure of hosting some VIP’s from Royal Caribbean/Celebrity Cruises. Leesa Burzynski and members of the Shore Excursion teams from several of the vessels sailing in the Canada/New England region visited Boston as part of a Familiarization Trip to check out some of the ports their ships will be calling on this year. They boarded the Old Town Trolley at the cruise terminal, joined by our colleagues at Intercruises and Massport and proceeded to explore Boston and Cambridge on a fantastic tour given by veteran conductor Richie “Buzz” Sheridan. The visit was a big success, a great time was had by all and our next Royal Caribbean ship, the Explorer of the Seas, sold a whopping 588 tickets!

After years of talking about and many more months of planning, we finally activated on-line reservations for our Ghosts & Gravestones tour. Steven Johnson, Tour Entertainment Manager, had been working behind the scenes with National Trainer, Vince Leone for many weeks, strategizing and planning for the implementation of the system. Vince came to Boston on August 17th to work side by side with Steven, the Ghosts & Gravestones team as well as Sales Reps and Leadagers to go over all the ins and outs of the program. All that advance planning paid off when we rolled out the new service on August 19th and experienced very few problems.

As you know, this is the year that Old Town Trolley Tours of Boston is celebrating its 30th anniversary, so on August 26th we had a big 30th Birthday party for the CASTmembers at King’s Entertainment complex in the Back Bay. The night was all about having a good time and enjoying each other’s company, which is exactly what we did, playing pool and challenging each other to rounds of Skeeball, shuffleboard and bowling. It was a very festive night with balloons, cocktails, delicious food and even an orange and green birthday cake. Our very own resident-conductor DJ Stephen Kent provided the background music of hits from 30 years ago. Thank you Stephen for always helping us out. Everyone received a gift of an insulated lunch bag with the OTT 30th Anniversary logo on it and a big thank you goes out to Vendor Rep, Cathy Hutchinson for getting them on very short notice. There were also some great Door Prizes given out and the big prize went to Sales Rep, Mandy Greer who won a $100 Visa Gift Card, a $100 Bleacher Bar gift card and a one-night stay at the beautiful Sheraton Boston Hotel, congratulations Mandy. We were honored to have Ed Swift III, Ed Swift IV and Christian Belland join us for this very special evening. There was even a surprise appearance by my predecessor, mentor and friend, Matthew Murphy, who happened to be in town. Matthew played a big part in OTT Boston’s success over the years, so it was great that he was able to join in the fun as well. Events like this do not happen without a lot of planning and help from many people. I would really like to say a big thank you to a few CASTmember who helped make the event such a success; Cathy Hutchinson (Vendor Rep) and Bernice Kinyanjui (Sales Rep)
old town trolley tours of boston

Philosophy of a Trolley Conductor
Charles “Crackerjack” Person; Conductor

Our job as a Trolley Conductor is that we put the Conduct in the Trolley Conductor. Our guests demand and expect the best customer service and products that Historic Tours of America can deliver. If this request is met we will have loyal and remaining customers for life. This in return builds a healthier and more enjoyable work environment. The front line staff is the face, voice and embodiment of Historic Tours of America. It’s our job to provide top quality service, however “It’s who we are and what we do, that separates us from the rest of the pack”. We are the ambassadors to our cities and we need to act like such, by being professional, kind and friendly. No matter what city you’re a trolley conductor in, just remember you have the best office around, front row seats to amazing views and friendly faces. Our guests are consumer advocates that create word-of-mouth advertising. A simple stroke on the keyboard by our guests generates either positive or negative publicity.

A Trolley Conductor’s “Point of View”

Every guest that boards our trolleys is excited to embark on their journey that enables them to hear history through commentary and learn fun facts and great recommendations for restaurants, shows and current scheduled events around the city. These guests should feel that they stepped on board a safe, reliable, exciting trolley ride. A great “Hello and where are you from?” is a great way to break the ice. Every tour, regardless if it’s your first tour of the day or last, should be just as energetic as the first. It’s our job as conductors to make them feel, right out of the gate, they made the right decision to ride with Old Town Trolley. There is a saying, “You never get a second chance to make a first impression.” You need to ask yourself these questions before you begin your day.

A great “Hello and where are you from?”

Simple Steps For That First Impression

1. Are you wearing your costume properly? Is the shirt tucked in? Is the name tag properly squared off? Are the buttons properly buttoned? Are pants pressed and wearing a black belt? Are the shorts blue and the socks white? Are you wearing the proper color socks? Shoes or sneakers and what color. These are the little things that make a great first impression.

2. Once the dress code is done, let’s talk about attitude. Everyone has a bad day, it’s unavoidable, but everyone deserves a great day. We determine on our tours if our guests will have a positive or negative experience. This all begins at the briefings in the morning. At briefing, take part in the meeting. Maybe you have information you can share with your fellow employees. Stay positive and be friendly, kind and upbeat at briefings as this leads to a contagious work environment.

3. Regardless if you’re giving a tour and talking about the USS Constitution in Boston for the 5th time that day or the White
House in Washington, or Duval Street in Key West, each tour must be felt like it’s the first time you saw it for that day. Remember a lot of these guests never saw your city and they spend their hard earned money and depend on us to give them clear concise information.

4. Remember our guests selected our cities for whatever reason (business or pleasure) and we have one shot to impress them with our knowledge in a friendly and exciting manner. It’s about being loyal to our guests and acknowledging we are grateful to them for giving us their business.

5. As a trolley conductor we also have an obligation to the businesses around the city and we should have a through knowledge of what a lot of these attractions do and the times when they operate.

6. The more information we can provide to the guests the better tour they have in our cities.

7. Behind the wheel of a trolley is a major responsibility and we need to respect everything that is outside of the trolley as well. This means, the usage of the horns, shows impatience and our guests can feel that if we are beeping the horns at everything that goes by.

8. Be very clear and concise with your dispatcher, be accurate and give the information that is needed.

9. Directionals, flashers and even the volume of the sound system can make or break a tour. Respect the neighborhood you’re driving in, respect the cars and other moving objects around you (Bikes, Pedestrians etc....).

10. In between tours take a moment and collect yourself and look professional. Take a moment and refresh yourself.

11. Under no circumstances ever ask for a tip! This is very unprofessional. If your tour was great your guests will recognize this and reward you in some way.

12. After each tour take a moment and walk through the trolley to ensure it’s clean. Every guest deserves to be in a clean and safe trolley. The next driver using your trolley deserves a clean work environment.

13. In between tours check with your dispatchers if there is anything else going on in the tour loop since you just finished. Sitting with fellow employees and sharing a good laugh is a great way to stay upbeat and ready for the next tour.

14. During your tours always remind the guests about safety being in the trolley. It may seem redundant to you but guests want to feel safe and a simple reminder about safety is a great way to earn their respect.

15. A tool we can measure our driving practices and tour quality is through comment cards. Mention to your guests several times throughout the tour the comment cards. Your guests want to feel empowered and let them know it’s how we can measure ourselves as conductors.

16. At the end of every tour please remind your guests to take everything they came on with, look around the seats in case they left anything behind.

17. Training should never end after you learn a script. Training is an ongoing work tool, picking up a book and researching and sharing that information to a fellow CASTmember is a key ingredient to a great work environment. Learning is always ongoing and taking that extra moment to look something up will make you an even better conductor.

Conclusion

Not everyone can conduct tours, drive a trolley and stay upbeat and positive. It takes a special person to deliver a story or a message in traffic, extreme heat, torrential downpours and yes even blizzard conditions. We are unique individuals with specialized skills of telling stories and reliving the past and protecting the future. Our driver seats are the best seats in the house. We get to navigate through winding streets and all sorts of working environments. But in the end, if done right, those stories are what made and shaped our country and it’s quite an honor to share these remarkable stories with guests that you might consider your friends in the end.
Construction of the Marriott’s Custom House was authorized by President Andrew Jackson and was completed on August 1, 1847 under the administration of President James K. Polk. At the time it was the most expensive building ever erected in America. It played an important role in the government’s finances during the early years of this country. Prior to income taxes, duties were major sources of income for the US government and the Port of Boston, then the second largest port in the country. Duties collected in Boston counted for one-fifth of all the monies collected nationwide.

The customs office moved out in 1986. The General Service Administration was preparing to sell the building at auction but this was postponed due to pressure from the public to allow the City of Boston to continue purchase negotiations. On April 16, 1987 the city purchased the property for $11 million. Ten years later, in 1996, Marriott International spent $25 million to renovate the building and renamed it Marriott’s Custom House. It is now a Marriott Vacation Club Resort.

For the past seventeen years, Karen Connor, a lifelong Bostonian, has been a concierge at the Marriott’s Custom House. She is now their chief concierge. When asked why she prefers Old Town Trolley Tours over the competitors she said “Old Town Trolley Tours are the highest and best use of the guest’s time. It offers them comprehensive land and sea experience”, and she likes the Boston Tea Party Ships & Museum too. In her spare time Karen likes photography. She was the personal photographer for former Mayor Ray Flynn when he was in office. She was also a real estate broker on the side. Bonnie O’Hare, the other half of the concierge team at the Marriott’s Custom House, loves the BTPSM too. Her son Ray is one of the actors there.

The Marriott’s Custom House is famous in Boston for its pair of Peregrine falcons. Every year, the same two falcons come back to nest in the clock tower, located on the 30th floor, where they raise their chicks. This year three eggs were hatched. Marriott’s Custom House falcons are the most prolific breeding pair in Massachusetts. Thanks to them, the falcons have been taken off the endangered species list. Karen loves talking about the falcons. She said that she once receive a phone call from a boat owner at the marina down the street. He said that a young Peregrine falcon was flying by and landed on his boat. Apparently the bird was testing his wings, flew at bit too far, and was too tired to fly back to the clock tower. A bellman grabbed a box and walked over to the boat to pick up the young falcon to bring him safely back home. Service is always top notch at the Marriott’s Custom House, be it for humans or birds.

Old Town Trolley Tours is proud to partner with the Marriott’s Custom House. We look forward to many more years with the Marriott’s Custom House, Karen Connor, and Bonnie O’Hare.
CASTMEMBER SPOTLIGHT

Kyle Deslauriers
Sales Rep; Old Town Trolley Tours

BACKGROUND
My name is Kyle Deslauriers, and I’m a Sales Representative at OTT Boston, in my second year. I wish there was a more exciting story about how I came to work for OTT, but the sad truth of it is it was a job referral from one of my oldest friends after I was unexpectedly laid off from my old job. However, in doing so, I realize how much I hated that particular position, and actually found myself excited at the prospect of something new. Two years in, I can say with certainty it’s been quite a trip, absolutely.

I suppose this is the part where I talk about myself for a moment. I’m twenty-six years old, born in an Orlando Naval Hospital but raised in a very tiny town in very rural Vermont, happily involved with a wonderful girlfriend who means the world to me, and looking forward to attending Culinary School right here in Cambridge this fall. Amongst all of my defining (and occasionally outlandish) characteristics, there is one in particular that describes me as a person; I am a complete and total nerd. I’ve been fascinated my entire life with the fantastical worlds and creatures in our Science Fiction and Fantasy genres, and that love has extended to a large collection of books, games, even the tattoos on my arms (The Transformer Emblems on my left tend to get a double-take here and there) and plenty of T-Shirts in my collection all proudly displaying my love for all to enjoy.

I’ve enjoyed my time at OTT, met some interesting people and made some even more interesting friends along the way, and look forward to seeing where the future takes me!

Q | What is your greatest fear?
A | The trouble with answering this question is twofold; One, I have a lot of fears, and Two; they aren't all rational. My greatest rational fear is Heights, without a doubt- I get more than three feet off the ground and I get woozy. My irrational fear, however, is the impending Zombie Apocalypse, which I am totally and completely under-prepared for.

Q | Which talent would you most like to have?
A | I’d love to be more musical, or more artistic. For all my talents, anything more complex than stick people or Rock Band totally escapes me.

Q | What is your favorite occupation?
A | Space Cowboy. Watch Firefly. You’ll understand.

Q | What are three things you will always find in my refrigerator?
A | Sandwich supplies (obviously), chocolate milk, and sugar-free Vanilla Pudding snack packs.

Q | If you could choose one Reality TV Show to be on, what would it be?
A | Easy. The Quest. I just finished watching the opening season, and being entirely truthful, I’m fairly convinced I would be awesome at that show. Only thing is I’ve never ridden a horse. Gotta work on that.
Washington, DC

Because This Is What We Do!
by Jerry Miller; General Manager

On the evening of September 9, I had the honor and pleasure of representing Old Town Trolley Tours and DC Duck Tours of Washington DC at a performance/meet & greet for the American Bombshells (www.americanbombshells.com) at Walter Reed Military Hospital in Bethesda, Maryland.

What I saw that evening made me incredibly humble and incredibly proud to be an American! I saw men and women in wheelchairs, with walkers & canes, walking around with prosthetic limbs, or rolling around with an IV bag holder. Yet these wonderful and courageous individuals came into that commons area with smiles on their faces and appeared to not have a worry in the world. One man had his face shot off and his head was wrapped up like a mummy. A woman had been shot in the neck and couldn’t speak, eat, or drink on her own. Another man had been injured in his spine and will never walk again. I spoke to several vets that evening and the one statement that I will take to my grave was: “The worst thing about being injured is that I can’t go back out and finish fighting for my country.” The gentleman who said it will be confined to a bed for the remainder of his life, and his biggest concern is that he cannot continue to fight for his country. I was in awe. When the American Bombshells sang Lee Greenwood’s, “God Bless the USA”, I wept like a baby. I consider myself a very patriotic man, but I was never so proud of this country and of our military folks as I was that evening.

The mission of the American Bombshells’ 2014 campaign, Boots In Suits, is to aid military veterans...
transitioning into the civilian workplace by providing them with gently worn suits. The organization understands that having the right clothing for job interviews is just one step in the complex transition to civilian life, but it is a crucial one. With public help, if they can take the burden of having to shop for business clothes off the warriors, there will be one less thing for them to have to worry about during recovery and transition. Suits donated by individuals and corporations allow veterans to enter into this new “chapter” with pride, a sense of style, and dignity. Collections can be organized at company parties, before a National Holiday or as a simple pledge that never again will one generation of veterans and civilians abandon another.

The next morning, I had the pleasure of attending another performance of the American Bombshells at the Capitol Hill Club. They were expecting approximately 1,000 pieces of clothing and received almost 4,000! Each piece had to be counted, packed, loaded into a U-Haul and moved to a storage facility, where it then had to be unloaded, taken through a parking garage and up to the second floor storage room...all [supposedly] by five ladies dressed to perform on stage.

About an hour into the event, I knew there was no way they were going to be able to accomplish everything they had to do that day, so I called in the cavalry. One phone call to the trolley barn resulted in about 15 CAST members arriving to assist with the counting, packing, and moving of everything to the storage facility. My team got down to business and got the job done in no time at all, much to the amazement of the group.

Once again, my CAST made me realize how truly blessed I am to have them...they make a General Manager proud!!!

The American Bombshells paid a visit to Old Town Trolley Tours of Washington DC. Photoed here is Stephanie Leone (daughter of Nancy and Ed Swift), Jerry Miller, Rayna, and Jenn

HAPPY ANNIVERSARY

AUGUST
Stacie Locke, 17 years
Jaquita Boddie, 2 years
Loretta Pinkney, 1 year

RETAIL
Eitel Batet, 1 year

SEPTEMBER
Mamerto Juanitez, 16 years
Steven Varsa, 10 years
William Whiteside Jr., 6 years

RETAIL
Bruce Green, 5 years
Delontae Glenn, 4 years

WELCOME ABOARD

TROLLEY
Jamie Lewis
Michael Alston
Bianca Mosley

RETAIL
Tre Holland

CASTMEMBERS OF THE MONTH

AUGUST
Eric Whitehead, Conductor
Danny Kinney, Ticket Seller
Chuck Diedrich, Supporting
Capt. Steve Heare, DC DUCKS

SEPTEMBER
August
Joe “Just Joe” Patterson, Conductor
Danny “Dan the Man” Kinney, Ticket Seller
Capt. Michael “Nemo” Rehn, DC DUCKS

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August - September 2014
Residents Ride Free

September welcomed our Residents Ride Free month. St. John’s County could sign up for the Hometown Pass and ride free all month long! They were also given free admission to the Old Jail, The Oldest Store Museum, St. Augustine History Museum, and Potter’s Wax Museum. This was a great way to thank our local residents for helping to support us all year long when they bring their friends and family for a Trolley Tour.

Ice Bucket Challenge Accepted!

OTT St. Augustine accepted the ALS Ice Bucket Challenge from our Key West counterparts. Charlotte Harris helped organize our Ice Bucket Challenge. We raised over $180.00 and we donated our contributions to the Florida Chapter ALS. 100% of the funds will remain in Florida and will go directly to people who suffer from ALS.

Batalla de Vino

St. Augustine OTT participated in the annual Batalla de Vino Team Competition at the St. Augustine Spanish Wine Festival. Team Elite consisted of Ed Swift, IV (our King), Christian Belland, Vince Leone, Dave Chatterton, and Safety Rob Faubion (our Safety Officer). It was each team’s goal to PROTECT the KING/QUEEN! Teams were to try and get the king/queen as red with wine as possible while protecting its own king/queen. The team with the whitest t-shirt at the end wins. OTT Team ELITE came in second! It was a fun afternoon and our own Safety Rob was caught dunking Cindy Stavely in a barrel of wine! Good times! Proceeds went to the charity of the winner’s choice Next year we WILL take first!

Potter’s Wax Museum

Potter’s will be undergoing some wonderful renovations. We will be closing for a couple of weeks while we work on sprucing up some of the exhibits and displays. More pictures to come next issue.

Karen Bradwell signs people up for the Hometown Pass in September.

Dave Chatterton, Ed Swift IV, Christian Belland, and Vince Leone

Ed Swift, IV, Dana St. Clair, Dave Chatterton

Ed Swift IV and Dave Chatterton

Rob Faubion dunking Cindy Stavely in a barrel of wine with Dave Chatterton’s wine soaked back
St. George Inn
by Melissa Mezick; Vendor Representative

The owner of the St. George Inn, Irving and his staff are so inviting, welcoming and eager to assist you in making sure you have the very best time while visiting St. Augustine. Their location is 2nd to none; walking distance to EVERYTHING, including 10 steps out their front door to Old Town Trolleys Stop #5.

The St. George Inn is located in the heart of the Old Town district of St. Augustine on the historic, pedestrian-only St. George Street. We are within easy walking distance of most of St. Augustine’s historic sites and diverse restaurants, and the surrounding area offers sandy beaches, scenic parks and many outdoor recreational opportunities.

Our unique property has twenty-five rooms and suites, many with balconies, rocking chairs and views of the Castillo de San Marco, the City Gate, The Oldest Wooden Schoolhouse and Matanzas Inlet. Our rooms combine the personal service and friendly ambiance of a bed-and-breakfast with the privacy and elegance of a small hotel. While offering all of the charm of a historic St. Augustine hotel. We also provide contemporary conveniences including wireless internet access, private baths, in-room refrigerators and coffee-makers, and a complimentary European style continental breakfast.

Rooms and Suites

The St. George Inn offers six distinctive types of accommodations on the second and third floors of the three buildings, one with an elevator, surrounding the beautiful courtyard of City Gate Plaza. Our Santa Maria and Pinta rooms have balconies with Brazilian cherry rocking chairs, and views of the old city. These richly appointed spacious guestrooms have the Old World charm of the city’s historic past, the friendly ambiance of a St. Augustine bed and breakfast, and all the modern conveniences expected by today’s savvy travelers. St. George truly stands above other inns in St. Augustine, FL.

All of our guestrooms have private baths, individually climate controlled heat and air conditioning and are non-smoking.

Trolley Saver Coupon Magazine

The Premier Coupon book of St. Augustine, the Trolley Saver Coupon magazine, rolled out in September. The OTT green and orange magazine is featured at the very top of all brochure racks at eye level throughout St. John’s County. There is no mistaking Old Town Trolley proudly serves the St. Augustine area. Amber Payne, from Mint Magazine, worked tirelessly to get some of the top merchants to advertise in the Trolley Saver. She did an outstanding job putting this magazine together for us.

The centerfold is an Old Town Trolley map that will provide easy reference for our visitors. The Trolley Saver Coupon guide has been immediately accepted by the local Hospitality Industry. One could say that overnight it became the top coupon magazine in a market that is saturated with coupon books. One of the reasons for its overnight success is our company name and reputation in the area allowed us to obtain some of the finest businesses that cater to our visitors. They trusted us with their valuable advertising dollars. Our guests and tourists will be happy to find big named restaurant and attraction discounts throughout St. Augustine. We want to thank our advertisers for helping us to make our first edition of the Trolley Saver such a huge success!
BACKGROUND

I am from a small town southeast of Buffalo, New York. I am the oldest of three sons, the father of one daughter, and the grandfather of one grandson.

I root for the Buffalo Bills for football, and the Sabres for hockey, but I have been a Boston Red Sox fan since I was a little boy. I hope to catch a game at Fenway next summer. In college sports, I root for the Fightin’ Irish of Notre Dame.

I’ve been in Florida for about 10 years. I joined the HTA family on 5/31/2010. I started as a conductor and am now a Lead Conductor, certified to drive all of our local tours and shuttle services. I have made some great friends here, which can never be replaced. I even met my best friend here, Michelle, who I will be marrying on October 8th. Lucky me!

Q | What historical figure do you identify most with?
A | Neil Armstrong

Q | What is your favorite vacation spot?
A | Stillwater Reservoir in the Adirondack Mountains

Q | What or who is the greatest love of your life?
A | My dream girl, my wife, Michelle

Q | What do you most value in your friends?
A | Integrity and faithfulness

Q | Who are your favorite writers?
A | Mark Twain, Robert Louis Stevenson, Rod McKuen
Whew!
by Charlie Brazil; General Manager

That is the collective sigh our entire CAST breathes as we finish the peak season with a bang! No, not fireworks, instead the month of July was highlighted for us by carrying nearly 40,000 riders! But the end of that month usually means that we can relax just a bit into our shoulder season of August and September until we ramp up again in October which is the last “hurrah” before the true “off season” starts. But wait, could it be that our shoulder season is disappearing? Seemed so this year, as we carried over 30,000 guests in August (the fifth month in a row we exceeded that number). What a terrific year we are having and what an exemplary job our CASTmembers are doing, providing heaping portions of “TRANSPORTAINMENT” to each and every valued guest.

That alone is enough to fill this General Manager with an immense amount of pride and gratitude, but that is not all. Our company continues to lead the way as ambassadors, supporters and partners in our community. We proudly supported the opening of the first African American Historic House Museum in Savannah, the King-Tisdell Cottage by being the first (and only) trolley company to stop at the new tour bus stop established right in front of the lovely home. In addition, we have helped the Beech Institute, the organization that supports the cottage in the revitalization and promotion of this wonderful and unique piece of African American history, focused on telling the story of “free blacks” in the community right at the beginning of the 20th century. Not stopping there, the CAST of Old Town Trolley went even further, rolling up our sleeves to help apply a cosmetic facelift to the cottage, with beautiful results (see picture). I want to sincerely thank all of our CASTmembers who helped with this effort, but especially Larry Strong, Bruce Smith and Don Hendrix.

In addition to this, we had the opportunity to support our local Visual and Performing Arts School (Garrison) through a donation and in return got a lovely barrel that the third grade visual art students produced showing Savannah “icons” including (of course) an ORANGE and GREEN trolley! I am so proud to work for a company that provides such amazing service to their guests, their CAST and their community. I hope the rest of the year finds you as fortunate and as blessed.

Operations
by Jon Watkins; Operations Manager

My transition from HR Manager to Operations Manager was completed in July and I’ve been diligently working to get my arms around everything on the Operations side of the business while training our new HR/Payroll manager Renee Mercer. I want to thank everyone who has given me a hand in learning the accountabilities of the position, but in particular Rich Montaudo - Head Conductor, Kenny Gresham – Safety Manager and Bean Kelly – Dispatcher. One of the things that we have been focusing on initially is revisiting existing Company policies and procedures with all Conductors and Shuttle Drivers so that everyone is on the same page. We seemed to have a lot of “urban myths” that had grown up for our folks that needed to be clarified. Another effort for our operational Leadagers is a meeting every other Wednesday to get everyone in the same room at that same time to discuss initiatives and operational challenges.

One of our toughest nuts to crack is how to take advantage of the opportunities we have at the Welcome Center for getting guests into the parking lot. Our Welcome Center is our busiest location and is perfectly situated as a gateway to Savannah with thousands of cars passing it every day. It’s amazing to see the cars pouring off of the Talmadge Bridge in season…and we want them all to take a tour with the orange and green or buy one of the other attractions we sell in Savannah. We have initiated a campaign called “Guest Engagement” to take advantage of the situation. We conducted a study with our Leadagement team the week of 8/11 with some changes we were proposing there and the data indicated that we were able to increase our ridership and revenue over 8% at the Welcome Center. We have initiated a campaign called “Guest Engagement” to take advantage of the situation. We conducted a study with our Leadagement team the week of 8/11 with some changes we were proposing there and the data indicated that we were able to increase our ridership and revenue over 8% at the Welcome Center. In October we will be implementing some additional changes to determine if they will be viable for our next season starting in late February. There is now a structured method for how we practice “Guest Engagement” at this location that was rolled out at our cast meeting the end of August and its working. It has made the guests initial contact with the Company much more positive and our competitors across the street are probably...
old town trolley tours of savannah

Don Hendrix receiving his “Oscar” from Jon Watkins

wondering what has happened to a lot of their expected customers.

At the CAST meeting in August Conductor Don Hendrix received the first “Oscar” award for his performance at letting people know what attractions are at each stop so they go see them. This helps our loop performance as people use the on and off and don’t plant themselves in the seat and stay on for an entire loop. Congratulations Don and keep up your awesome “Oscaring”.

Off season will officially start in Savannah in November and in an effort to maintain our revenue we offer the Holly Jolly and Festival of Lights tours. We start our training for these tours in October and generally have lots of folks that work on this tour every year. This will be the third year for the festival of lights and it should be bigger and better this year as they take lessons learned from the first two years and improve the product. We partner with the Davenport House for a stop on the Holly Jolly tour and this tour has become a ritual for many local Savannahians.

Safety

by Kenny Gresham; Safety and Training Officer

August brought us the heat and the “Yets.” What is a yet? A yet is something that hasn’t happened yet. I try to emphasize this with our drivers. I discourage the belief that, “It will never happen to me.” I believe that sometimes our conductors believe that they are immune from accidents or injuries. The “I got it made” belief creates many accidents, because if one blindly believes it could never happen to them, they become careless. Thoughts like, why should I take a second look before pulling out. I don’t need my blinkers everyone in the Universe knows where I’m going. I can casually saunter through the loop, I’m bullet proof. I can squeeze by that parked vehicle. After rookie mistakes, “I got it” is the other cause for accidents. This sometimes masquerades as the squeeze play between parked auto and trolley, “I had it all the way!” Crunch!

I try to guard against this type of thinking on a regular basis. The “Yets” still come calling though. For instance, we had an overhead handrail recently fall striking a guest in the head. No real injury, but they needed a medical checkout. Driver response was, “I checked my trolley out. I always do” May have, but not well enough!! Those rails will never come loose. It’ll never happen!

We had a big, big rain storm. The driver had to leave the route due to flooded streets. A resident called the next day and said we went by her home too fast causing a wave of water to go over the sand bags (maybe not a “yet” for her) in her garage causing damage to some text books. A Yet for me to deal with. Natural disaster or negligence. Sand bags there why?

Then the biggest yet. Our conductor was on tour when she was turning to go around one of the squares and had to stop because a funeral hearse was blocking the road. Our driver stopped and asked a Savannah policeman for help. He then proceeded to back her into the funeral hearse. Unbelievable!! Fortunately, the deceased was still in the church.

The moral of the story is, once you think you got it, you ain’t. Yogi Berra once said, “If you ain’t got relief pitching, you ain’t got nothing” If you ain’t got an every vigilant mind set while driving and are not constantly asking, “What if,” you ain’t got nothin, but a YET waiting to happen.

September in Savannah is NO ACCIDENT month. We will re-double our focus and keep the “yets”, “yets”- SAFETY FIRST!!!!

Depot Sales

by Jim Rafferty; Depot Sales

As we wind down the summer months we transition from families back to the fall tourist season. We have endured through the hot and humid weather, some days with heavy rainfall, and our extended hour season and are looking forward to more temperate weather.

We slammed our August numbers beating our ridership goal by over 11%. We started the month out busy and it never let up. Even our Leadagers were out daily waving cars into the parking lots.

Our sales reps and concierges performed extremely well and they deserve a big thank you for all their hard work. Kim Story moved over from The Comfort Inn & Suites to The Hampton Inn and Suites. Ed Pulkinen has moved from the sales ranks to our new Concierge at The Comfort Inn and Suites.

I would like to welcome some new sales reps to Savannah, James Hall, Max Haas, and Cancselow Taylor. We are looking for some big things from our new reps. Congratulations to our June Sales Rep of the Month Jane Erskine and our July Sales Rep of the Month Maggie Benevides.

I could not be more proud of my sales team and the effort and dedication they show every day. I am very excited to see what the future brings for this team.

Greetings from the Grave

by Gary Patrick; Ghosts and Gravestones Manager

The heat of the summer days extends into the summer nights thru July and August and it definitely takes its toll on our Ghosts & Gravestones CAST. Hydration is not overrated in Savannah! Hats off to all the actors and drivers for their tireless efforts each night.

We have carried over 30,000 guests so far this year. That’s an
average of over 200 guests per night and we are on track to exceed 60,000 people this year!

We are working on some exciting changes behind the scenes to the ghost program. We will keep you updated as things progress.

Human Resources
by Renee Mercer; Human Resources Manager

Hello! We’ve had several new CASTmembers join the OTT Savannah ranks over the last couple of months, including myself, Renee, as HR/Payroll Manager. Also among these new CASTmembers are three Sales Reps: Max Haas, Cancelow Taylor, and James Hall; Chris Overby and Donnie Scott as Mechanics Helper and Mechanic, respectively. OTT also welcomed Marion Ciccarelli as a Ghosts & Gravestones Driver and Candace Young as Admin Assistant.

Having an HR background in the medical field, I was ready to branch out and try new things. The “marriage” of history, customer service and human resources is a workplace Utopia for me; and my Savannah CAST mates have made the experience an amazing amount of fun although there is still a lot of learning to do! I’m looking forward to the challenge of recruiting for the upcoming busier season. It’ll be an opportunity to introduce others to the fun, informative, and customer driven culture that I’ve been so lucky to become a part of.

Maintenance
by Bruce Smith; Maintenance Manager

As we wind down from another busy summer, we are getting set up to do our off season routine of repainting and repairing our older fleet. With some extra TLC, we will get them through another busy summer. This year we will retire # 201, 250 and # 259 and transfer # 173 to the ghost fleet.

We would also like to welcome our 4 new additions to the fleet, Molly Trolleys # 380, 381, 382, 383 and # 384 is on the way with three more following that. We would like to thank all involved in the purchase of these new Molly’s, what a gift they have been to the operation. Thank You. We wish you all a safe season and a mild winter.

Training
by Kayla Black; Maintenance Manager

The Training Department is full steam ahead now that the season has slowed just slightly. In August, I attended the Smith System Driver Trainer Course in Atlanta, which has certified me to train all the drivers in our operation on Space Cushion Driving. This training should help decrease the number of accidents, increase driver awareness and make our hectic driving a more relaxed experience.

This is the time of year when we get our drivers certified on their second tours. Paula Deen and Girl Scout tours are always in high demand, and that’s exactly what we’ve been training on. Sharon Horne and Michele Price have been certified to not only do our regular Express Tour, but also the four hour Discover and the 12 hour Adventure Tour for Girl Scouts! Great job, ladies! Ben Lawson, Larry Floyd, Brenda Hankinson and Dennis Pellegrino have all successfully certified for the Paula Deen Tour, and the four of them are now regaling guests with the story of her life. Congratulations to all the rookies.

Groups and Charters
by Marcie Covington; Group Sales Manager

It’s been an exciting couple of months in the Groups and Charters Department! I’m still trying to get on my feet in my new position. Don’t tell the Operational CASTmembers that I am enjoying myself, it will be our little secret! I recently had the opportunity to join the Visit Savannah group in the Travel South Showcase to Texas. This was my first traveling adventure with Visit Savannah and we had a great time. Thank you, Mindy Shea and Tim Moulder for dragging me around with you. The people we met, the landscape we saw, was well worth the hours spent in the vehicle every day. Now that I am back from that adventure, it’s time to work on our exhibit booth at Savannah’s Gay Pride Festival. You will see our Orange and Green Trolleys among the rainbow colors throughout Forsyth Park. This is a wonderful time of the year to sit under the beautiful live oaks and view the wonderful fountain! Hope to see ya’ll there!
The Nation’s Storyteller

CASTMEMBER OF THE MONTH
Lynette Williams
Savannah

Q | What is your idea of perfect happiness?
A | Peace and contentment and making others smile.
Q | Which talent would you most like to have?
A | Being a great singer.
Q | What three things will you always find in your refrigerator?
A | Water, orange juice and salad.
Q | If there was one place you would like to live besides your current city, where would it be?
A | In the state of Florida.
Q | What is your greatest fear?
A | Going to hell.

HAPPY ANNIVERSARY AUGUST
Kenny Gresham, 18 years
Philip Starks, 10 years
Marcie Larkin, 6 years
Robyn Jones, 6 years
Dale Howe, 5 years
Susan Allen, 2 years

RETAIL
Brian Armstrong, 5 years

SEPTEMBER
Robert Hunter, 13 years
Larry Clearman, 5 years

RETAIL
William Johnston, 4 years
Regis Williams 2 years

WELCOME ABOARD
Christopher Overby
Renee Mercer
James Hall
Donovan Scott
Candace Young
Max Haas
Canaselow Taylor

RETAIL DIVISION
Ryan Balser
Caitlin Johnson
Nykia Henry

CASTMEMBERS OF THE MONTH
JULY
Dennis Pelligrino, Conductor
Cathy Vaccari, Sales Rep.
Eric Coney, Supporting
Barbara Sue Crane, Ghosts and Gravestones

AUGUST
Jack Barrett, Conductor
Tremaine McCombs, Sales Rep.
Eric Coney, Supporting
Mary Bright, Ghosts and Gravestones

VENDOR SPOTLIGHT
Skidaway Island State Park
by Robert “The Colonel” Hunter, Vendor Sales Manager

Just 15 minutes from Historic Savannah, the 533 acre Skidaway Island State Park provides scenic camping, picnicking, and hiking. Trails wind through maritime forest and past salt marshes and tidal creeks, where you can watch for deer, fiddler crabs, raccoons, egrets, Painted Buntings, and other wildlife. The Big Ferry Trail is also open for bikers, so bring your own bike or rent one at the park. As part of Georgia’s Colonial Coast Birding Trail, the park is an ideal destination for both casual and avid birders.

Inside the Interpretive Center (open Weds – Sun, 9am – 5pm), visitors can learn about the creatures, plants, and history of coastal Georgia. The reptile room houses live animals, and weekly feedings never fail to grab your attention.

The park opened in 1975, and has 70 pull-through campsites with water and electrical hookups, elevated tent pads, picnic tables and grills. There are also 17 sites with sewer hook-up. Picnickers have the choice of five covered shelters on 10 acres. Two restrooms are located nearby, along with playgrounds for children. A group shelter is available for rent, with a capacity of 150 people. It comes with a fully-equipped kitchen, an outside oyster-cooking area, bathrooms, grill, and tables and chairs.

Ranger Holly Holdsworth, has been managing the park for almost 10 years. She and assistant manager Katie Charron live on-site and supervise the staff of 11.

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twitter.com/savannahtours
My Weekend Visit on the USS Nimitz Aircraft Carrier

by David Thornton, General Manager

I had the privilege and honor to be selected along with 17 other special guests from different states to participate in the Navy’s Distinguished Visitor program. The Commander Naval Air Forces Distinguished Visitor embark program affords community, industry, and education leaders the rare opportunity to fly aboard a U.S. Navy aircraft carrier, stay overnight to view at-sea flight operations, and return the following day.

These embarks are meant to increase the public’s understanding and appreciation for carrier-based aviation by providing them an opportunity to view our Navy in action through direct interactions with sailors and demonstrations of the unique capabilities of Naval aviation.

The USS Nimitz is normally home-ported in Everett, Washington. The Nimitz was visiting San Diego conducting naval operations flight practice runs for new captains earning their wings.

We all met early Saturday morning at the Naval Air Station North Island (NASNI) to begin our weekend journey to the Nimitz. Before departing, we were gathered together for a command briefing in the Flag Briefing room. Our briefing included a ‘what to expect while flying and landing’ along with Q&A. The cabin can be configured to accommodate cargo, passengers or a combination of both. The large rear aft cargo ramp enables expeditious loading and unloading of passengers and cargo in the fast-paced carrier environment. With ear plugs, helmets, sound proof earmuffs and goggles, we boarded a Navy C-2 Greyhound transport plane to begin our journey.

Inside the plane, we all faced backwards in our seats compared to a commercial typical aircraft, and with no windows. The plane’s props made for a deafening loud sound that shook the aircraft. With no windows, it was difficult to understand what was happening with only our imaginations to guide us.

Our flight took 90 minutes to the Nimitz Aircraft Carrier where we made an arrested landing on the ship’s flight deck. During military aircraft flights, guests may experience multiple G-type forces during take-offs, landings, and while the aircraft is in flight. The landing experience can only be described as exhilarating.

While aboard the ship, we viewed and experienced flight operations, visited the Bridge, Primary Flight Control, and other work centers on the ship; and had the opportunity to eat with crewmembers and officers. While in the Flight Control room, I met a 20 year old woman. I asked her what her duties on ship were and she said “steering the ship!” Quite an impressive duty considering the importance of not only steering the ship correctly, but also keeping the ship steady while jets are landing on deck.

The ship holds a crew of approximately 3,000 young sailors, most just 18-22. The flight operations has a crew of around 2,000 for a total ship crew around 5,000, depending upon the deployment assignment. The work schedules vary from 12-16 hours a day, seven days a week. I was amazed. The following day, after seeing more of the ship and flight operations, we boarded our plane to experience a catapult launch off the ship, and return to NASNI. There were several ‘thumbs up’ and all smiles from us after feeling the plane catapulted off the flight deck and air-born once again on our flight back to San Diego.
MILE 0
END OF THE ROAD
Gifts • Souvenirs • Conch Repub

Now Open!

Key West Florida
My weekend experience left me with a feeling of pride and appreciation for our military and especially of all those young men and women sailors. Their dedication, commitment and hard work to protect our country and show our flag on the open seas and seaports around the world gave me assurances of our continued support for our military and country.

Balboa Park Botanical Garden Slated for Restoration

Balboa Park Conservancy held their annual morning breakfast meeting announcing plans to restore the Balboa Park Botanical Building. The Botanical Building, an iconic fixture in the Park since 1914 and one of the city’s most visited cultural destinations, will undergo an ambitious $3 million project to restore the building to its original magnificence for the upcoming 2015 Centennial Celebration. Those in attendance and speaking were San Diego Mayor Kevin Faulconer and City Council President Todd Gloria. The mission of Balboa Park Conservancy is to promote Balboa Park’s cultural and recreations assets and to enrich the visitor experience.

SEAL Amphibious Summer Season Comes to a Close

by Mark Keeler; Head SEAL

The summer always passes so quickly and just as we’ve made good friends it’s time to say good bye. Thanks and so long to our seasonal crew of Captain Robin, 1st Mates Walt Meyer, Karen Roth and Karina Wright. You will be missed.

This year we incorporated an additional SEAL into our fleet and enjoyed a very active and successful summer. We always know when our busy season has drawn to a close by the 

Old Town Market Welcomes New Leasing and Operations Manager – Sebastian Biagioni

by Sebastian Biagioni; Old Town Market Leasing and Operations Manager

“I was born in California, raised for 10 years in Argentina and spent my teen years in Southern California. I received a Bachelor’s Degree in Business and another Bachelor’s in Global Studies from California State University, Monterey Bay. The campus was in a very beautiful area with a lot of golf and beach activities which enticed me to stay and work for Pebble Beach Resorts as a Golf Attendant while going to school and once I graduated I became a member of their prestigious sales team. Later I was recruited by the San Francisco Giants to be their Player Operations Manager, fortunate
enough to work with major league players and staff as well as the guys within the minor league system. Moved to LA and got to work with the Lakers, Clippers, Kings and Galaxy. Working for all those teams and athletes on a consistent basis was thrilling and challenging. Eventually made my way to San Diego and have been working and enjoying everything this great city has to offer. Very excited and energized to be working for Historic Tours of America at the Old Town Market in San Diego. I’m a fan of staying active and participate in various recreational sports such as Flag Football, Softball, Beach Volleyball and Kickball.”

La Jolla and Mission Beach Tour Vendor Contest
by Rod LaBranche; Director of Travel Industry Sales

In May and June, we had a contest for all the San Diego vendors who sold the most La Jolla and Mission Beach Tours. The winners for both months were: 1st Place ($300) - the Concierge Staff at the Omni Hotel San Diego, 2nd Place ($200) – A-Mart Convenience Store at the Old Town Transit Center and 3rd Place ($150) was the Trolley Stop Mini Mart Gift Shop in Old Town. Congratulations to all the winners!

September Sees the Return of Cruise Ships to San Diego
by John Savage; Operations Manager

The Port of San Diego will kick off the 2014-2015 cruise season with the arrival of the year’s first ship, the Crown Princess. The 3,080-passenger vessel will be making a port of call during its 7-day California Coastal cruise.

Old Town Trolley sees a nice bump in business with tours booked through the cruise ships. Our day’s ridership will go up 30-50%, so we welcome the ships back to San Diego.

The Port of San Diego’s cruise season runs from September through May. Currently 76 vessels are scheduled to arrive, but that number may change as the season progresses. Cruise lines scheduled to visit San Diego in the 2014-2015 season include Disney, Princess Cruises, Celebrity Cruises, Royal Caribbean, Regent Seven Seas, Oceania and Crystal Cruises. The 2014-2015 scheduled cruise ship stops are an increase over 2013-2014 calls.

CASTmember Gina Urbina Travels to Key West
by Gina Urbina; Director of First Impressions

My Key West trip was the most memorable trip for me for I don’t know how long! As soon as I arrived there Piper Smith was so welcoming. Not to brag but what’s better then getting a VIP Tour from Chris Belland; I know right, priceless! On this tour I brought my mother with me because I wanted her to enjoy this mini vacation with me. On our first day in Key West, Chris and Piper took us to breakfast at this place called Harpoon Harry’s. I had my first ever café con leche. We took the Old Town Trolley Tour and we got to visit The Key West Butterfly and

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The Nation’s Storyteller

Nature Conservatory. We got to see and feel the butterflies flying around and the birds singing, oh and we can’t forget the flamingos. We watched the sunset from Mallory Square Dock. Everyone claps when the sun goes down. I’m very glad I got to experience something totally different. I also got to take the Conch Tour Train and the Ghost and Gravestones “Robert did it”. The highlight of my trip was traveling to the Dry Tortugas National Park to go snorkeling. This place is beautiful! I will forever be thankful that I had the chance to visit Key West Fl. and meeting Chris and Piper. Now I can say I have been to the East Coast.

San Diego Operation Makes a Clean Sweep

by Carmen Thulin; AP/AR Manager

I went to San Diego Port Tenant’s Association and preregistered for the Operation Clean Sweep. They were very happy that we were able to participate. I was given bags and gloves. I was able to recruit Evan Kohler from the Old Town Market, my granddaughter Jena Nunez and her boyfriend Guillermo Sanchez. We picked up cigarette butts and did our best to clean around the Midway. We even had people come up to us and Thank us for cleaning the area. Next year I will start earlier to recruit volunteers. It was nice we were busy on the Trolley and Seal.

Decision Driving

by Bob Ross, Safety Officer

When you drive are you aware of what’s going on all around you? Do you anticipate what the driver in front, to the side, or behind you may do? Do you see all the potential hazards and plan how you will react to them? Always? Or like most of us only sometimes? You’re probably a good driver, but how many times have you . . . .

• Jammed on you brakes to avoid another car?
• Had a near miss at an intersection?
• Run a red light or stop sign?
• Almost sideswiped another vehicle?
• Skidded out of control?

The five principles of Decision Driving can help you avoid these all too common emergencies. Accident free driving isn’t just a matter of luck or skill. In large part it depends on the decisions you make and the actions you take based on those decisions. Decision Driving improves your ability to recognize potential hazards before they become dangerous situations and to decide on the best course of action to avoid them.

Research has shown that drivers make about 50 to 100 decisions per mile. Most are simple decisions, i.e. deciding to slow down or signal a lane change. But others are critical such as deciding where and when you should swerve to avoid an oncoming car. Most of our decisions are based on what we see.

The Five Principles of Decision Driving

1. Expand Your “Look Ahead” Capacity: Check what’s happening down the road where you will be in a few seconds. Don’t just focus immediately in front of your vehicle
2. Size Up The Whole Scene: Know what’s going on all around your vehicle. Scan the scene for developing traffic situations, construction zones, congested intersections, erratic drivers, pedestrians, cyclists, changing road conditions, and so on. Make it a habit to check your mirrors every five to ten seconds
3. Signal Your Intentions Early: Let other drivers know in advance what you intend to do so they’ll have time to make a correct driving decision of their own. Your turn signals, road position, horn, lights, and speed can all help communicate what you’re planning to do.
4. Plan An Escape Route: Think ahead – you’ll need to react quickly if the unexpected happens. Plan a way out that allows you enough time space and visibility to stop or maneuver smoothly.
5. Take Decisive Action: If you followed the first four principles you’ll know what to do and you’ll have the time and space to do it safely. Make the decision and do it.
After the Season BBQ

After season BBQ at the Old Town Market was a big hit. The CAST enjoyed BBQ, music and a raffle drawing for fun prizes.

Let them eat cake!

We Love our Maintenance Men!

The Maintenance crew enjoyed a well-deserved time out for lunch at Phil’s BBQ and dessert at Cold Stone ice-crème. Thanks for another great summer season!

Let them eat cake!

CASTMEMBERS OF THE MONTH

AUGUST
Jack Vernon, Conductor
Karen DeHaan, Sales Rep.
David LaVigne, SEAL
Old Town Market Team:
Christian Perez, Evan Kohler, and Martin Baez, Supporting

SEPTEMBER
Jack Vernon, Conductor
Karen DeHaan, Sales Rep.
Capt. Bob Murphy, SEAL
Cristina Valenzuela, Supporting
This summer, many of the military bases in San Diego had vendor fairs and also promotions which showcased Old Town Trolley Tours and SEAL Tours at their ticket offices. Miramar Air Station, Camp Pendleton Marine Corps Base and 32nd St. Naval Base all had vendor fairs. MWR Navy Region SW promoted OTT and SEAL Tours for a whole week in August during their “Summer Sizzle” Campaign at four bases. Miramar Air Station showcased Old Town Trolley Tours for the entire month of July at their MCCS ticket office. Thank you to all the bases around the Country who sell and promote all of Historic Tours of America products and a special thank you to all the men and women who serve our great Country!

Q | If you die, what would you like to come back as?
A | A bird of prey

Q | What is your favorite occupation?
A | A girls softball coach, which I did for my daughter from the age of eight in recreation leagues then joining her high school coaching team for seven years, staying three years after Erin went to college. I loved working with the kids.

Q | What three things will you always find in your refrigerator?
A | Real butter, cold beer & wine and really good leftovers. There is a joke in our family about Murphy butter – alluding to the quantity used.
Fundraising Season
by Linda Test; Key West General Manager

Fantasy Fest is a big thing here in Key West. It draws in over 100,000 visitors to our tiny island. They fill our hotel rooms for the week leading up to the last Saturday in October, which traditionally was a very slow time of year. Part of Fantasy Fest is the fundraising element, which supports AIDS Help. The candidates for King and Queen of Fantasy Fest are on a mission to raise the most money, with the top earners being crowned in a lavish ceremony. Since 1989, $2.6 million has been raised by candidates.

Where do we come in? The fundraising season runs from early August through mid-October. We donate trolleys and trains for progressive dinners, transportation services, and even have donated signs on our trolleys when our very own Mark Patterson (currently at the LWH) was crowned King of Fantasy Fest. Although to the rest of the world Fantasy Fest may look like a giant adult Halloween party, it has a great benefit to our local community.

Seasonal Changes
by David Galvan; Operations Manager

The somewhat cooler temperatures may be on the way but cruise ship season is heating up. Looking at the next few months we are expecting a great start to the season. We will see almost 100 ships in port over the last three months of the year. After New Year it even gets busier. This season promises to be a great one and we are looking forward to it.

A busy season takes a lot of hard work and effort and we have the team to do it. I want to thank in advance all of our CASTmembers: Drivers, Sales Reps., Maintenance Team, Office Support Staff and Leadagers for all their efforts this coming season. You continue to take care of our guests in a world class manner and provide for an awesome experience. With our continued focus on the guest experience we will have the best season ever.

Human Resource Corner
by Mary Martinez; Office Manager

Summer time in Key West brings sizzling temperatures, high humidity, and a slower pace. It is the perfect time to clean house and start new projects. The biggest project being tackled by the Admins at the Conch Train and Old Town Trolley is preparing six years of payroll files for scanning. Since going paperless, it is a monumental task! But in the end it will definitely clean out the many file drawers filled with paper files and make us more eco-friendly. I have been offered new opportunities and a new project in the HR Department. I will now be in charge of recruitment for both the Conch Train and Old Town Trolley. My first event was participating in a Welcome Back Students day at Florida Keys Community College, where Sandy Campbell, Barbara Hayo and I were on hand as representatives of HTA, handing out information. Even though summertime is a slower time, we keep moving here in Key West!

Cruising
by Kevin Delahanty; Excursion Liaison

We are going into September and things are still a little slow. We have 16 ships this month. As we go into October the number of calls increase to 20. Although there are fewer ships, the sales and ridership are increasing. With the slower times, we have the opportunity to do some additional training with the shore excursion teams, and show them what we have to offer. And with the slower times, we have a chance to play a little! We accepted an ALS ice bucket challenge for OTTKW from a local veterinary clinic, and graciously passed it on to our sister cities! The train and trolley took up a collection to donate money to ALS for the privilege to dump the ice buckets on Andy Kirby from the Conch Train. We took a group of CASTmembers out to visit the USCGC Ingham museum and had a great visit. We look forward to a successful season!
BACKGROUND
I was born in Kalamazoo, Michigan and graduated from Michigan State University and the Chicago Art Institute. I was President and Creative Director of my own design firm in Chicago for 20 years, traveling extensively throughout the world. After being in New York City on September 11, 2001, I moved to Key West to pursue a passion for painting, but found myself working for OTTKW. I enjoy giving the tour and showing our guests what living in Paradise is like!

Q | What is your idea of perfect happiness?
A | Painting landscapes on a sunny day in Key West.

Q | What is your favorite vacation spot?
A | Hawaii

Q | What do you consider your greatest achievement?
A | Running my design firm in Chicago for 20 years.

Q | If you were to die and come back as a person or thing, what do you think it would be?
A | A dog! They don’t work, don’t pay for anything, and get love and food free.

Q | What is your most treasured possession?
A | My antique 18th century case clock.

Q | Who are your favorite writers?
A | Steven King, James Hilton

Our trolley driver Tim was wonderful. My mother left her purse on the trolley and Tim found it and brought it back to us. He’s the best. They’re all great. Thanks so much!! We also took a picture of Tim with the purse we’d love to share with you. Tim made us laugh after a stressful couple hours saying “palm trees go with everything.” He saved the day and our vacation!!! Words can’t even express our gratitude that day! He’s a definite asset to your company!!
**KEY WEST VENDOR SPOTLIGHT**

**Westwinds Inn**
by Cheryl Actor, Director of Account Sales

Old Town Key West is known world-wide for its collection of eclectic, charming inns, each a unique tropical hideaway. These island jewels fit in seamlessly with all the wonderful circa mid-1800s to early 1900s gingerbread residences that line Old Town’s streets and lanes. The circa 1900 Westwinds Inn is one of these jewels.

Located at 914 Eaton Street, the Westwinds Inn is in the Historic Seaport District. The main house, a charming, classic two-story building, fronts the street, yet is set back by an expansive semi-circular driveway which offers a convenient place for arriving and departing guests. Like so many historic homes in Old Town, the façade of the residence facing the street is just the beginning. What lies beyond is always a delightful surprise to guests. Walk through the main house and out the back, and a secluded tropical setting of lush gardens, shaded by balmy palm trees, shrubs and a mini-waterfall beckon one to shrug off all stress and absorb the restful ambiance. Tucked in throughout the foliage are secluded cottages and two pools, where the complimentary continental breakfast is served each morning. The friendly staff is always there, standing by to help with anything the guests might need.

Under the guidance of Westwinds’ owner, BG Carter and Manager Susie Menez, both of whom have lived in Key West for many years, the combination of a pleasant environment and wonderful guest service brings back their guests year after year. Attention to every detail is graciously offered by the Front Desk/Concierge staff: Hubert, Irene and Danny. They are always eager to suggest an Old Town Trolley or Conch Tour Train tour to guests checking in so they can begin their visit with a great overview of the island.

**CHARTER SHOUTOUT!**

**Surprise in Paradise**

Slava Vlasov is the owner of a local wedding planning company named, Surprise in Paradise. I’ve known him for two years and since then Surprise in Paradise has grown by leaps and bounds. The proof: 74 total charters booked.

Surprise in Paradise arranges everything! From a simple Key West wedding on the beach to a tropical Key West wedding at sunset with all the bells and whistles, they make everything flow seamlessly so that the wedding party can simply enjoy the moment with the people they love.

If you want to be one of the lucky ones who get married in Key West, check them out for yourself at www.sayyesinkeywest.com

twitter.com/keywesttours
facebook.com/keywesttours
CONCH TOUR TRAIN

Getting Ready for Season
by Justin Bahl; Depot Sales Manager

As we come to the end of our summer months, as an operation we begin to prepare our troops for the coming of another busy season. This year we anticipate it to be busier than usual with the opening of new hotels across the island, as well as an overall increase of cruise ship traffic to Key West. This is a time when we begin to bring on many new sales reps, as well as see a few friendly faces return. On the sales side, we’ve already brought in John Skorich, Deb St. Amand, John “Cliff” Clifford, Caileigh Lutz, and Howard Harris. We’ve also been fortunate enough to have some of our veterans come back early and get a jump start on season as well; Joyce Dahlberg, Kay Kay Padgett, and Lorraine Maixner are the first of many who have already come back. Not to be forgotten, we also look forward to selling our new essential guides during season when we will actually have a chance to put up some big numbers, especially from our rock star Tomi Hutton, who alone sold over 600 guides during the offseason. It seems each year we begin our “busy time” sooner than the last, but hey, we’re not complaining.

Selling the Ideas of Selling Ideas
by Andy Kirby; Excursion Liaison

When you are face to face with a prospect in the “attention” stage, the prospect must make the first mental decision why they should listen to your story. The opening statements you make and the impression you create must result in a positive response, so you can convince the prospect quickly that our products or services can be of advantage. When this has been done, you are in a position to complete your sales presentation.

Once you have secured the prospect’s attention, focus immediately on a benefit. You need to show prospects how they will benefit from our products. Make your statements powerful, that the guest would have to be unreasonable not to listen to your presentation. Then start with a question, this will get you into the interest stage. Keep in mind that these stages, move you closer to making the sale.

Through your enthusiasm and pride in your offering your guests should be impressed with your confidence in your proposition for them. They should want to hear more. This concern is accomplished by giving them specific selling points. You will wet their appetite. Remember people do not purchase goods or services; they purchase the benefits and advantages that these services can provide. Learn to concentrate on the prospects point of view.

What makes people want to buy? What makes people not want to buy, even when they need something? No one likes the thought of being sold to. People like to think they buy something because it’s their choice. Before prospects buy from you, they have to trust you.

Thought to ponder: The baseball players with the most hits are also the same players with the most strike outs. Why? Because they swing at everything. Sales are the same way: you have to keep swinging that sales pitch, time after time, and do not take rejection personally.

Don’t give up on your SUCCESS, I BELIEVE in you all!
Hello! My name is Mark Drais, born 12:10 am on the 5th of July 1963. Just turned 51. Yes, ten minutes earlier I would have been a “Boom Baby!” I was born and raised in South Philadelphia, lived there till I was 30 years old, met my second wife Anna and moved to Langhorne, PA, Lower Bucks County, about 35 miles north of the city. I’ve got two grown children—a son Shaun, 30 years old, who just graduated from Rutgers Law, and a daughter Maggie, 27 years old. They both live up in the Great Northeast, one in Philly, the second in South Jersey.

In Philly I was a pro musician, booking agent and a live sound, lights and staging production engineer, and owned my own company, “City Soundz Entertainment. I play piano, the complete woodwind family of sax, clarinet and flute, as well as the accordion and steel drums. I was involved with a tradition in Philadelphia called the Mummers. It is a parade on New Year’s Day, but there are year round clubs working to raise money for the event. I was a member of the String Band Division for 43 years.

I came to Key West the first time on vacation in 1988. At that point I was hooked and said, “This is where I want to live!” After seeing the Conch Train, I always said if I were ever lucky enough to move here that the Conch Train was what I wanted to do. So I guess I’m a lucky man! Not only do I live in “Paradise,” I also hold my “Dream Job!”

Q | What is my idea of perfect happiness?
A | Sitting on the beach with a fishing pole under a palm tree waiting for the fish to bite.

Q | What is my greatest fear?
A | Not being able to finish my bucket list before I die. It’s REALLY long!

Q | What is my favorite vacation spot?
A | Well, that’s too easy—“Key West!” But if I travel somewhere like another tropical island, pick one!

Q | What is my most treasured possession?
A | My collection of shipwreck treasure coins. I own a list of coins from the wrecks, El Cazador, Atocha, Pinto, 1715 Plate Fleet and a few others.

Q | What is my favorite occupation?
A | Being an engineer on the World Famous Conch Tour Train!
New EOR Store Slated to Open October 2014

The new “End of the Road” store is on schedule to open in mid October 2014. This will be a bright and exciting store featuring several of our Key West custom icon products which have been designed and created by the buyers department along with a few of our best vendors. Fun, colorful and loaded with great Key West icons, the store will spotlight our famous end of the road, Mile Marker Zero sign which is located right across the street from the store. Coincidence? I don’t think so! Our interior design master, Monty Triz and his team have been diligently working to get the interior fixtures ready for installation as well as all of the special trim and themed décor that will make the store fun and unique. Stay tuned for more details and pictures of the soft opening in October. Check out the center spread to see the latest photos of the End of the Road Store.

Linda Cates Celebrates Milestone Anniversary

In August, one of our Key West CASTmembers, Linda Cates, celebrated a milestone anniversary – 30 years with Historic Tours of America. Linda shared a few stories with us at her luncheon which took place at Turtle Krawls restaurant located at the Key West Historic Seaport and Wharf. She mentioned that she had worked at nearly every store for HTA and some of them twice! Linda has been working at Mac’s Sea Garden for the past 15 years.

We asked Linda what were her plans now that she has reached such a milestone in her HTA career and she commented… “I’m not going anywhere!”

Safety First... Customer Service a Close Second!

Company-wide, we have been training and fine tuning our Customer Service programs with all CASTmembers. In Key West, Mr. Greg Curry has been holding quarterly CASTmember meetings in the center of Mallory Square. Mr. Curry’s interesting and always entertaining stories remind us all that it is so easy just to say “Hi”. Mr. Curry shared with the group his last adventure when he drove his RV packed with his wife, his daughter and her three children, his son and his two children; destination, New York City. On the return trip, they made a stop in Washington D.C. at our Washington Welcome Center. He stated that there were so many people coming and going it was completely crazy busy!! When he and his family entered the store, although the cashiers were very busy, they still acknowledged them entering the store with a cheerful greeting of “Hi”!! Mr. Curry was impressed and couldn’t wait to share this story with the Key West group. With the focus on Customer Service training, we know it is a tough market and

Tropical Shell and Gift Updates!

by Lynn Dalton; Buyer

Day one at the Atlanta Mart in July – Senior Buyer Rosemary Pumar, Buyer Lisa Chubbuck, Store Manager of Simply Savannah and Buyer Lynn Dalton. The team spent a full week in Atlanta for this show.
our guests have a choice of where they can shop, so we want to be the BEST at providing excellent customer service to all who enter our stores. It only takes a moment to say "Hi!"

Our Traveling Buyers

Over the past two months, the buyers have been on the road attending two great shows, one at the Atlanta Mart in July and one in early September in Orlando, the Surf Expo. Both shows have proven to be very successful with the finding of new and closeout merchandise for the upcoming season. We were able to obtain some excellent closeout items which will provide a great opportunity for most all of the stores in Key West. The Washington and Boston locations will also benefit from some great new custom products that are already in the works. New plaques for the St. Augustine Sign Shop and the Savannah locations will see some exciting new lines for their giftware and garden departments. But we’re not done yet!! The first week of November will find us in the mountains of Tennessee for the Gatlinburg Show. This show focus will be on new souvenir product for all locations.

The LWH Gets a Mini Face Lift

This summer has already proven to be very busy “construction” months for the Little White House in Key West. Bob Wolz, Executive Director of the Harry S. Truman Little White House, has worked countless hours with various State and Federal agencies to collect enough money to repair the broken sidewalks that circle the great house itself. Also, as many people may know in Key West, the most viscous creature known to man, the subterranean termite, has wreaked havoc on the nearly 125 year old house and museum. Two days of tenting will hopefully stop them in their tracks for at least another couple of years. Over the past few months, Bob has also applied for and received grants to repair and paint the entire house and museum which should be completed by the end of September. The Harry S Truman Little White House has hosted several historical events including the 12th Annual Truman Legacy Symposium which included former President Harry Truman’s oldest grandson, Clifton Daniel, which led his family in welcoming Japanese atomic bomb survivors Setsuko Thurlow and Yasuaki Yamashita to the 2014 Truman Legacy Symposium. Bob and the Truman Foundation were given a token of appreciation in recognition of their contributions towards making a nuclear-free world, a hand-made collection of 1,000 cranes.
A conductor’s job is not easy and it is certainly not a job for everyone. It takes a special person to provide this level of service day after day. A vacation, which is an extremely important period in people’s lives and can be ruined by a single person. On the other hand, one person can make someone’s vacation memorable, as our conductors did with these guests. Presented are the top 10 comment card submissions for August.
Regarding a recent tour:

On June 23, during a recent visit to Washington, D.C. with my daughter and three grandchildren, we had the opportunity to do one of your evening tours. I cannot tell you how impressed I was with our driver/guide, David. Having taught for over 30 years with a Master's+60, I have sat through too many hours of instructional sessions. So I feel very well qualified to tell you about our experience. David was well informed and very entertaining. Also to his credit, one of the people on the tour that evening was an elderly, grumpy gentleman. David was extremely polite and patient with this man. I just wanted you to know what an asset David is to your company and your reputation. Thank you for a very enjoyable evening.

Sincerely,

[Signature]

This eComment Card has been submitted from TrustedTours.com:

—

TOUR: Old Town Trolley Tour of Washington DC / Amount paid: $73.90 @ ETICKET #: 101-2533000-3 Date submitted: 8/10/2014 8:35:31 AM Sales Type: Trusteedtours store, Public sale

ORIGINAL TICKET USER: Deborah C.

CUSTOMER COMMENTS:

So many awesome, helpful people. Everyone from your company was wonderful. When I lost my keys on the trolley, they found them and kept them safe. The guys at the ticket booth yesterday were so sweet. I loved the tour guides and the way they helped all of the guests. One of the best days ever. Thanks to Mrs. T, Lora, Marilyn, Dee C., and Mr. History. Thanks also to dispatch, who helped find my keys. I will be taking this tour again.

COMMENT CARD RESPONSE:
Did you have a good time? YES
Was it worth the price? YES
Will you recommend us? YES

Safety grade: E (Excellent, Good, or Poor) Cleanliness grade: E (Excellent, Good, or Poor) Employee/Guide grade: E (Excellent, Good, or Poor) Employee name: Marilyn, Mr History, Dee C., Mrs T Where did you stay: D (Friend/Family, Hotel, Day trip) Length of stay: 3 days Method of travel: Car Where did you hear about us: Web Search Your age range: 41-50

In which city are you taking this tour?

Please fill in blank.

Boston O Key West F St. Augustine O
Savannah O San Diego O Washington, DC O

Name: [Redacted]

Address: [Redacted]

Did you have a good time? [Redacted]

Was it worth the price? [Redacted]

Will you recommend us? [Redacted]

What was your guide's name? [Redacted]

How would you rate your guide? [Redacted]

Did you hear about us: [Redacted]

How long is your trip to this city? [Redacted]

How did you arrive? [Redacted]

Where are you staying? [Redacted]

Day trip other:

COMMENTS:

I've been on your tour before, but it's always nice to see America from a different perspective. Enjoyable - was precisely what I was looking for.

Buy Historic Tours of America® tickets at www.trustedtours.com

Experience the best of America Trust us, we've been there™

This eComment Card has been submitted from TrustedTours.com:

—

TOUR: Monuments by Moonlight Night Tour / Amount paid: $73.90 @ ETICKET #: 101-228891-3 Date submitted: 6/22/2014 12:18:15 PM Sales Type: Trusteedtours store, Public sale

ORIGINAL TICKET USER: Antonia P.

CUSTOMER COMMENTS:

Our tour guide, Vincent, made the tour an amazing experience. He was incredibly knowledgeable, had a great sense of humor, and was extremely passionate about what he was doing. He made me and my wife fully enjoy the tour. We not only learned about the history, but we were also given numerous tips for every stop that we made. To conclude, the tour itself is itself, but with a tour guide such as Vincent, it literally becomes an unforgettable experience. He made sure that everyone was comfortable and accounted for, and that all questions were answered. Moreover, he made everyone feel welcome and brought us together as a group. His amazing storytelling skills made the Moonlight tour a magical experience. We took a journey back in time that beautifully complemented the present. This was all made possible by this stellar tour guide. Thank you Vincent! We will never forget this great tour. We have been on similar tours around other cities, but we did not see the same passion and dedication in another tour guide. Thanks Vincent!

COMMENT CARD RESPONSE:
Did you have a good time? YES
Was it worth the price? YES
Will you recommend us? YES

Safety grade: E (Excellent, Good, or Poor) Cleanliness grade: E (Excellent, Good, or Poor) Employee/Guide grade: E (Excellent, Good, or Poor) Employee name: Vincent Where did you stay: D (Friend/Family, Hotel, Day trip) Length of stay: 4 days Method of travel: Car Where did you hear about us: Brochure Your age range: 20-30
KEY WEST HOLDS WELLNESS FAIR

Our first Healthy Tips & Attitudes Wellness Fair for Key West was held on Friday, September 12, 2014.

Old Town Trolley, Conch Tour Train, Treasures of the Florida Keys, Tropical Shell and Gifts, and HTA Corporate teamed up to provide an opportunity for CASTmembers to participate in a variety of screenings and an opportunity to receive a Flu Shot.

Over 120 CASTmembers participated in at least one of the wellness screenings available or received a flu shot.

The Florida Keys Area Health Education Center (AHEC) provided breast exams and screened for osteoporosis. AHEC also provided an opportunity for CASTmembers to quit smoking on the spot by providing two weeks of free patches.

CASTmembers could also participate in a healthy heart screening which included glucose screening, cholesterol screening, blood pressure & pulse, weight, height, body mass index (BMI), 21st Century Oncology conducted skin cancer screenings, and Winn Dixie conducted a flu shot clinic.
Great 401(k) News:

We’re Going Green!

(effective September 1, 2014)

Just log onto your 401(k) account online at www.ingham.com to:

- Change your 401(k) Pretax contribution amounts
- View online quarterly statements (June 30 and Dec 31 statements will be delivered both in paper and email)
- Change your investment line up
- Rebalance your investments
- Apply for a loan (note $50 fee will be taken from your account balance)

In September, the Key West operations held a job fair at Florida Keys Community College. Sandy Campbell, Mary Martinez, and Barbara Hayo put the whole event together with contributions from each Key West business unit.

Wellness Fair Winners!

Grand Prize: Apple iPad
Chrisla Jean Pierre, TSG Sponge Market

2nd Prize: 3 month membership to BodyZone
Francesca Mueller, TSG Sponge Market

Basket w/ $25 Champs Gift Card:
Michele Ross, TSG
Basket w/ $25 Champs Gift Card:
Brittany Campeau, Conch Store
Basket w/ $25 Champs Gift Card:
Robert Lutz, Conch Tour Train
Basket w/ $25 Outback Gift Card:
Jean Valeus, TSG
$25 Outback Gift Card:
Kirk Zimmerman, Aquarium
Gym Bag w/ a Variety of Items:
Evonne Aviles, Caribbean Cargo

Basket w/ $25 Champs Gift Card:
Jennifer Howard, TSG-Caribbean Cargo
Basket w/ $25 Champs Gift Card:
John Skorich, Conch Tour Train
Basket w/ $25 Champs Gift Card:
Danielle Stracquadaine, Conch Tour Train
Basket w/ $25 Champs Gift Card:
Joyce Dahlberg, Conch Tour Train
Basket w/ $25 Champs Gift Card:
Levenson Desilme, TSG-Sponge Market

First row – left to right: Michele Ross, Kristina Agent, Francesca Mueller, Jennifer Howard, Evonne Aviles, Chrisla Jean Pierre Germain
Second row – left to right: Kirk Zimmerman, Elias Emmanuel, Brittany Campeau, Levenson Desilme