HTA SUPPORTS PATRIOT SERVICE DOGS

Isabella on Cover
www.patriotservicedogs.org

www.HistoricTours.com
IF IT WERE EASY, EVERYONE WOULD DO IT
- AND THEY SHOULD!

by Chris Belland, CEO

This past week was one of those weeks “from hell” that usually come out of the blue with no warning. In the past week, we had an unusual number of guest dissatisfactions. Our CASTmembers have been taught and trained in the real meaning of “Safety First … Courtesy A Close Second” as that training pertains to the last part of the slogan.

Anyway, the past couple of weeks have been one of those times you most likely want to forget but, on the other hand, we realize it is the humility of being willing to listen to guests’ complaints that has made us a different and great company. Very early on, we determined there is a great truth in the philosophy that if you are willing to listen to your guests and adjust to what they are asking for, you will inevitably succeed. As my wife always reminds me, don’t give people what you want them to have, give them what they want. Because our company has grown to carry close to three million guests a year on our tours and attractions and our CASTmembers have grown from the original 13 to more than 1,400, we have an opportunity to do a lot of things right and sometimes we fall short.

Ed and I no longer have the ability to be on the front line like we used to be. Our roles in the company have changed to, with our other Leadagers, recognize problem areas and lend the support necessary for our General Managers and Leadagement teams to fix the problem. Today, much of this has to do with staying in touch with Trip Advisor reports and, more importantly, our own comment card program.

It is a stunning fact that most businesses do not survive the first five years. The companies that we know, like Coca-Cola, IBM and the like, are stunningly few and far between. Our company was started in the mid-70s and at over forty years old, we are still growing. A great deal of this has to do with the fact that we recognized early on that by naively listening and doing what our guests and customers asked, we would succeed by fulfilling their requests.

All this sounds so easy but, as we know, it is not. People come to us from all walks of life with different viewpoints, different stresses and prejudices and the worst part is they usually leave their brains at home. I know this for a fact because when I go on vacation, I certainly do. That is when we, as Historic Tours of America CASTmembers, can do something extraordinary for ourselves as well as for our fellow human beings. We can make their vacations better by simply recognizing that they are us somewhere else. I have always thought of this in terms of being a “sidewalk ambassador”. I almost never pass people taking pictures of each other that I don’t offer to take a picture of all of them so they have a memory of the place and the kindness of another human being. When I see people struggling with a map, I always ask if they need directions (by the way, if you’re going to do this, always stand back a couple of feet so you are non-threatening). Sometimes they’ll say no, they don’t need help, but simply smile and pass on. If they do need help, do your best and wish them a nice stay. We cannot truly understand what this does for the communities in which we operate or what it does for us as a company, but it pales in comparison to what it will do for you each time. It costs so little and is worth so much.

FROM SMALL ACORNS, MIGHTY OAKS GROW

I just received the third quarter report on the Historic Tours of America 401(k) program and I about fell out of my chair.

If you have been with the company very long, you know that I have been a long-term advocate for everyone, no matter your age, to participate in this extraordinary program. Remember, the minute you take money out of your paycheck you pay no tax on it when it goes into your 401(k) savings program. This means you have an immediate earning on this money of a very substantial percent. Then, the money accumulates TAX FREE while you have your 401(k). There is no better investment in today’s world. This may truly be the only gift you are going to get from Uncle Sam. The Ingham Retirement Group reports that, at the beginning of the year, the HTA 401(k) was valued at $8,119,752. CASTmembers contributed $445,656 and Historic Tours of America participated with a 10% match for the contributions. The extraordinary news, however, is that the value of the HTA 401(k) portfolio increased by $549,444!!!! Thus, the total value of the CASTmember 401(k) program is $9,114,853. Good job by all those who see this as the opportunity that it is.

I am not sure about you, but I am presently receiving my Social Security after a lifetime of work. I could no more survive on this amount of money than I could drink Lake Okeechobee. It is just not enough and probably won’t be for any of you either. PLEASE, if you are not in the 401(k) program, get in now. If you are in it, increase your contribution to the maximum allowable amount. The future can be as bright or as grim as we prepare for it. I am extraordinarily proud of Historic Tours of America’s establishment of this program and the fact that our collective efforts allow us, not only to have the program, but also to have a match for the contributions.

FROM THE DESK OF THE CHIEF CONDUCTOR

Christopher Belland
Chief Executive Officer

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THE WONDER OF REVENUE AND THE REWARD FOR PROFIT

by Chris Belland, CEO and Bobby Bernreuter, Director of Key West Operations

The “happiest place on earth” at Disneyland and Disney World is made so because of magic.

Now a lot of people think of magic in as many different ways as there are different people. Yes, there is the magic of pulling a rabbit out of a hat, but there is also the magic of a sunrise or a new born baby. The magic we are talking about, though, is a totally different type of magic. It is the magic that makes people's experience memorable in ways they least expect, for isn't the enjoyment of your family and pleasure on your vacation certainly something on some level?

The magic at Disney World is not due to the sprinkling of Pixie Dust but, rather, clean restrooms, picture perfect attractions and smiling, helpful people. Don't kid yourself, what they do is extraordinarily difficult and has taken decades of instilling a culture that has survived the genius of Walter Elias Disney.

What is the “magic”? What is magic about everyone in clean, pressed costumes with nametags and pins displayed correctly? What is magic about work areas being tidy and in excellent repair? What is so magic about clean, sanitary restrooms? Would it be real magic if our Festival Marketplaces were bright with fresh paint, had no trash on the ground and everyone was smiling and caring for our guests? You betcha! How does Disney do it? Do you believe they have little elves that run out and pick up every piece of trash that hits the ground? Of course not. Is it because somebody sprinkles Pixie Dust over the park every day? Probably not, but something quite similar.

Do you think they have managers? Whoops, we mean what Disney calls them now which is leaders, walking the park with walkie-talkies and calling in every piece of trash they see so the maintenance team can jump right in and pick it up. Well, actually, they don't really do that most of the time. They actually pick it up themselves. Are the restrooms possessed with cleaning powers that no matter how busy they get, they always look spotless with no paper on the floor or water on the counters? Not really. Again, every CASTmember, including their Leaders, look around every time they use the restrooms and do a little wiping and picking up. In reality it takes many eyes and many hands to make the magic happen at Disney.

Now it comes down to you. Do you believe Historic Tours of America can make the same magic? Can you as a CASTmember commit yourself to becoming part of the magic? We call our management folks Leadagers because, in our view, they do two things. Yes, they are managers of the assets and things that are necessary to run our business, but more importantly, we view them as leaders. We have come up with our own word which is Leadager. We expect them to lead by example but also to enforce our dress standards, keep our work areas painted and secure and, themselves, stoop over and pick up the trash, but they cannot do it all and that is why you, as part of the great play we put on every day, have a major role. In making magic, we also do something for our fellow man which is we make great memories for people on vacation. How lucky are we?
**SUMMERTIME BLUES**

by Stephen Burress; General Manager

We certainly didn’t have them! We didn’t have time for the blues here in Nashville with the exception of the street musicians who had a blues tune or two along with some country. We became really familiar with “Oh When the Saints Come Marching In” that was played all summer long across the street from stop number 1 at 201 Broadway! I can’t quite put my finger on it, but the one note through the whole song that is played just a half-step off has become something of a comfort. We know that when our local crooner is out there playing his trumpet and occasionally singing, that all is right with the world.

Our summer was filled with all kinds of excitement. As many have dealt with in the past, we had to work with the city to find the perfect location for stop 1. There were meetings, and discussions with all the right people to get where we needed to be. We couldn’t stop in a loading zone because that is only for beer and merchandise, we couldn’t pull up out of the loading zone because that would block access to our parking lot. The CASTmembers and our leaderager team took it all in stride and worked with anything that I threw at them as things changed from day to day. I wouldn’t have had it any other way! We learned! We have experiences under our belt that will help the next time we grow into another city in the future. We love our city and are so proud to have quickly become a part of the Nashville landscape.

**SOUTHERN HOSPITALITY**

by David Galvan; Operations Manager

A dictionary defines southern hospitality as, “The reputation for people in the U.S. South to be particularly warm and welcoming to visitors.” I can tell you it is a real thing here in Nashville. I arrived here in Nashville in Mid-December of 2015 and The CASTmembers and our leaderager team took it all in stride and worked with anything that I threw at them as things changed from day to day. I wouldn’t have had it any other way! We learned! We have experiences under our belt that will help the next time we grow into another city in the future. We love our city and are so proud to have quickly become a part of the Nashville landscape.

We started with nothing and to paraphrase an old advertising slogan “We've come a long way, baby!” Now the challenge is fine tuning and figuring out day to day and week to week operations. We moved into our second new building and the trolley barn area is cavernous. We have laid out work bays and safe walkways. We have installed a drench shower and eye wash station to be OSHA compliant. We've added a flammables cabinet and a lockout/tagout kit. In total in the barn we have 22 fire extinguishers. All of that being said, my to do list of safety items continues to grow.

After the initial onslaught of hiring and training, the trainer side of my job slowed down a little, but we have continued to add CASTmembers and there is always a need to hone existing skills or retrain. We have added a diesel fueling station on our lot so that we can fuel on site and our Fleet Manager, Nate Kingsbury, trained all of our conductors on how to fuel the trolleys so they are not reliant on the maintenance staff doing it. We are currently working on adding mirror check stations to both of the entrances/exits from the parking lot, so that every conductor on every trolley can properly adjust their mirrors before leaving the lot. I feel like we've made great strides in a relatively short time frame and I am excited at our prospects for the future.

As we move into Fall, and being one of the leaderagers in a new operation has given me a different perspective on how to do things. In 2011 and 2012 when I was a conductor at OTT Savannah, I think I had a different outlook. I find lately that when questions are addressed to me my answers tend to begin with, “Safety wise, I
think…” If I’m doing my job as safety officer as I should, my take on how things should be done or how I would do things is different than it might have been previously.

That being said, we here at OTT Nashville are streamlining what we do and how we do it. We’ve had a few conductors leave us, but we’ve added a few more to the CAST and there’s been a nice difference in how our “newbies” have trained. When we began, we were hiring and training as fast as we could because they were the ground floor. We didn’t have a tour to let them ride; we didn’t have veteran conductors for them to listen to; in fact, we were fuzzy on some points of our tour route. Now, our training regimen is smoother; our tour route has stabilized after some safety modifications, and our newer conductors are already getting rave reviews.

On a non-safety note, OTT Nashville gave a glimpse of historical Nashville to the second-grade students at Metro Nashville Public School's Tusculum Elementary School. Part of the second-grade curriculum deals with Tennessee landmarks, and as the capital city of Tennessee, Nashville boasts of a few of these.

### 1ST ANNUAL HEALTH & WELLNESS “FUN” FAIR
by Beverly Flanders; HR/Office Manager

On September 21, 2016 we held Nashville’s first Health and Wellness “FUN” Fair. OTT Nashville decided to do it Music City style with music, laughter and our take on steps to live our lives as healthy and happy as possible. Quest Diagnostic’s was on site and gave 27 CASTmembers wellness physicals. Stewart Chiropractic conducted neck screenings (to find out about that pain in your neck, lol) for everyone who attended. They discussed the results and answered concerns and issues resulting in 18 CASTmembers setting appointments. Lewis Weaser (Administrative Assistant and Sales Representative) played a huge part in our event coordinating the physicals and screenings.

Buffy Butler, (Administrative Assistant) worked tirelessly putting her creative talent into the entire event. Buffy put together a 52-minute video and was instrumental in displays featuring: Stewart Chiropractic, East Nashville Acupuncture, Plant Fitness, Tennessee State Parks, Nashville Humane Association, Agape Animal Rescue, Nationwide Pet Insurance and much more. The health benefits of having family pets was highlighted at our event. We had several CASTmembers furry babies stop by to play and meet everyone. Several kittens were on site for adoption. Laughter is the best medicine was also a big part of our day. The science behind laughter was presented and everyone that came did their share of laughing.

CASTmembers received a gift bag full of goodies and prizes ranging from Zanies Comedy Club Tickets, $50 Visa Gift Card from Unum Insurance, Three acupuncture visits, and fall scented candles. Chef Amy Elizabeth provided everyone with wonderful healthy appetizers. Our sweet tooth was satisfied deliciously with pumpkin spice lower calorie cupcakes from KiKi Dryden (CASTmember Cory Dryden’s Wife). A special thank you to Tim Haynes, another talented CASTmember who played his guitar and sang for us. We learned a lot, laughed and enjoyed spending relaxed time with one another. The measure of success in the day for me came when several CASTmembers said how much they enjoyed it and thanked us for putting it together.

At last the holidays are here and the New Year is fast approaching. Can it be that only a year ago I met Steve Burress, General Manager of OTT Nashville? The memory of Steve, Ally Marshall (Safety Director), Leslie Allen (Head Conductor) and myself, Beverly Flanders (HR/Office Manager) celebrating Christmas last year will be one I never forget. The four of us, being the only CASTmembers at the time had our party at the Bar-B-Cutie during lunch last December. Yes, we had Nashville Cuisine in all its glory.

Many things have changed since the beginning of our operation. We moved to a much larger building. We continue to add new CASTmembers every month. Nashville knows our orange and green Trolleys well now. For all the changes one thing remains constant, something I truly hope will always be there. The constant is how we care about one another. Seasons come and go, things change however the spirit of the season should and can remain all year long.

Happy Holidays from Old Town Trolley Tours of Nashville!

### GROUPS AND CHARTERS
by Nikki Weekly; Group Charter Representative

**AUGUST - SEPTEMBER**

Hello from the Charter Department in Nashville. Not that I’m counting, but it has been an amazing 113 days (at the time of this article). I must say that everything I had imagined for my new position as Group Charter Repreptenatein does not come close to the realities of my work days. Every day here is different than the next and I often step outside of my comfort zone to delve into the unfamiliar. I spend much of my time networking with complete strangers, touring different historic sites and coming up with new, creative ways to attract large groups to partake in Old Town Trolley’s charter services.

One of my projects is the refurbishment of one of our Enterprise trolleys. What was once known as 156 is now often referred to as the “Wedding Trolley”. With the tireless help of our skillful maintenance staff, the floors have been replaced with wood tiling, the...
Nashville Continued...

brass has been polished and each seat was sanded to restore to its natural, brilliant finish. So far, it has made an appearance at two Nashville weddings and I look forward to booking many more. My wish as Charter Rep is for a beautiful wedding trolley akin to San Diego or Savannah’s, as Nashville is a very popular destination for bachelorette parties and weddings alike (shameless hint). In September, I presented at Here Comes the Bride Bridal Show, in which 20,000 brides were in attendance and Old Town Trolley made its debut. I’ve turned into a crafter of sorts, creating paper flowers, picture collages and have even made a floral arrangement for the bumper of the trolley. I did tell you that I spend time delving into the unfamiliar didn’t I?

October is proving to be a busy month for the Charter Dept. I have closed my biggest charter contract yet. Over the span of four days, we will provide shuttles to and from the airport (including private planes), transportation to different venues and a private tour for 109 people. I’m aware that this may be normal for other cities but in Nashville we are fortunate enough to witness these types of events for the first time. I often imagine three of our bright, beautiful Stadium trolleys pull up to the Omni Hotel to give our guests not just a ride, but an experience and we will be partly responsible for the enjoyment of their trip and as they take a moment to reminisce, they’ll recall that Old Town Trolley showed up in force and provided them with a service that is unbeatable by any other company that happened to make it to Nashville before us.

The Groups and Charter Department has experienced many first over the past couple of months. We made an appearance at State Representative Bo Mitchell’s voting event, providing a loop trolley from his barbeque to the voting polls. We provided the entire 2nd grade class of Tusculum Elementary School with a private tour of Nashville. We transported over 100 fighters to their franchise facilities throughout the city and had our biggest client yet, spanning over a five-day period, comprising of transportation to private planes and the finest restaurants in Nashville, a show at the Grand Ole Opry to the best narrated tour this side of the Chattahoochee River. These clients, these services, these tours are only the beginning of the Charter Department for the direction in which it is destined to move.

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Forgive me as I speak in the first person throughout this article but for now, I’m a one woman show! I’ve had six months to get acclimated to this new town. I’ve toured all over the city, gone places I never would’ve imagined. I drove 83 miles to Lynchburg Tennessee to see what all the hoopla was about. I had to learn why this Jack Daniels was so popular and what exactly a “dry county” meant. I’ve stood in the middle of a confederate cemetery in Franklin, TN and witnessed the blood stains that still exist in some of the most beautiful, historic homes in the area. I’ve learned facts about the Civil War I never knew and relearned what I had forgotten. I’ve had private tours of the State Capitol Building, Cheekwood Botanical Garden, Belle Mead Plantation and the Parthenon. Although I enjoyed every aspect of every tour I took, it was all a means to educate myself, to prepare myself, to prepare the Charter Department for the direction in which it is destined to move.

Now that the research has been done, the marketing materials created, the packages formed, it’s time to provide tours to the masses; the children, the visitors, the corporations and anyone who is swift enough to call upon Old Town Trolley Tours of Nashville for their Transportainment!

TICKETS FOR EDUCATION
by Melissa Elliott; Vendor Sales Representative

The cost of college tuition is constantly rising and with 24 institutions of higher learning in Nashville, Old Town Trolley Tours of Nashville is helping to cut the costs of a higher education. From the moment Old Town Trolley Tours arrived in Nashville, Belmont Mansion has been one of our biggest supporters. Kate Wilson, Director of Operations and Mark Brown, Executive Director had a wonderful idea to sell tickets during special events on campus, such as the upcoming Parent and Family Weekend. They put Steve Burress and myself in contact with Debbie Sprang, Director of Parent and Family Programs and the idea of selling tickets snowballed into creating a scholarship for Belmont’s student body. Now Belmont University has its own account with Trusted Tours and Attractions, creating a scholarship for Belmont’s student body. Now Belmont University has their own account with Trusted Tours and Attractions, which is run through their box office by Aaron James, Director of Business Operations. Rather than pocketing the commission, like most Vendors, the money earned through sales of Old Town Trolley tickets is being used to create scholarships for students at Belmont University.

It is my goal to take the statistics from several Belmont University events, such as Parent and Family Weekend, Alumni Weekend, and Commencement ceremonies to the other institutions of higher learning within Music City. Participating in these events allows Old Town Trolley to become deeper rooted in the city of Nashville but also allows the parents, siblings, students and alumni of these institutions to experience our Old Town Trolley Tours of Nashville.

SPOOKTACULAR TROLLEYS

Just imagine….. A trolley strolling along Broadway in the evening, carrying guests under cob-webbed chandeliers, and a zombie for...
the driver. I know what everyone must be thinking, “When did Nashville get Ghosts & Gravestones vehicles?” Well... the answer is that we didn't. For one of my fall vendor gifts, we decided to take my Vendors on a “Haunted Tour” of Nashville, since they all expressed that Halloween was their favorite holiday.

Creating the perfect atmosphere for this event took a lot of work and a lot of help. One of our drivers, Kalani Baker drove our shuttle vehicle to all the hotels and to the Belmont Mansion to pick up our guests. During this time, myself, Steve Burress, and Ally Marshall decorated our conference room with a photo booth, a pumpkin decorating station, and a food station. Once guests arrived, they mingled for a bit and it was great for hoteliers to finally meet each other. Our stadium trolley was completely decked out with chandeliers, cobwebs, and bloody hand-prints to create a “spooky” feel. Creating the route took lots of planning and research and I now know what goes in to creating a quality tour. All of my vendors had a wonderful time and I think it's safe to say, whenever we do get Ghost & Gravestones vehicles in Nashville, they will be a huge hit.

**TROLLEY-BOTS**  
*by Leslie Allen; Head Conductor*  
**AUGUST-SEPTEMBER**

I don’t really know if we have an official spelling, but I’m going with that one. We are in the process of training our Conductors on our new Trolley-Bots which are a newfangled sound bite system that includes not only audio but – video! Pretty soon our Conductors are going to be able to complement their tours with sound and vision (BTW, David Bowie played Nashville’s Municipal Auditorium in 1978 – just sayin’).

Anyhoo, as our conductors tour the city they will be able to play clips of Nashville’s past. Soon, guests will watch as vintage photos from the Civil War era, the railroad’s heyday, the Grand Old Opry, etc., are shown on screens mounted to the trolleys as the Conductors weave their tales of Nashville’s vibrant past. It’s an exciting new addition to an already great tour given by some incredibly talented conductors. We can’t wait to see the results and hear the responses from our guests! We’ll keep you posted.

**RIDERSHIP RECORD**

As I write this we are in our seventh month of operation and have just experienced our biggest ridership day to date with 756 riders!!! The day was challenging due to a half-marathon (Boston Marathon qualifier) being run on many parts of our tour route which caused copious road and stop closures.

The day went incredibly smoothly due to the professionalism and flexibility of our seriously awesome conductors, and our highly competent office staff (well, Lewis) that fielded lots of questions regarding all of our route changes.

The thing that struck me most about this day was the exceptional graciousness of our guests who went with the flow with joking and laughter and high spirits. Now, anyone who knows me knows I am not a sports fan, but the majority of our guests on our busiest day certainly were. They were Green Bay Packer fans in town for the game against the Tennessee Titans, and they were AWESOME! If Trip Advisor had a Green Bay Packer fan option, I’d write them the best 5-star review – ever! While my job was to make sure they were happy, the guests I saw frequently throughout the day would actually ask me if I was doing okay. They took everything in stride, praised the Conductors and generally raised the spirit of what felt like the whole town! Just a really, really cool thing to experience.

A new sports-related term I learned during our busy time was that some sports fans "travel well". The Green Bay Packers fans truly proved that! Thank you, Green Bay!

**MAINTENANCE**  
*by Nate Kingsbury; Fleet Manager*  
**AUGUST-SEPTEMBER**

Here in OTT Nash’s maintenance department we have finished up our first restoration of one of our five old Enterprise trolleys. We went through it top to bottom replaced everything old and worn, tore out the vinyl flooring, pulled all the brass, replaced windows and wheels. After we finished our tear out and rebuild we had LVT wood flooring installed and threw in some nice polished diamond plate in the step well and around the driver’s area. The last few Enterprise trolleys are completing their audio system repair and being outfitted for the Trolleybot installs. With the exception of this project, things are quiet in OTT Nashville’s maintenance department. With winter coming we have plans to begin the work of resurrecting the wheelchair lifts and some rebuilding of heaters. We will begin to move into getting all of our trolleys outfitted for Christmas in time for our lighted trolley tours of Music City. All in all, it is without a doubt the best looking trolley out there.
BUFFY BUTLER
Administrative Assistant, Old Town Trolley Tours

BACKGROUND
Hi! I’m Buffy Butler. Yes, it’s my real name…no I don’t have a brother named Jody, I’m not a singer, and I’m not a vampire slayer. If you are totally clueless about my last sentence here’s some explaining. From 1966-1971 the show Family Affair aired with Buffy as the main character, she had a brother named Jody and a doll. I did have a Mrs. Beasley doll. If anyone followed, or does follow folk music Buffy Sainte-Marie is a Native American folk activist singer from the 60’s-70’s. She has recently made a come-back; I am named after her. If you don’t know Buffy the Vampire Slayer…where have you been?! Yes I saw the movie, yes I saw the tv show. Yes, I actually did love them both.

I’m a Nashville native! My family has been in Tennessee for generations. In my spare time I am a beginning photographer. I also have two online webstores; Urban Tails East for dogs and cats, and The Rivers Edge Trading Post for human outdoor gear and my photography (still working on this one). I created both websites on my own via WordPress with no previous training and I’m very proud of my work. I’m active on social media personally and for my stores and my photography. I love that social media is an ever-changing learning instrument for a myriad of opportunities.

I also have a Goldendoodle, a Schnauzador (Giant-Schnauzer Lab mix), and my best friend of 20 years that I inherited from my grandparents, a Corgi/Jack Russell/Beagle. Previously I have worked as a Paralegal, Executive Admin, Customer Relations Director, Customer Relations/Marketing Manager, and a brief stint in acting many years ago.

What is the trait you most deplore in others?
Greed

What is your favorite vacation spot?
Nature

If there was one place you would like to live besides your current city, where would it be?
West Coast/Oregon

What is your favorite occupation?
Photographer/Artist

What do you most value in your friends?
Honesty, compassion, empathy

Happy Anniversary
OLD TOWN TROLLEY TOURS
Leslie Allen, 5 years

VENDOR SPOTLIGHT
Sweet Magnolia Tours

Visit Sweet Magnolia Gifts, Tickets, and Tours at 330 Commerce Street (street level in the CMT building). We offer discounted tickets for all area attractions, Grand Ole Opry, Segway Tours, and a host of other sightseeing tours and activities. Also, shop our store for unique Nashville gift items!

Sweet Magnolia Tours, Tickets and Gifts located in the heart of downtown Nashville (right next door to CMT), has been serving Nashville for over 25 years now providing packages for groups and individuals visiting Nashville. With its location in downtown Nashville, Sweet Magnolia has become a most popular stop for visitors just getting in to town looking for direction to seeing all our beautiful city has to offer. Sweet Magnolia offers tickets to most of the major tour attractions as well as being a top seller of Old Town Trolley Tours. Sweet Magnolia also has the most unique Nashville gift items in the storefront that visitors are always able to find that perfect memento to take back home. Visitors find stopping in Sweet Magnolia Tours when they first get to town is a great first step in making the best memories from their visit to Nashville.

Shannon Gray
Lead Concierge, Loews Vanderbilt Hotel

My name is Shannon Gray, Lead Concierge at the Loews Vanderbilt Hotel. I’ve been a concierge in Nashville, TN for nearly 10 years and I love welcoming people from all over the world to Music City.

If there was one place you could live besides your current city, where would it be?
Portland, OR

If you could be on one reality show, what would it be?
Any type of game show.

Which talent would you most like to have?
I’d love to be able to draw/paint

What is your greatest fear?
Losing those I love.

What is your idea of perfect happiness?
Although it sounds hokey, I wish everyone could be more patient, understanding, and kind to everyone around them.
Another photo shoot got put in the books this summer with the HTA Marketing Department (Monica Munoz and Cayley Bernreuter) and Blackdog Advertising (John Penney and the Penney ettes). The photos once again turned out fabulous!
CRUISE SHIPS RETURN

The Port of San Diego will kick off the 2016-2017 cruise season with the arrival of the year’s first ship, the Disney’s Wonder. The 2,400-passenger vessel will board guests for a 14 day cruise through the Panama Canal.

Old Town Trolley sees a nice bump in business just as our summer season slows down. Our day’s ridership will go up 30-50%, so we are excited to have the ships back to San Diego.

The Port of San Diego’s cruise season runs from September through May. Currently 90 vessels are scheduled to arrive, that is up 30% over 2015-2016 year. Cruise lines scheduled to visit San Diego in the 2015-2016 season include Disney, Princess Cruises, Holland America, Celebrity Cruises, Royal Caribbean, Regent Seven Seas, Oceania, Crystal Cruises and Norwegian.

FESTIVAL OF SAIL

The Festival of Sail is the largest Tall Ship festival on the West Coast and is hosted at the Maritime Museum of San Diego. This year it transformed the North Embarcadero over Labor Day weekend Sept. 3-5 2016, into a nautical theme park.

Every year the Maritime Museum launches the Festival of Sail with a parade, sailing from the mouth of the San Diego Bay, past Shelter Island, Harbor Island, Downtown and back to the Maritime Museum. This year was no different, as the crowd watched a splendid and a magnificent parade of sailing history. The Embarcadero area was buzzing with tourists from all over, as well as San Diego residents, excited to participate in the Festival’s many events. Visitors viewed the Maritime Museum and exhibits plus explored the visiting ships that came to San Diego, participated in Kids’ Zone activities, enjoyed beer gardens, food booths and the Sand Castle competition.

This is the premier waterfront event in San Diego year after year… a whole world of maritime history and fun!

SAFETY FIRST

by John Lindsey, Safety Officer

Our Safety contest ended with a great showing and even better ideas. While I chase down solutions to the rest of them I would like to thank our Week 2 Winner, Nancy Nuhaily pictured, for reminding us that the proper footwear is considered PPE just as much as gloves or glasses. Although in San Diego we wish we could drive trolleys and walk around the barn in flip-flops, it just wouldn’t be safe.

Congratulations are also in order for our Safe Drivers for the first six months of 2016. Out of 41 eligible drivers, 39 earned the six month safe driver award this round. That’s an astounding 95%!


Since the springtime, San Diego has been conducting quarterly in-house Safety Contests. The entire CAST is divided equally into teams of approximately 10 each. Once the teams have been set the rules are pretty simple to win; No At-Fault accidents/incidents or Worker’s Comp issues anywhere on the team. If any do occur, then that team goes by the wayside for the quarter until the following quarter when
new teams are established. Our first contest ran from April 1 through June 30 with a total of 66 winners out of a CAST of 102. Our second contest ran from July 1 through September 30 with five of the seven teams with no accidents with a total of 71 CAST each winning $10 gift certificates. Out west we find that our CAST is easily motivated by food. So each winner took home a $10-dollar gift card to one of the local eateries we have around town. It really ends up being “lunch on us” for working as a team – SAFETY FIRST.

We find that the team aspect really gets everyone looking after each other. Every day, our CAST and Leadagers are out in the yard helping drivers stay clear of objects and avoiding accidents. Our office staff keeps an eye out for oil drips or spills, and gets them taken care of with caution cones and cleaning up the areas. Everyone has each other’s back making SAFETY FIRST a part of our work culture.

We are still working towards our goal of all CAST winning a safety contest, but things are looking better and better every quarter.

**RARE WILDLIFE SIGHTING**

by Danny Brinks, SEAL Captain

The San Diego Bay is an exciting place to see the ocean’s beautiful wildlife up close.

While the Sea Lions are usually the highlight for our customers on the SEAL Tours, a Seabird has challenged the Sea Lions for best in show. A rare Albino Cormorant recently showed up and seems to be doing quite well for such a rare species. Many have speculated an Albino Cormorant is born every 1 in 250,000 -1,000,000 birds. Very few have been studied because of their low survival rate. The biggest challenge to the Albino Cormorant is loss of eyesight and acceptance in the social order. Our San Diego bird seems to be an exception to the rule. It is doing quite well and appears to be socializing well with his fellow birds.

We hope to have him around for a long time to come. And appreciate the opportunity to educate our customers on this once in a lifetime beautiful bird.

**SAN DIEGO UNVEILS THE TROLLEY “AH QUIN”**

by John Barton

Ah Quin was known in his time as the unofficial mayor of San Diego’s Chinatown. He was a successful merchant and a major figure in the development of the Chinese-American community here from the late 1800s to the early 1900s. On Saturday September 10th, 2016, Old Town Trolley honored his legacy and San Diego’s Chinese cultural heritage by unveiling a Trolley named for Ah Quin at a ceremony co-sponsored with The San Diego Chinese Historical Museum.

Joyous drumbeats and a colorful performance by The Lucky Lion Dancers preceded the maiden voyage of Trolley #85, which began at the old Ah Quin Produce House at 431 Third Street. Head conductor Harold Henson Dozier filled the “AH QUIN” trolley times with happy revelers and circled throughout the lower Gaslamp Quarter area, telling tales and pointing out buildings that were a part Ah Quin’s inspiring immigrant story.

Presentations and a reception followed at the Chuang Archive at 541B Second Street. The celebration featured talks by Cyndie Soo, a 4th Generation Descendant of Ah Quin, and by Murray Lee, Curator of Chinese-American History at SDCHM. Ah Quin and his wife, Sue Leong, had twelve children (including the first Chinese boy ever born in San Diego) and many of their progeny were in attendance, several from as far away as Australia.

**SAN DIEGO BY NIGHT**

Old Town Trolley of San Diego has launched yet another successful tour! On October 14th and 15th, a sold-out weekend ushered in the maiden voyage of the San Diego City Lights Night Tour, a unique way to experience San Diego after dark. The tour visits several of the areas you would see on our daily City Tour, but it leans a bit lighter on history and heavier on ambiance. Conductor Bob “Boxcar” Miller brought his best late-night FM DJ chops to the proceedings, guiding the smartly dressed guests through the romance of Balboa Park’s stunningly lit buildings, past the Embarcadero’s bayfront views and into the center of the Gaslamp Quarter’s nocturnal urban playground. All along the way, musical selections apropos of each location contributed to the changing moods, from Van Morrison begging for “just one more Moondance” to Neil Diamond thanking the Lord for the nighttime.

San Diego Continued on the Next Page...
San Diego Continued...

The tour is a one hour and 45 minute journey which includes one twenty minute stop at Coronado's Picturesque Ferry Landing, allowing for you to stroll about, grab an ice cream cone, and gaze at the moonlight on the bay. Following the tour, you are invited to the Top of the Hyatt with a “half-off all wines” coupon to enjoy breathtaking floor-to-ceiling panoramic views from the top of the tallest waterfront hotel on the west coast.

DIA DE LOS MUERTOS
by Sebastian Biagioni, Old Town Market Operations

Dia de los Muertos fell upon us on Tuesday & Wednesday this year. It was a great event with many activities and celebrations. This year’s festivities attracted over 5,000 visitors for the 2 day celebration. Over forty local businesses, museums, and shops created traditional Día de los Muertos altars that could be viewed and enjoyed by all. Many of the altars honored the historic figures from Old Town’s past, and Old Town Market remembered our family and friends that have graced our lives with joy.

Some of the activities that were made available at the Market were sugar skull face painting, paper flower making and various other family friendly activities. We had live music playing throughout the day with various performers coming through. Dance groups made their way towards Casa Aguirre entertaining our patrons and all who were enjoying Dia de los Muertos.

THRILLER FLASH MOB

The Old Town Market welcomed the annual Thriller Flash Mob for its 5th year! We were glad to host over 60 members of the San Diego Dance Community to The Market to perform in a surprising fashion Michael Jackson’s Thriller. The choreography was well done and the makeup and attire caused many to do a double take to make sure they saw what they saw. Fun times during the Fall!

GHOSTS & GRAVESTONES
by Chris Chiotreis, Ghosts & Gravestones

With these ominous words from Edgar Allan Poe your Ghosts & Gravestones tour begins,

“Thy soul shall find itself alone mid dark thoughts of the gray tombstone. Not one in all the crowd to pry into thine hour of secrecy. Be silent in that solitude, which is not loneliness. For then the spirits of the dead who stood in life before thee are again in death around thee. And their will shall overshadow thee...be still...”

The tour has been growing steadily since our ghost hosts materialized three years ago. The first year the tour only appeared in October. The following spring we opened in March thru October 2014 with very good success. We then decided to run the tour year round! We just finished the month of October up 55% over last October, and, we had our first night of carrying over 100 guests for a creepy night. In this past year we have added a second doom buggy to carry our paying gobbling to our 3 haunted locations. Channel 10 news just voted us one of the top 3 haunted attractions in San Diego! Things are looking nice and gloomy!

Grimmley (Chris Curly Chiotras), Wyatt Earp (Don Kaye), The Professor (Larry Usall), Sinderella (Melissa Sewell), Morti the Mortician (Cody Hug), and soon to be, John Cave Couts. (Charles Hogquist)

WELCOME NATASHA KADER

I was born in a beautiful and vibrant city, Rio de Janeiro, which brands me a “Carioca”. At the age of two, my parents moved to the USA, taking up residence in Miami, Florida. My childhood years in south Florida are among the most memorable of my earliest years in the USA. My grandfather, a coral reef ecologist at the University of Miami, mentored me and taught me to love and understand the natural world – Biscayne Bay, the Everglades, and the native Miccosukee culture. These lessons encouraged me to seek and explore new wonders and experiences of people and places on our blue and green planet. I share a deep genetic connection with Old Town San Diego through my great, great, great grandfather Frederick Boggeln, who homesteaded in Mission
Valley in the late 1800s. I am looking forward with great excitement to retrace and explore my family's history in the San Diego area.

I enjoy communicating with and helping others and I have been fortunate to find employment that has given me the opportunity to pursue these activities. Joining the Old Town Trolley San Diego team is like a home-coming and I look forward with great enthusiasm to the challenges and opportunities this will bring.

*Natasha is from our National Call Center and previously at Old Town Trolley Tours of St. Augustine.

ANGELS AMONG US

by Carmen Thulin, AR/AP

David Thornton and Carmen Thulin attended the “Angels Among Us” event on October 14, 2016, put on by the YMCA Youth & Family Services. This event helps to start the Youth and Family Services fundraising efforts. We are one of their sponsors and it was a fun night. The event took place at Stone Brewery in Liberty Station.

This event was able to collect over $40,000 for the night. The money collected goes to services to help youth & families become self-sufficient, productive and connected to the community. We were able to hear from some of the young people that the YMCA Youth & Family Services programs have helped. I'm on the Board of Management for the YMCA Youth & Family Services and we just inducted a young lady that went through the various programs that the YMCA YFS has provided. It is wonderful that she is now helping others as she was helped.

SAN DIEGO GOES PINK!

by Erica Dill; Office – HR and Carmen Thulin AR/AP

Most people associate October with spider webs, haunted houses and of course, the Ghost & Gravestones tour. However, at OTT SD all we see is Pink!!! October is breast cancer awareness month and we rally all month long. Last year, we raised $5,000 and corporate graciously matched it. This year we set out to raise $6,000. We started early with bake sales and raffles, enlisting help from CAST, friends, family, guests and Vendors. The annual Making Strides walk put on by the American Cancer Society was held on October 16th in Balboa Park. CASTmembers showed up bright and early in our pink trolley to walk the four miles and prove that no one should fight alone. Our monthly meeting was celebrated with pink spirit and all CAST wearing pink received a drawing ticket in hopes of winning Chargers tickets. We even ordered custom printed OTT pink labeled water bottles to offer guests in exchange for a donation. Our popular Leadager basket silent auction alone brought in $2,596 this year. After weeks of dedication, we did a final count...This year’s total was $8,135! Showing San Diego really does have heart. Can’t wait to see if HTA will match it! We will celebrate our efforts and success for the year and then start planning for next year. (SEE PHOTOS ON PAGE 16)
ERICA VISITS KEY WEST!

Erica Dill joined the OTT SD team as the new HR and Office Manager in the Summer of 2016. It was the perfect time to head East (and a little South) to visit the Corporate office in Key West. It was like home away from home since I was greeted in true HTA fashion with open arms and smiles. I had the pleasure of spending time with the Corporate HR team and meeting the other departments. Luckily, the island did not let me down and I even got to spend a day snorkeling and seeing the Key West Operations. I even got an up close meeting with your seasonal moon jelly fish, it was a shocking experience! This trip just made me even more grateful to be a part of this family.

Joanna Huestis, Dell Lunsford, Erica Dill, Debra Clarin, Christina Estrada, David Hecht, and Sandra Campbell

MARKET SPOTLIGHT

Love My Pet
by Sebastian Biagioni, Old Town Market Leasing Manager

Love My Pet-A pet gift boutique for Pet lovers and their beloved pets: Apparel (animal related) socks, handbags, scarves, magnets, pens, key chains, mugs. Miss your pet! We are here for you! And want to know all about your beloved pet!

Old Town Kitchen: Mexican Vanilla, flour sack towels, aprons, cook books, handmade kitchenware from Mexico made out of Wood: bowls, platters, dishware. Also hot sauces, chocolates, coffee, cocoas, kitchen oriented items and Food gifts.

Karen and Andres began their businesses there at Old Town Market in 2002. While growing as a business entity they discovered their love of animals and began to volunteer and donate their time and money towards rescue, feeding, and spaying, neutering and foster care. They support multiple foundations and organizations not only in the USA but also in our neighboring sister country Mexico. Their business development in Old Town has given them an opportunity to meet many tourists from all about the world who visit Old Town and they enjoy greeting and selling their beautiful wares to customers as well as sharing their love of animals through their products and conversations.

ERICA VISITS KEY WEST!
TIMBER
Proud Owner: Jeanette Perez

Have you ever wanted the perfect puppy? Meet Timber. Rescued at just 10 weeks old from a nonprofit organization that finds foster families for the overflow of pets at local shelters, Timber was presented as a beagle/terrier mix. But the older she got, the less “beagle-esque” she looked & acted so a quick internet search revealed that doggy DNA tests were available so that’s what she got. It turned out that Timber is an English Foxhound/Great Dane and Mini Poodle/Basset Hound mix. Wow! But none of that really matters now because she’s the best puppy any first-time dog owner can hope for. Full of curiosity, energy and ingenuity (code for always figures out how to get what she wants!), Timber brought new life into a home where the kids were grown and the house stayed too clean. She never meets a stranger and her favorite playground is Ocean Beach.

Now I just need to get her to use her ingenuity and create an “OTTSD Bring Your Dog to Work Day”!

BACKGROUND
I started out as a child in Schenectady, New York. My family and I moved to San Diego when I was 7 years old. My dad was a firefighter in New York but hated the winters so we moved. My dad became a firefighter here in San Diego, I followed suit in 1968 and retired from the Fire Dept. in 2001.

The first year I retired I did what everybody says they’re going to do, play golf every day. At the end of my first year I got so bored I wanted to shoot myself in the head (laughing). I’ve had several different jobs before I came to OTT. In 2005, I was hired at Old Town Trolley as a valet and in 2008; I became a Seal Guide and have stayed ever since.

What is your greatest fear?
My greatest fear is rats. There are buildings in San Diego where I have seen rats in and still to this day I will not go into that building.

What city would you like to live in?
I would like to live in Florence, Italy because my soul just feels at peace there. I’ve been there a couple of times and can’t explain it. I love it there.

What three things will you always find in my refrigerator?
Milk, cheese and eggs

What living person do you most admire?
Jim Saffer, he said if I didn’t get his name in this article he wouldn’t schedule me for work anymore. LOL

What reality TV show would you like to be on?
The Voice, the only think keeping me off the show is I can’t sing a lick or I would be there no doubt about it.

WELCOME BACK CARMEN

Carmen having fun returning back to work at OTT SD. She might think twice before taking 10 days off again!
VENDOR SPOTLIGHT
Rod LaBranche, Director of Travel Industry Sales

Horton Grand Hotel

I would like to showcase one of the oldest and famous Hotels in San Diego, the Horton Grand Hotel. Originally named the Grand Horton Hotel after Alonzo Horton and built in 1886. The Horton Grand was originally located where Horton Plaza is today. The Horton Grand now sits on the corner of 4th and Island Avenue in the Gaslamp Quarter at our Old Town Trolley stop #D. The Horton Grand is famous for various “paranormal activity” as well as its famous guests such as famed lawman Wyatt Earp who resided there for 7 years, dignitaries such as President Harrison and sports figures like Babe Ruth and Joe Louis. The Horton Grand staff have been great supporters of Old Town Trolley Tours for decades. Austin Wright the Lead Concierge has been working as a concierge for 2 years and has also worked at the Sheraton San Diego Hotel and Marina. Austin is a San Diego native and loves his job as Concierge because of the impact he can have on a guest’s experience.

Many thanks to the General Manager Greg Baldyga, Austin and the entire team at the Horton Grand Hotel for their great support over all these years!

Happy Anniversary

OLD TOWN TROLLEY TOURS
Alberto Guzman, 18 years
Rodney LaBranche, 18 years
David Mahl, 17 years
Stanley Henson, 15 years

SAN DIEGO SEALS
Gerald Coulson, 18 years

SAN DIEGO GOES PINK!

The San Diego crew goes to great lengths (and strides) to support breast cancer awareness in San Diego throughout the month of October.
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CITY SCOOP
by Charles Brazil; General Manager

For the first time in my over 13 year tenure as General Manager of Old Town Trolley Tours® of Savannah, we closed the operation, the cause of this travesty, Hurricane Hermine, which many might call “the storm that never was” (except if you live out in the Landings). I want to recognize the Leadagement CAST who starting at 4:30am jumped through the many hoops that were required to responsibly and effectively secure our shop, inform our CAST, our vendors and our guests and assure that our people were safe and that as few folks as possible were inconvenienced. Those of us that were involved might say that it was almost as much work to close as to open, but I think we did a very good job of stewarding our assets and caring for our people and I want to convey my sincere thanks to those of us who braved the “elements” to get it done.

Part of our company philosophy is to be contributive members of our community, and in Savannah there are many altruistic events and organizations that benefit from our support and thereby are able to do the good works that we all want to see in the places we call home. On August 26, members of the Leadagement CAST took part in the Aquacurean Festival at the Westin Savannah Harbor. It was a food and spirits spectacular and I for one so enjoyed seeing the hard working individuals who support our front line able to enjoy themselves with good food, fun and company. Our front line CAST got to take advantage of the resort take over the next day as part of our sponsorship and a number of them circled back to me after the fact to let me know what a terrific time they had. We are truly blessed.

Our fiscal year is going along very well, with record breaking numbers on the back of a record breaking year that just preceded this. As a result we are able to do some great work for our CAST including acquisition of new trolleys, pay increases and facility upgrades like paving the lots at MLK Blvd (the Carbarn) and LVR (our home office). This was long needed and the aesthetic improvement (as well as the upgrade in safety) was noted by the entire CAST. Check out the before and after pics and you’ll see what I mean.

LASTLY, on a personal note at the end of July I had the good fortune of visiting Key West with my family for the first time since I worked there as the Operations Manager back in the 90’s. Key West has changed a great deal in that time and we absolutely enjoyed our visit. I want to extend a sincere thanks to all the folks at Building 21, Truman’s Little White House and the attractions and tours who hosted us and showed us the unbelievable hospitality that I am sure that our guests receive day in and day out. From our Executive CAST to the front line, we were so well cared for and felt like VIPs everywhere we went. On behalf of the entire Brazil clan – THANK YOU and I am so proud to be part of a company that treats its fellow CASTmembers (and guests) with such outstanding hospitality.

FALL

I often use this submission to tout the amazing “business” accomplishments our CASTmembers achieve day after day, month after month, and year after year. While I will certainly do a bit of that here as well, I wanted to start out by congratulating our entire CAST for their perseverance and commitment through the challenge of Hurricane Matthew. Whether it was our Leadagement Team’s commitment to assuring our facilities (with help from our Maintenance CAST), vehicles and CASTmembers were safe, secure and informed to the way our front line CAST ignored their own personal challenges and enthusiastically returned to work in just four days to welcome any guests who chose to experience the best tour of Savannah, there was much that made me proud. As we continue to work toward recovery and strategize for opportunities to make up for whatever ground was lost as a result of the storm, I am confident I will experience many more opportunities to feel pride toward my fellow CASTmembers. That being said, I am hopeful this is the last of these sort of “events” that we see for many years to come.

As I said, I still had much to brag on outside of the storm, including the fact that despite Matthew we finished up with the second largest carry in the HTA Nation with over 24,000 valued Savannah Continued on the Next Page...
guests carried and even a tour given to a wayward group of wedding revelers by our own Kenny Gresham on Monday as we checked the route for our start of operations on the Tuesday after the storm. Our team fought back to regain 50% of the loss we’d experienced during the storm as well. In addition we once again provided all the transportation logistic support to the Competitor Group which to all reports went off without a hitch. Thanks to our partners Above and Beyond Limousine and Hollis Johnson for helping us provide this herculean service to the nearly 20,000 participants including yours truly (see picture).

With Thanksgiving and the Winter Holidays ahead, I look forward to many blessings for all those I care for and for the many guests we will welcome aboard the Orange & Green (and Black) trolleys. I hope the same for you and yours. Happy Holidays!

OPERATIONS
by Jon Watkins; Operations Manager

I want to welcome Head Conductor Andrew Hill to the role of Operations Manager effective October 3rd. I will be moving back into a conductor role as a first step toward retirement in a few years. It’s hard to believe that I have been with the company for 8 ½ years and now the circle comes back to where I started. I’m really looking forward to getting to interact more with the guests on a daily basis and help provide that WOW experience to their time with us in Savannah. It’s going to be great to get to spend more time with my wife and make the occasional trip to visit the grandchildren.

Our daytime ridership in July and August were great! July is our second highest daytime ridership month of the year and we exceeded our budget by carrying over 33,000 guests. In August we exceeded budget by carrying over 23,000 guests. Thanks to everyone in the operation for making those results happen.

The weather is finally starting to cool off here in Savannah. We set a record this year with the most consecutive days over 90 degrees on August 17. That does not factor in the heat index which was well over 100 degrees on most of those days along with the usual high humidity we experience. July set a record for the driest on record which probably helped contribute to the extended high temperatures. Many times this year we have heard the guests comment that they had no idea it was going to be this hot in Savannah while they were here. Our CASTmembers have done a great job maintaining their hydration and keeping an eye on the guests for any signs of a heat incident. Thanks to everyone that worked at the Welcome Center this summer handing out beverages to the Conductors as they drove through.

We had an unusual weather incident when we had to close the daytime operation down on Friday September 2nd. Tropical storm Hermine visited the local area bringing with it torrential rain and wind gusts over 60mph. GM Charlie Brazil made the call early Friday morning that we would not operate during the day. Fortunately Hermine passed over with minimal damage in the area. We had beautiful clear skies when we resumed daytime operations on Saturday.

OPS WITH ANDREW
by Andrew Hill; Operations Manager

The last couple of months have been quite busy for us in Savannah. A few days into October we had a most unwelcome visitor: Hurricane Matthew. Although damage to the city was not catastrophic, we lost 4 days of work, and the remainder of the month we saw greatly reduced visitor numbers. October is normally one of our busiest months of the year and we lost a good chunk of ridership.

In preparation to reopen, we drove through the tour route to make sure it was clear of obstructions and would be safe for us the following day. Our new Head Conductor, Kenny Gresham and I got plenty of thumbs up and excited waves from our local residents while driving through the city. They were happy to see orange and green roll, as we were a return to normality. We even had a woman come up to the trolley at our River Street depot who wanted to have a tour for her group. They had the misfortune to book their wedding in Savannah during a hurricane weekend. After making sure we were OK to do the tour for them, Kenny gave the first tour after the hurricane so those guests could say they had at least 1 fun thing happen during their trip!

We also just finished up our biggest event of the year, the Rock and Roll Marathon. It’s a four day event for us, we provide two days of transportation to the marathon’s expo, transport runners to the start line the day of the marathon, and shuttle runners to the 5k/1mile the day after the marathon. We used every piece of rolling stock, every conductor, and much of our office staff to make it happen. We do all this while still running our normal loop service and it makes me proud to see everyone come together to make things work properly. This year was the first year it was organized by our Museum Manager, Kayla Black and by all accounts this year was the smoothest yet, so kudos to her.

We are deep into training for our annual Holiday Sights Tour (the tour formerly known as Holly Jolly). We start the day after Thanksgiving, and run through Christmas Eve. We have maintained our partnerships with the Davenport House and the Westin for this year’s tour, and we look forward to a great holiday season with them.

Last but not least, we have had some shake ups in our leadagem ranks. Jon Watkins decide to pursue the relaxing life and has gone back into the conductor ranks driving a trolley again. After I was chosen to replace him, we went through a lengthy search and ultimately decided that we would promote our safety officer Kenny Gresham to Head Conductor and bring our dispatcher extraordinaire, Jacqueline (Bean) Kelley on as our new Safety Officer. So far, our transition has been great and I look forward to working closely with the two of them. I know we can do great things with our operation, partly because Jon set us up in such good shape.

We have a couple of months of chilly weather and reduced ridership numbers, and then we’ll be in full swing again come spring. I for one, can’t wait!

MAINTENANCE
by Bruce Smith; Maintenance Manager

Winter is around the corner, we have made some changes to our maintenance staff. Larry Strong from Building maintenance has entered the world of retirement, Darion Williams has moved over from being Detail Supervisor to fill the building maintenance position, and Amanda Harn from the detailing department has been promoted to detail supervisor.

We welcome them both to their new positions. The transition is working out well for them both.

We have completed installing all the new rubber roofs on all
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the older fleet, and that has worked out extremely well. San Diego has sent us unit # 162 to add to our ghost fleet; she is undergoing a new makeover dressed in black.

We have completed the paving at the old car barn parking lot as well as our new car barn parking lot. We are also fencing in our back parking lot at the new car barn to add additional parking for our growing fleet. Have a great season!

SAFETY
by Kenny Gresham; Training Officer

Our most recent safety theme can be seen in the picture of our VW cutout. The idea is for the conductors to stop in the road with flashers on when the stop is occupied by the dreaded illegally parked vehicle as opposed to occupying the same space with that dreaded vehicle and having to call the Savannah PD to separate the two. The idea comes from the Savannah PD who has a police car half painted with the markings of a yellow cab while the other half is the police car. Their theme suggests calling a cab when out drinking adult beverages and pay $20.00 for a ride home or let the police department do the driving for a couple grand.

We also offer two choices: dealing with a parking ticket from the city (which is rarely ever issued and will be dismissed if it is) or throw away one's safety bonus, plus receive a traffic ticket and fine from the police department, and incur points on your CDL license. The choice is obvious but may not always come to mind in the heat of battle.

Every dog has his day! Pictured is Bay St., graveyard to many vehicle mirrors and too many code reds. The cones on the left represent one lane of parking spaces that have been eliminated for a month on a trial basis by the city of Savannah. There is also one lane on the right. For a one month trial period there will be no vehicle parking on Bay St. on either side. Pictured is Irenette Clark in the trolley sitting next to a cone that is ironically the same spot where we had…figure it out. Bay St. has destroyed many dreams. By the way, Irenette is the record holder in Savannah with 9.5 years of safe driving. Quit “fitting”! If the trial works out and parking is eliminated, I can sail into the sunset a happy man.

I’m pictured with a trolley full of guests, who received the very first tour in Savannah after Hurricane Matthew. Our new Operations Manager, Andrew Hill, and I were riding the loop checking accessibility in order to run the loop the next day. We had been closed for three days due to Hurricane Matthew. We were riding down River St. when we heard a cry for help. The cry came from a lady whose daughter’s wedding had been cancelled due to the hurricane. She had a group of guests that were looking for something to do. She pleaded for a tour. We gave her the pickle!! It was a joyful experience; no traffic with just the fallen trees to contend with; I will take dealing with a natural disaster over Savannah Parking Services anytime. The guests had a good time and I got to be a hero!

Along with the winds from the hurricane came the winds of change. Our Operations Manager, Jon Watkins, looking for more fun has decided to try his hand back in the loop. Training in his position as head conductor for operations manager, the aforementioned Andrew Hill, moved into the vacated position leaving vacant the head conductor duties. Reluctantly, while not wanting to leave my beloved safety position, I assumed the duties. I left a position that is very dear to me, but left it in the very capable hands of our main dispatcher J. (Bean) Kelly. Bean brings a wealth of experience to the position and a six year safe driving record. Along with this experience is a background in safety at the Savannah Airport. I feel very confident with Bean in this role and hope to show her all I know. As I do rotate out, I want to thank our GM, Charlie Brazil, for all the support I received over the years. I always knew he had my back. A shout out goes to Jim Lamberson and Bill Meagher for all the safety training and above all, all the patience they had with me over the years. The safety job in Savannah hasn’t always been a bed of roses!

Savannah Continued on the Next Page...
Before I close, a tremendous Applause! Applause! to Bruce and our maintenance staff for securing all our property and vehicles before the hurricane hit. We sustained no damage.

GREETINGS FROM THE GRAVE
by Travis Spangenburg; Program Co-Manager

Hello! What a couple of months it has been at Ghosts & Gravestones of Savannah! While August and September has meant a winding down of ridership on a week-to-week basis, that doesn’t mean we haven’t been able to break a few records here and there.

Labor Day Weekend was exciting in all kinds of ways. First, we had Hurricane Hermine barreling towards Savannah that Friday. Luckily, it had passed through by the time tours were set to begin and we were still able to brave the storm and carry over 100 guests! Any worries about Hermine affecting ridership for the remainder of the weekend were squashed the next night. We broke our previous ridership record on Saturday with over 500 guests on 18 tours. That record didn’t last long. We shattered it the following day with an almost 600 guests on 19 tours!

As things slow down, we continue to train new guides and drivers. In August, we welcomed Ghost Hosts Brennan Shindler and Matt Sowell to the team as well as driver Lori Piper. They’re all great additions to the Ghosts & Gravestones of Savannah team!

HALLOWEEN
by Kristina Prince, Ghosts & Gravestones Co-Program Manager

We’ve had a rocky start to the Halloween season with our visit from Hurricane Matthew. Luckily for us, none of Savannah’s ghosts evacuated! The minute our curfew was lifted, we got back at it with tours as our numbers crept back to what they were expected to be. We are preparing for some great off season training. We’re finishing up our last Actor training class of the year. We’ll be getting everyone cross trained on the Ghost Town Trolley. We’re also partnering up with our new Safety Officer to prepare a Disruptive Guests Workshop.

Until next time, my Dears, my Darlings, I wish you unpleasant dreams.

TRAINING
by Kayla Black; Interim Training Officer

Several months ago, I made the transition from Training Officer to Museum Manager and although I was excited to begin my new job, I knew that the training department would still need my assistance moving forward to keep things running until we could find the right person to take up the mantle. I’m proud and glad to say that our new Trainer, George Hickman, has taken the job and has already begun to make the department better. Welcome, George, and good luck in the upcoming rookie training season!

We are happy to add seven new CDL drivers and day conductors. A special “Welcome back” to the Old Town Trolley family, Sharon Horne, who took a year long hiatus. Congratulations go out to all of the conductors who have completed their Haunted History training; Dave McSavaney, Kim Dillard, Tod Baker, Kree Royal, Chris Maudlin, Bill Farree and Bryce Mulhlenberg. Job well done.

Also, we are very excited about the addition of soundbites to our daytime tour. The drivers have been able to incorporate the soundbites with their tour flawlessly. Each one should be very proud of themselves.

HUMAN RESOURCES
by Renee Mercer; HR Manager

We wrapped up this early recruiting season with 13 drivers (Conductors, Shuttle Drivers, and G&G), three concierges, and one addition to the Vendor Department. It’s been busy, but we will start up again in December. All of our new CASTmembers came aboard just in time to participate in our 2016 Biometrics event. We were able to service 38 CASTmembers during our event, and we look forward to the benefits -both financial and health wise-that participation affords!

Besides enjoying some downtime from recruiting, it’s the time of year that CASTmembers look forward to: Halloween! With it comes
our Fire Safety Training and our Annual Halloween Contest. We had some very creative entries this year which were met with laughs and appreciation. In the end, the Superhero Vacation Saver himself, “Trolley Man”, (Shh! It was just Charlie Brazil!) presented first place to a “Ginger Bread Man” and, begrudgingly, he bestowed upon the “Nudists on Strike”, second place. Great job and thanks for all of your creativity, y’all!

GROUPS AND CHARTERS
by Craig Armstrong, Groups & Charters Representative

Hot, hot, HOT!!! That’s what’s going on in Savannah; heat and high humidity! Bobbie Renee and I are quick to remind our groups to wear cool clothes, good shoes, and stay hydrated!

The phones were a bit quiet in August which is typical, but guests are calling in on a more regular basis now, booking tours and transportation for the fall and spring. In August and September we welcomed national tour companies as they begin their autumn tour series, family reunions, Girl Scout troops and military reunions as well as continuing our partnership with companies such as Gulfstream, Savannah Voice and the Bluffton Farmers Market to name a few.

In October, the weather began to cool down which is a welcome feeling to us and our guests! Hurricane Matthew interrupted our business for a few days in October, causing cancellations with most of our groups over a two week period. Fortunately a few groups were able to reschedule. Savannah has bounced back relatively quickly and we here in the Groups Department continue to work with our guests to make their tours and transportation service reservations. Reservations for the Holiday Sights Tour are coming in so quickly we can hardly answer the phones fast enough! Then the MLK Parade is just around the corner in January so we are busy scheduling trolleys for that as well.

I want to congratulate our Group Sales Coordinator, Bobbie Renee, on her recent wedding to Josh Lewis. They make a beautiful couple and we wish them all the happiness in the world as they continue their life together!

VENDOR LIFE
by Stephen Plunk, Vendor Representative

Things are great in the Savannah Vendor Department, having added several new vendors in the downtown area with several others on the immediate horizon. We recently organized several outings for one of our new hotel vendors in which all their employees came and rode the trolley over the course of several days, which was a big success! We are now organizing a similar outing for one of our other new vendors. Hopefully this further cements the relationships between us and these vendors and also helps them recommend our products after becoming familiarized with us.

Also, our beloved Vendor Manager, “The Colonel”, was recently instrumental in securing the Historic District Holiday Inn to join our concierge program. We are thrilled to have them join our family of downtown partner hotels and look forward to doing business with them. The Colonel is currently in talks with several other area hotels and we look forward to having even more join us soon.

We are sad to say farewell to the Westin Resorts, one of our top vendors who is unfortunately leaving the Vendor Department to also join our concierge program. While we are sad to see them go, ultimately this will allow them to do even more business for us and the Vendor Department is glad to see them increasing their contribution for the company. Merry, a former employee of ours who became a concierge at the Westin, is rejoining Old Town Trolley as a concierge elsewhere, while Cathy Vaccari, formerly of the Vendor Department, has moved to the Westin as our concierge there.

We would like to welcome Caitlin Wall to our team! Caitlin join Robert “Colonel” Hunter and Stephen Plunk in the Vendor Sales Team and will be assisting our efforts to continue to grow the department. Caitlin has extensive experience in sales and brings fresh ideas and focus to the department. She is already leading the way on designing contests between our vendors as a way to boost sales and her creative touch is being used with newly-designed fliers and crafty new gifts for our top vendors. Our team is united and ready to work together to create growth through new opportunities. Already we’re seeing results with several new vendors being signed.

DEPOT SALES
by Jim Rafferty, Depot Sales Manager

We have ended our summer extended hours period and have gone back to our normal operating hours of 9:00am to 5:00pm. With schools beginning in early August we begin to see the transition from large family groups back to seasonal travelers. With the long bout of days of 90 degrees, we are so looking forward to the fall weather.

We had great ridership and revenue numbers these two months. The entire CAST did a fantastic job dealing with all our guests as well as the hot weather. Congratulations to all for your hard work and dedication.

It is never too early to keep track of who is on pace for the Half Million Dollar Club. Again, we have several reps who will have this honor within their reach. I am pulling for all of them.

We were so looking forward to September and October. These are good months for us. Unfortunately Mother Nature had other plans. On September 2nd, tropical storm Hermine visited Savannah, this was the first time in 11 years we were unable to run tours. On September 15th, Tropical Storm Julia paid a visit. We did run tours that day but ridership suffered greatly. Then came October. The first week was fantastic, but then Hurricane Matthew called on us. We were unable to run tours for four days and the following two weeks ridership suffered. We were unable to recover the numbers lost.

The Leadagement Team met daily during the aftermath, coming up with a plan to get reopened as soon as allowed and possible. After a few days power was restored at the office and I began the task of installing the equipment back into the booths, so when we got the go ahead from the city, we were ready to roll. We started seeing some positive results as the month came to an end.

Our Sales Rep of the Month for August was Wanda "Woo" Raimo and September was Jane Erskine. Congratulations to both on a job well done.

Savannah Continued on the Next Page...
THE AMERICAN PROHIBITION MUSEUM
by Kayla Black; Museum Manager

The American Prohibition Museum is coming along; slowly but surely! Monte Triz, the Art Crew, Bruce Smith, the mechanics, and Ryan McCurdy have been working just about constantly getting us ready for our anticipated opening. From the installation of several sets, the wax figures, car restoration, script writing, tech installation, permits and licensing, we are all moving and shaking here in Savannah.

October through November were strange months for the development of the American Prohibition Museum. Between Hurricane Matthew putting a damper on one of our many summit meetings with Dana Ste. Claire, Monte Triz, Ryan McCurdy and Ed III, into the early parts of November with Rock and Roll Marathon, work in the museum seemed to be going sooooo sloowwwww. But we have made amazing strides in the space! Set designs have been laid out, walls have been erected, and the big one- the obtainment of our liquor license through City Council! We might be moving slowly, but it’s slowly but surely! Stay tuned, we have a #museuminthemaking!

TROLLEY STOP GIFTS
by Paul Tong, Store Manager

The last couple of months has been exciting for our location. We are moving towards a bigger and brighter future for our retail location. My whole team can’t wait the arrival of our new Prohibition Museum that’s going to be located right on top of our building, increasing the customer experience when they ride our trolleys and shop at the store. YAY!! We would like to give a special shout out to Will Johnston for winning our monthly contest for the month.

During the month of November, Trolley Stop Gifts had the TV series Underground shoot on Congress St. right behind the store. The show is set in 1857, based on the Underground Railroad. On November 7th the store was transformed into Cutler Bailey’s Bakery and Drapery Store. Shooting and Prep took place from November 6-9. The scene will be in season two of the show!

SIMPLY SA V ANNAH
by Liz Wiglesworth, Store Manager; Store Manager

Simply Savannah has gone through quite a few changes these past months. We said farewell to Paul Tong, our former manager, as he transferred to Trolley Stop Gifts. We also sadly said goodbye to Alexandra Palm, our former Night Supervisor, who has moved on to another job. I am happy to announce that Patricia Heyward has filled her spot as the new Night Supervisor. Patricia has shown great growth over the summer and fall and we look forward to seeing her shine in her new position.

Simply Savannah has also launched our fall and winter apparel lines. We have many stylish and cozy styles available for those brisk Savannah mornings.

Trolley Stop Gifts becomes Cutler Bailey’s Bakery and Drapery Store for an episode in the TV series Underground.

One of the latest plush displays in our store, courtesy of Castmember Dahlia.
Our newest vendor for our Savannah operation is Saints & Shamrocks, a family-owned downtown gift shop focused on Irish and Catholic merchandise. Saints and Shamrocks has been a friend of the company for many years, always recommending us to their guests and sending many our way, but now they’ll be using the boarding passes to hopefully further strengthen our relationship.

The shop has been in Savannah since 1992 and under current ownership since 2009. Their unique focus on Savannah’s Irish Catholic heritage is their contribution to Savannah’s unique charm. There’s certainly no other store in Savannah that does what Saints & Shamrocks does and nobody could ever do it better. Savannah is a city that revolves around St. Patrick’s Day and Saints & Shamrocks helps keep the spirit of St. Patrick’s Day going year-round. We look forward to continuing to grow our partnership with them as we all contribute to the Savannah experience.

Why do we give out red poppies for Veterans Day?
The remembrance poppy was inspired by the World War I poem “In Flanders Fields”. Its opening lines refer to the many poppies that were the first flowers to grow in the churned-up earth of soldiers’ graves in Flanders, a region of Europe that overlies a part of Belgium.

One of our newest vendors is the Brass Belle, a boutique shop in the Downtown Savannah Historic District. Emily Brazeale is the Owner/Operator, opening the shop in June of 2016 to fill a need she saw for a local gift and boutique clothing store that could bring something new and fresh to the local scene. She lives out of the store with her assistant, her dog Duke. She hopes the store contributes to the existing downtown experience. She was inspired to be involved with our company by the constant flow of trolleys passing her front door. We’re excited to work with an enterprising, young entrepreneur like Emily.
BACKGROUND

My name is Wanda C. Raimo. I was born and raised in Newark, New Jersey am the 9th child of 10 girls (talk about different personalities whoa). I attended Barringer High School Newark and Montclair State University in Upper Montclair NJ. I spent countless amount of freezing, icy and snowy winters in Jersey early on I knew that relationship had to end! I have lived in many cities but none compared to Savannah.

In 2009 I came to visit Savannah and immediately fell in love with this enchanting city.

During my visit I noticed the trolley tours going around the city squares and heard bits and pieces of the narration and knew I wanted to be a part of this company. I was hired in July 2009 in the sales department. I was named Sales Rep of the year 2 consecutive years in a row 2010 & 2011. Talk about a surprise. Hard work really does pay off! I am a proud member of the half million dollar club for 4 consecutive years. Bobbie B said I inspired him to create the special recognition club! Woo Woo!

A friend once said "you mean to tell me you get to do what you love to do meet new people, talk all day and get paid for it? That is a perfect fit for you." Yes it is! I have to say that if you would have told me seven years ago I would be one of the TOP sales people in the corporation I would have looked at you crazy. Present day if you ask me it be?

If you can choose one reality TV show to be on, what would it be?
Survivor! One of my favorite poems DON'T QUIT helps me to realize different levels of survival!

What do you most value in your friends?
Loyalty. This means a great deal to me always has and always will.

What are three things will always find in my refrigerator?
V-8, yogurt and water!

What is your greatest fear?
I will have to say bees and spiders. I’m tough but not when it comes to those two things.

What or who is the greatest love of your life?
What is the gym and who I would have to say myself because I use to be very insecure of myself and has taken a lot to overcome that.

What do you consider your greatest achievement?
I will first have to say my children because they have turned out to be beautiful, smart and respectful young ladies. I will say my other would be the bodybuilding competitions I have done. It’s not as easy as it looks with everything that goes into it.

What do you most value in your friends?
Well those who know me know that I love to pick and if I’m picking on you that means I like you so I value their sense of humor and that they are loyal and always have my back.

What is your favorite hero of fiction?
My favorite has to be Wonder Woman. I have the black hair and blue eyes like her and she’s a strong and powerful woman which I try to be every day.
MY TAKE
by The Professor (James Garrett)

October is here and we can look back at this past summer in the rear view mirror. This summer, we had challenges that aren’t unique to Old Town Trolley, however the combination tested the metal of which Old Town Trolleys and the cast are made of. I’m very happy and relieved to say that everyone passed with flying colors.

Washington is known for hot summers. In the 1800’s, the British Foreign Service Office classified the embassy here in Washington as a Tropical Outpost. So heat and humidity are nothing new to Washington. On the 4th of July 1850, President Zachery Taylor was affected by the heat while giving a speech at the Washington Monument. Going back to the White House, Taylor had a large dish of iced milk and cherries to cool down. Taylor, known as “Old Rough and Ready” died five days later. This summer we experienced record heat with more than 50 days over 90 degrees in July and August. Many days were in the low 100s. More than once did conductors and drivers look at the thermometers on the trolleys and see temperatures ranging between 104 and 107. If the heat weren’t enough, we have the humidity to go with it, pushing the heat index even further up the charts. All the while, conductors, sales reps and valets putting on their best faces, acting as though the heat was nothing more than a minor inconvenience. It would have been easy to give in to the conditions, but each and every front line cast member put on their game face and made the guest experience the best in Washington.

This year, Old Town Trolley saw our competitors go into a price war. Trying to gain market superiority, prices with our competitors dropped to less than half the price of an Old Town Trolley tour. Fortunately, guests read reviews. While the other tour companies fought each other to undercut each other in pricing, Old Town Trolley stayed the course and continued to have online reviews that any service company in any industry would be proud of. As has always been emphasized, we are not the biggest, we are the best, and I believe that we can be rightly proud of the product we deliver. Tough competition in the tour industry is nothing new in Washington, and Old Town Trolley will continue to provide the highest quality tour in Washington……….as it always has.

The last challenge we faced this past summer was staffing. There is a huge shortage of CDL drivers in the Washington metropolitan area to a degree, it is being carried as a news story across media outlets. With an expansion of our Washington services, we have had an increased need in the number of qualified drivers and conductors in a market with fewer and fewer candidates. That meant that drivers and conductors had to dig even deeper than we usually do to keep all our operations moving smoothly without any effect on our guest, and we did it.

So now, rolling into the fall, we have just a little bit of an opportunity to catch our breath and prepare for it all start over again in March. Thank you Washington team for digging down deep and giving all our guest a great Washington experience. Be proud.

ANC TOURS RECOGNIZED BY THE DC DEPARTMENT ON DISABILITY SERVICES
by Loretta Pinkney, Arlington National Cemetery Tour Operations Manager

On Tuesday, October 11, ANC Tours had the honor of recognition from the DC Department on Disability Services, Rehabilitation Services Administration. October is National Disability Employment Awareness Month, and ANC Tours has partnered with the DC Government to provide opportunities for individuals with disabilities to have gainful and meaningful employment. DDS/ RSA hosted a panel on accessibility, accommodation, recruitment, and work-based learning experience. ANC Tours was represented by Alfreda Stewart, Administrative Assistant, who accepted a token of recognition on our behalf, presented by Andrew Reese, Acting Director, DC Department on Disability Services.

Happy Anniversary
OLD TOWN TROLLEY

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<tr>
<th>Stacie Locke, 19 years</th>
<th>Keith Moore, 4 years</th>
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<tr>
<td>Steven Varsa, 12 years</td>
<td>Gregory Riley, 4 years</td>
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<td>Andrew Smith, 9 years</td>
<td>Jerry Miller, 4 years</td>
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<td>Vincent White Sr., 8 years</td>
<td>Juliet Tate, 3 years</td>
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<td>Mikel Godbolt, 5 years</td>
<td>Michael Alston, 2 years</td>
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<td>John Snyder, 4 years</td>
<td>Kevin Lindsay, 1 year</td>
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<td>Jamie Hamilton, 4 years</td>
<td>Natosha Moore, 1 year</td>
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<td>Wesley Thomas, 4 years</td>
<td>Erica Windear, 1 year</td>
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ARLINGTON NATIONAL CEMETERY

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<tr>
<th>William Whiteside, 8 years</th>
<th>Loretta Pinkney, 3 years</th>
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<tr>
<td>Jaquita Boddie, 4 years</td>
<td>Ronald Clipper Jr., 1 year</td>
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RETAIL

| Bruce Green Jr., 1 year | Sharona Standley, 1 year |

Early Fall 2016
WORLD FAMOUS

CONCH TO

BJ

DOUG

BOB

GAIL

EDUARDO
Dave Chatterton, GM of OTT St. Augustine, recently attended the Disney Institute’s Customer Experience Summit. “I feel very fortunate to work for a company that allows their managers to attend something like this that will benefit not only me, but our company. It allowed me to network and collaborate with other tourism and hospitality professionals while listening to the best in the business. The information I received was invaluable and I look forward to sharing my experience with others at OTT.” Dave C.

Historic Tours of America is a company well known for investing in buildings, equipment and collections, but they also invest in their people and their leaders. This was my second trip to the Disney Institute and both times I learned so much.

Disney Institute is the most recognized name in professional development. Over 250 business professionals from 12 different countries attended the inaugural Disney Institute Customer Experience Summit to gain best practices in customer experience (CX). For three days, participants enjoyed a high energy program packed with keynote presentations by top Disney leaders, as well as breakout sessions, group activities, field experiences into exclusive behind-the-scenes locations of the Disney Parks, amazing evening network events and a few Disney surprises.

I can share a little secret Disney shared with us “We don’t use magic to create amazing guest experiences. We have a method. Everything is intentional. Everything is by design.” — Jeff James, Vice President and General Manager, Disney Institute

Dave with Cinderella and Prince Charming at the Disney Institute

The St. Augustine Record has posted the Best of St. Augustine and once again Old Town Trolley wins! Ghosts and Gravestones has won the Best Ghost Tour, Old Town Trolley Tours has won the Best Guided Tour. And for the first time, the Authentic Old Jail has placed runner-up for the Best Attraction. Our team has worked hard to be the best and they are thrilled to receive this recognition. We are very thankful to everyone who voted us Best of St. Augustine!

Dave with Jeff James, Vice President of the Disney Institute

In August, our leadagement team participated in a Team building exercise. The Grande Royal Escapes - the newest craze in escape rooms. Grande Royal Escapes is new to St. Augustine and we wanted to see if we were up for the challenge. We gathered all available leadagers and went to see if we could escape in time. We brought together the sharpest minds, the most cunning of crew leaders. Would we succeed? Only time would tell. The Challenge – to be locked in a room and to find the way out! We had 60 minutes. There was only one way out and there were lots of clues which led to keys that in turned opened boxes. In the end, we worked together as a team, but alas! We did not get out in time. Although we did figure out all of the clues which led to all of the keys in time. Unfortunately, they threw us a curve ball and we will not say what that was so as not to spoil anyone’s fun. We would recommend this for any business wanting a team building experience or for families/friends to have a good time. (SEE PHOTOS ON NEXT PAGE)

Dave with Jeff James, Vice President of the Disney Institute

As part of our Health and Wellness Initiatives, we partnered with Publix (our local grocery chain) and purchased Flu Shot Vouchers for 50 of our CASTmembers. Publix has initiated a flu vaccine voucher program this year where businesses can purchase vouchers for $34 each and each voucher is good for one flu vaccine at any Publix. We purchased 50 of the vouchers and raffled them off at our September CASTmeeting. These vouchers will allow our CAST to obtain the flu vaccine from any Publix pharmacy at no cost. We are so proud to work for a company that allows us to do these types of programs to promote health and wellness for our CAST.
Our trolley brochure display that is proudly displayed at NAS Jacksonville in the ITT (Information, Tickets and Travel) office. This display will soon be filled with our maps and rack cards and as you can see is highly visible. NAS JAX is an important vendor of ours and we were happy they have allowed us to place such a prominent display in their ticket center for all military members to see.

LEADAGER TEAM BUILDING EVENT

The Escape Room!

ST. AUGUSTINE’S OTT LIBRARY

Leave one – Take one. Check out our new CASTmember library! Located in the briefing room for easy access. We added a library for our CAST where they can donate books, magazines, videos, etc. and share them with others. It was filled almost immediately and our CAST can frequently be found here in the mornings searching for a new book to read!

CLEAN CITY AWARD

We were happy to receive recognition from the U.S. Department of Energy’s Clean Cities Program for being a leader in reducing our nation’s dependence on imported oil. All of our trolleys run on propane helping to provide cleaner air.

Happy Anniversary

OLD TOWN TROLLEY TOURS

Rene Gutierrez, 22 years
Andrew Laird, 21 years
David Chatterton, 13 years
Linda McCowin, 9 years
Juan Sanchez, 6 years
Justin Dinardo, 6 years
Christopher Kiamil, 6 years
Tyna Conkey, 5 years
Jennifer Weigle, 5 years
Julie Ferry, 4 years
Frederick Harris, 4 years
Lorelie Brogan, 4 years
Corey Baetz, 3 years
Gregory Coleman, 3 years
Brett Milhorn, 3 years
John Rodgers, 3 years
William Russell, 2 years

THE OLD JAIL

Jeffrey King, 4 years

Kevin Lynch, 2 years
Rochard Sowle, 2 years
James Sikora, 2 years
Sandra Chirhart, 2 years
Michael Newell, 2 years
Dianna Thackwell, 2 years
Doris Lagasse, 2 years
Junella Worzalla, 2 years
Nicole Payne, 1 year
Jacqueline Stepp, 1 year
Bonnie Brock, 1 year
Larry Smith, 1 year
Eliott Alex, 1 year
Jan Bukser, 1 year
Ronny Oakes Jr., 1 year
Jesse Mason, 1 year
Dean Vargas, 1 year

POTTERS WAX MUSEUM

Lindsay Gray, 3 years

RETAIL

Nancy Shafer, 6 years
Teresa Terry, 4 years

Judy Turner, 1 year
Cheryl Scovel, 1 year
NIGHTS OF LIGHTS!

Tumblers we created for the 1st Annual Nights of Lights Media Tour.

Great night with the Old Town Trolley crew at Saturday night’s St. Augustine’s World Famous Nights of Lights Kickoff Event!

ST. AUGUSTINE CHRISTMAS PARADE

Vice Mayor Todd Neville and our very own Renee at this year’s Christmas Parade!

LIGHT UP THE NIGHT TOUR

PATRIOT SERVICE DOGS

Each Veteran’s Day HTA donates $1.00 of every trolley ticket sold (around the country) to the Patriot Service Dogs, an organization based in Jacksonville. The money raised allows them to raise, train and donate dogs to Veterans that are in need of a service dog. We are very fortunate to be close enough to Patriot Service Dogs that we can host them each year on our property. This year they not only brought service dogs in training, but they also had a veteran who received one of their dogs come to talk to people about his experience since receiving his service animal. In previous years we raised enough money to sponsor three service dogs and last year we attended the graduation of those three along with the veterans that were receiving the dogs. At graduation, the service dogs are permanently turned over to their veteran.

Having Patriot Service Dogs on our property on Veteran’s Day has always been popular with our guests. Everyone loves to see the dogs in training and it helps for them to see how HTA gives back to our veterans. This year we invited St. Augustine TV to come film Patriot Service Dogs and they were able to interview the veteran who was here with his service dog as well. It feels good to know we are part of such a wonderful program and I wanted to be able to share with you exactly where the money goes that’s raised. As soon as the video is finished, I will be happy to share it with each of you.

This is Nina, she will become a veterans service dog once she has completed her training. Nina is shown here trick or treating at Walt Disney World.

Hot Apple cider and cookie cart we use to serve our guests when they are waiting to board
Our inaugural Jail Break 5k was a big hit. HUGE shout out to Heather Neville and our friends at Velofest! We had an amazing turnout, especially considering just a few weeks ago the city was under 4 feet of water. We had everything from an old timey Sheriff and his deputies to inmates, to pirates, great musical entertainment, a dinosaur and lots more. The 5k race was a point to point race and was USATF certified. We also had the Sheriff’s department on hand to help pass out bicycle helmets to children as a bike rodeo was held for the kids.

We had cornbread, grits, beans and refreshments on hand for everyone to enjoy. Runners were given a custom handcuff bracelet as their reward for finishing the race along with great swag bags that included a free Old Jail museum ticket. Jacob Smith of Race Smith, is well known for putting on all of the major 5ks in North Florida and Southern Georgia. He helped us put our inaugural run on from the Old Jail and he commented this race has the most potential he’s ever seen for being a major race. We are already looking forward to our 2nd annual race next year.
BACKGROUND

I’ll begin by introducing myself, my name is Doris Lagasse. I am a salesperson for Historic Tours of America in St. Augustine, FL. Being that I had no prior sales experience or knowledge in this field, I shocked myself as I was able to reach the company’s goals.

After working in the medical profession for 30 years, I thank my brother in law, Billy Wardlow of Key West, FL for encouraging me to pursue employment with this organization. I’m still giving, AND getting, a smile back!

I was born into a military family, moving from the East Coast to the West Coast and attending 12 different schools taught me to be around a diverse group of people. I have always considered St. Augustine, FL home base. My parents started our family here, and we retired here.

Being the grandmother of three beautiful girls has also taught me to be patient and ready to go whenever a situation arises in my life or my profession.

I am thankful for the opportunities and friends this job has given me. The different situations that I have encountered have enlightened me and given me confidence to grow. I am also grateful that through this job I am still learning and sharing the history of the greatest city in the state of Florida! Ding Ding!

Words I live by:
- Always try to look on the bright side.
- Be grateful for what you have.
- Count your blessings.
- Optimism is the foundation of courage.

What is your favorite place to visit?
New Hampshire and Key West

What/Who is the greatest love of your life?
My family AND my granddaughters.

What is your greatest achievement?
My independence.

If there’s one place you could live besides your current city, where would it be?
Tuscany, Italy

What three things can you always find in my refrigerator?
Pizza, cheese, fruit of any kind, and oh yeah- vodka
In 2014, Jaybird’s was transformed into a wonderful hotel for active adults who want to enjoy all the wonderful activities in St Augustine. One of those activities they offer is Old Town Trolley’s 23 different stops so guests can hop on and off at their leisure, while experiencing St Augustine. They have been a great partner with Old Town Trolley and the entire staff is constantly bending over backwards to ensure guests are satisfied. Thank you Scott for your leadership and vision for Jaybird’s Inn.

Welcome to Jaybird’s Inn, where we’ll treat you like family and provide you the best living and sleeping experience in St. Augustine. Influenced by the old Spanish design of Downtown Historic St. Augustine. When you arrive on our property, you’ll be immersed in the feel of Historic St. Augustine almost immediately. As an active living hotel we offer clean and eco-friendly rooms, and not only encourage, but will help you be active while you enjoy yourself.

If you’re looking for a more leisurely way to see the Old City, jump on the Red Train Tour that’s next door for a wonderful excursion around St. Augustine. After a day of healthy activity relax at the pool followed by a scrumptious meal at Jaybird’s Restaurant located next door where you’ll receive a 10% discount on all meals. Retire to your comfortable room to watch television on your 42” LCD TV with over 80 channels. Wake up to a cup of tea or Starbucks coffee in your room and then join us for a free continental breakfast in the lobby or have a full breakfast at Jaybird’s Restaurant & Pizzeria. We are easy to find: corner of Highway US 1 and State Road 16 in historic St. Augustine.

Our beautiful, contemporary rooms are designed to be functional and comfortable. You’ll sleep like a baby on our platform bed with a luxurious pillow-top mattress. The large desk with two adjustable chairs lets you both work and play on your laptops or tablets. You’ll find plenty of power outlets and USB connections at the desk to charge all your electronic devices. Your room has fast and free WI-Fi and a 42” LCD TV with over 80 channels to choose from. State-of-the-art LED lighting throughout the room will not leave you in the dark . . . unless you want to be. You’ll enjoy a large vanity with refrigerator and microwave and a luxurious shower that doesn’t require stepping over a tub wall. At Jaybird’s Inn you’ll see we’re true to our word(s): functional and comfortable.

Hotel Amenities:
- Parking near your room
- Guest services room with computers, printer, snacks and accessories
- Swimming pool
- Activity Center
- Concierge services at front desk
- Self-service coin laundry
- Active Living library
- Vending room for soft drinks and ice
- 80-inch LCD TV in lobby
- 10% discount at Jaybird’s Restaurant
- Free continental breakfast

In-Room Amenities:
- Free phone calls anywhere in the US
- Free high-speed Internet service
- Large desk and two adjustable chairs
- Multiple power plugs and electronic connections conveniently accessed
- 42” LCD television with over 80 channels
- Microwave and refrigerator
- In-room coffee maker with tea and Starbucks coffee
- Alarm clock-radio with MP3 connection
- Hair dryer

BIRTHDAY CELEBRATIONS

OTT St. Augustine celebrated the talented Montgomery Triz’s birthday with cake! Monte is Historic Tours of America National Art Director.

CONGRATS JULIE!

Julie Panrock, HR specialist - after her 10k and 1/2 Marathon races this past weekend at Disney.

OLD JAIL MARKER

The St. Johns County Old Jail received a plaque from the U.S. Department of Interior. They have been placed on the list of National Register of Historic Places and now we have the plaque to show that distinction.

Early Fall 2016
BACKGROUND

I have lived all over the country, but found Saint Augustine in 1999 and finally settled in. I fell in love with the history and the architecture, and made my home here. During my time in Saint Augustine, I have developed innovative picture framing techniques for Disney’s Special Projects and Events, I have worked as a small claims and county court mediator, and last year I worked as the storyboard artist and 1st Assistant Director on The Grove, which was a short film starring Tom Proctor.

When I found myself looking for a new job last spring, I was excited to see that Historic Tours of America was hiring for their call center. I read raving reviews about HTA from previous and present employees on Indeed.com and quickly submitted my resume. In my short time with HTA, I couldn’t agree more with the employee reviews that I read. I love the people that I work with and take great enjoyment in knowing that I am helping to make our guests vacations better. As a history buff, I get a great deal of satisfaction in knowing that the attractions we provide give people an educational experience in an entertaining way.

What is your idea of perfect happiness?
Doing what you love, with people you care about and making enough money doing it to live comfortably.

Where is your favorite vacation spot?
Saint Augustine. The thing I love most about this town is that no matter how hard I work, I still feel like I am on vacation.

Who or what is the greatest love of your life?
The collaborative process involved with filmmaking.

What traits do you most deplore in your friends?
Honesty and loyalty. I believe friends have an obligation to not be yes-men and to remain as tactfully honest as possible with each other.

If there were one place you would like to live besides your current city, where would it be?
Saint Pete, to be closer to family.

GIVE US A CALL,
WE ARE HERE TO HELP

Misty Begemann, National Call Center

I came to work for Historic Tours of America in The National Call Center this year as we were just getting into “season.” I was super excited because I love history and a good historic tour. I had already ridden our trolleys in three of the seven cities in which we have a presence, and my go to vacation spot, Key West, is where our corporate headquarters is located! With 15 years of call center experience, and 25 years of traveling and touring under my belt, this job is my perfect storm.

I come to work each day knowing that this day will in no way be like the last, but yet there is a purpose in our process, designed to make sure that our guests know how much we value them and their experience.

The NCC has the distinct pleasure of working with all seven of our cities, and taking care of the calls from our ‘Trusted Tours’ website. The diversity in each city in conjunction with ever changing weather, traffic, cruise ships, events, conferences, conventions, dignitaries, and more all come into play every single day. The challenges can be unnerving at times, but with open lines of communication, understanding, and patience we overcome the obstacles, making sure the guests are taken care of.

Nothing makes my day better than knowing I am helping to play a part in making magic memories for families all over our great country. When I look back on my childhood nothing stands out like family vacations. Every time I sell a Duck ticket in Washington DC, it takes me back to a traditional summer vacation duck ride with my family at the Lake of the Ozarks in Missouri.

As we gear up for winter season and the holidays, I know that the challenges will continue to come our way, but this team of people I work with now are like no other. In the NCC we are customer service, sales people, and continually working to balance our goals with our calls. It is so nice to know that no matter the call, the guest, the circumstance, or the situation, if I am doing my job, that I have an awesome team standing with me, they are perfect!

facebook.com/historictours
twitter.com/historictours
Our 15th Annual Birthday / Season Kick Off Party was held in Old Town St. Augustine. With our amazing partners, Mint Magazine, we pulled off another successful year and thanked all of our local vendors for the time they put into making our company the best to work for.
SAILING THROUGH SUMMER

John Welby, General Manager

What a difference a year makes! The summer of 2016 has been super busy here at Old Town Trolley Tours of Boston. Apparently Beantown is the place to be this year. Between the end of June and the middle of August we carried at least 1000 riders per day for 47 straight days! I’m not sure whether or not that is a record, but it is certainly impressive to say the least. Carrying those sort of numbers is no easy task and it would not have been accomplished without the help of the entire CAST of OTT Boston. So, to each and every one of you, I say, thank you, thank you, thank you! You’re the best!

To recognize all of that hard work, we had a very special CAST meeting on Thursday, September 8th. Instead of having just another CAST meeting, we had a lobster clam bake! Our friends, Jeff Dugan and Jasper White, at the Summer Shack provided everything we needed for the CAST to kick back, relax and enjoy each other’s company. Summer Shack pulled in with their mobile steamer truck and got to work cooking lobster, clams, chorizo, corn on the cob and even dessert! The whole back parking lot was converted into an outdoor entertainment space complete with tables, chairs and paper lanterns. It was an amazing event and could not have been accomplished without the help of Michael Chandler, Tracey Paturzo, Grace Mason, Laura Haker and Crys Jackson. Thank you all for making this event a reality!

One of the many organizations that OTT Boston supports is the Ellis Center in the South End of Boston. Ellis provides a myriad of services to the community, but the one that is near and dear to us is the Adult Day Health Program. It is a supportive day program that connects vulnerable adults to a caring and compassionate community. It’s also a source of support and respite for family members caring for vulnerable adults at home. The program provides clients with breakfast and lunch each day, and a range of activities to help them stay strong, alert and independent, from arts and crafts projects to games, trivia quizzes, outings, and birthday and holiday celebrations. On August 16th we had the pleasure of taking these very special adults on a tour of their hometown provided by conductor, Matt “Captain Matty” Taylor. It was no easy task getting some of these guests on the trolleys as many of them have mobility issues, but with the help of Steve Everett (Assistant Manager of Operations) and Brian Buckley...
(Operations Manager), the guests got on their way in no time. Judging by the numerous hand-written “Thank You” notes (see pics) I received, I’d say a great time was had by all.

September is the time that Ghosts & Gravestones starts ramping up for their biggest month of the year, October. Steven Johnson (Tour and Entertainment Manager) and the entire G&G CAST have been busy sprucing up costumes, revising the script and sorting out operational concerns. As a shout out to the entire G&G CAST I thought I’d share with you some recent photos of them. (SEE PHOTOS BELOW)

Although we get them from April through November, September is the month that cruise ships start coming into Boston in a BIG way. There were 22 ships making port calls in Boston this year in September and OTT had contracts with all but three. We had budgeted to carry 5,780 cruise passengers, but ended up with 6,249 for an increase of 8.1% over budget and a 20.4% increase over last year. We had several days when we had contracts with two ships on one day and, for the first time in OTT Boston's history, on September 20th we had contracts with three ships in one day! I hope you enjoy this photo of the three ships, Caribbean Princess, Oceania Regatta and the Celebrity Summit. Of course managing all of this business, plus maintaining our regular tour loop is herculean effort and could not have been accomplished without the help of the amazing CAST we have here in Boston. Thank you one and all.

WHAT A SEASON!

What a season! Old Town Trolley Tours of Boston has been on a very busy ridership streak (to say the least) this year. For the month of October we carried a total of 40,748 guests which was up 12.68% versus last year and 10.81% over budget! For our year-to-date ridership we are at 237,580 which is 11.77% over where we were this time last year. It is no easy feat to carry that many guests and it meant many very busy days, code yellows, back-to-back tours and code purples. There is no possible way we could accommodate that many guests if we didn't have such an amazing group of Castmembers here in Boston, so let me say a big “THANK YOU” to every single person in the Boston operation….you are the best!

October ended with a stunning announcement in the Boston sightseeing scene. One of our competitors, Super Tours (aka: Upper Deck Trolley Tours the first company in Boston to bring stadium-style trolleys to the Boston market) called it quits and suspended operations at the close of business on October 30th. There were multiple rumors about their future circulating for several weeks before the official closing was announced to their staff on October 29th.

Halloween was on Monday, October 31st and many of our Castmembers took part in our annual Costume Contest. A lot of effort and creativity were put into the various costumes and all of the Castmembers who participated should be commended for a job well done. (see pics) Prizes were given out for first, second and third place and the winners were……

3rd place:  
Gene “Bunker” Dumas for his Donald Trump costume  
2nd place:  
Bernice Kinyanjui for her homemade origami Ram's Head  
1st place: Julie Crowe for her creative Scarecrow.

November ushers in the beginning of our off-season. The temperatures begin to drop, there is less daylight, our last re-boarding time is 4:00 pm and the tourists disappear ……. or so we thought. The fact that Veteran’s Day fell on a Friday this year certainly helped us as it created a long weekend for lots of folks, many of whom took advantage of our Veteran’s Day promotion which was a big success once again this year. By the middle of November we had already exceeded our ridership budget for the entire month with 10,000 plus guests!

Our last cruise ship of the season, Royal Caribbean's Navigator of the Seas, came to Boston on a chilly, windy November 17th. Because we were the first US port the ship visited since leaving Southampton, England, all guests were required to go through immigration onboard before being able to disembark. Unfortunately the immigration process proved to be a major challenge as the government’s computerized devices stopped working and everything had to be done manually which created long lines and wait times of up to three hours! Needless to say some guests were pretty upset by the time they made it outside to us for their tours. Of course our talented team of conductors did an amazing job of turning those frowns upside down and leaving the guests with a positive impression of Boston.
The Old State House was built in 1713 to house the government offices of the Colony of Massachusetts. It also served as a merchants’ exchange. It is the oldest public building in Boston and one of the oldest buildings in the United States. Many significant events, meetings, speeches and debates took place here. It was here, in 1761, that James Otis argued against the Writs of Assistance before the Superior Court of Massachusetts. His impassioned speech lasted 5 hours. Although he lost, his words influenced many. John Adams, who was in the audience, later said of the event “then and there, the child Independence was born.” Several years later, the Boston Massacre took place just outside the front door. Then, in 1776, the Declaration of Independence was read aloud to Bostonians for the first time from the balcony of the Old State House. The Old State House continued to house government offices of the newly formed state government (after the Revolutionary War) up until a new State House was built in different location. The state government offices moved in 1798. After that the building was used solely for commercial purposes. Then, in 1879, a group of determined Bostonians took over management of the building and opened a museum detailing the important role Boston’s citizens played in the American Revolution and what life was like in Boston during that time. Like most museums, they have a gift shop. Old Town Trolley Tour tickets are available for purchase in the gift shop. The Old State House is certainly worth a visit for both Bostonians and those visiting Boston from out of town.
I was born, raised, educated and lived my life (to date) in Massachusetts. My parents moved here from Maine in the 50’s for work just as my grandparents moved from Quebec, Canada to Maine in the 20’s. About the same time that the Puritans were settling in Boston in 1630, our earliest known relative migrated to Quebec, from Limousin, France no doubt for similar employment reasons. And now, rather ironically, here I am 400 years later chauffeuring many guests in these large limousines. Actually, besides being a former province in the Bordeaux region of W. Central France known for a breed of hardy French beef cattle of the same name & now popular in the U.S., Limousin, is literally a cloak (originally one worn by shepherds in Limousin) and later applied to carriage drivers and today the motor vehicle (the origin of Limousine).

Personally, my favorite modes of recreational transportation are skis. Skiing was too expensive when I was a child so I finally tried it after graduating from Curry College and Northeastern University. I was immediately captivated, and almost just as immediately began teaching others the wonders of the sport and the mountain environment. In college philosophy classes I became enamored of the phrase Cogito Ergo Sum (I think, therefore I am), however when I began to ski I realized my own personal motto is really I Ski, Therefore I Am.

After my employers moved to MN during the economic crisis I was left looking for employment that was not available so I began teaching skiing professionally merely as a momentary departure from the job search. I’m now a Professional Ski Instructor Association (PSIA) Certified Alpine Instructor and Children's Specialist at Blue Hills Boston where I’ve taught nearly 2000 lesson hours to over 1000 students in just a few years of professional instruction. If you want to learn to ski or just want more info, find me (and like my page, please) at www.facebook.com/SkiAvecLaurent.

It is because of my seasonal work at Blue Hills that I became curious about summer seasonal work opportunities that I had not previously considered. I overheard a couple of the ski area office & sales personnel discussing their returning to their summer employment at the end of my first season of ski instruction so I inquired where they were working. They both worked for Boston Duck Tours, which I had once enjoyed with my nephew and nieces a couple of decades ago. I decided to look into BD’T’s employment opportunities, but found nothing of interest. I don’t recall searching any other company but within a day or two I had received information from Old Town Trolley about some of their opportunities. I returned their inquiry and in a May day whirlwind of emails, interview, testing and paperwork, I began training a few days later and made my first solo tour most appropriately enough on July 4th.

OTT asked me to select and respond to several of a couple dozen questions, many of which were way too philosophical for me like who I most admire, historical figure with whom I identify or three things that are always in my refrigerator so I’ve chosen a few others, although I will say that I recently learned of an historical figure whose life story I enjoyed. His name was George Robert Twelves Hewes, whom I discovered in one of my trips to the Old State House Museum. There is a portrait of him in the museum that caught my eye and curiosity since it looked like a black and white photograph in a museum filled with pre-19th century artifacts. The portrait was painted when he was in his 90’s. It seems that after several decades of relative anonymity as an impoverised shoe maker he had been rediscovered as the last known survivor who as a young man had been at the Boston Massacre, invited to join the Boston Tea Party and of course fought in the American Revolution.

As for some of the other questions of personal intrigue one can probably guess that my favorite vacation spot is in the snow covered mountains. While I love having the talent to ski I would most like to have had the talent for money making for one of my greatest fears is poverty and the inability to escape it due to powers beyond my control. As for character traits I admire or deplore in myself or others – I honestly admire intelligence, sincerity and wit while deploring ignorance, selfishness and arrogance. Personally, I have always wished I had greater patience, tolerance and will power especially when dealing with the arrogant, ignorant and selfish of our society. Finally, in response to what I consider my greatest achievement, I can honestly say that I hope I have yet to have had one since I truly believe that once an achievement has been made it immediately loses its greatness leaving still greater achievements waiting.

Happy Anniversary
OLD TOWN TROLLEY

Jeffrey Semeraro, 29 years
Namik Zeqolli, 13 years
Robert Gibson, 11 years
Edgard Pluviose, 11 years
John Wylie, 11 years
Forest Mason, 8 years

Maryann Truax, 3 years
David Reker, 3 years
Amber Robitaille, 3 years
Joseph Ruscio, 3 years
Jalisa Freeman, 3 years

Solene Jean, 3 years
James Seaton, 3 years
Tracey Paturzo, 2 years
Emily Duggan, 1 year
Charles Everett, 1 year
Cody Jordan, 1 year
Keisha Warriner, 1 year
Daniel Foust, 1 year
Michael Barry, 1 year
Kelly Mayo, 1 year

facebook.com/bostontours
twitter.com/bostontours
instagram.com/oldtowntrolley
The back deck arrives on the barge

The back deck being hoisted into position

BACKGROUND

Originally from Barbados, W.I. (West Indies), I have been in Boston for more than half of my life. I raised two children that are now adults, and I am very close to my family members near and far. Being with family is very important to me, so outside of work I spend as much time as possible with my parents, children and grandson. I also enjoy the simple things in life like seeing a movie, dancing and listening to music.

Growing up in Boston has taught me a lot, especially in the working world where I have worked with all cultures of people. I have worked in a few different fields including medical, financial, orthopedics and security. After working in hospitality services at a well-known college here in Boston, I saw an advertisement for my current position with Old Town Trolley Tours. The job description had my name written all over it! I applied, interviewed and I was offered the position, and I have been very happy. I am grateful and I appreciate working with many CAST members that are also appreciative of me. I hope to stay on with Old Town Trolley Tours for many years to come.

What is your idea of perfect happiness?
My idea of perfect happiness is to live each day stress free.

Which living person do you most admire?
I would have to say my parents they are very strong, supportive and non-judgmental.

What is your greatest fear?
Being under water since I cannot swim.

Which talent would you most like to have?
I wish I knew how to decorate whether it be a room or a wall.

If you were to die and come back as a person or thing, what do you think it would be?
I would come back as a turtle, as they are not in a rush.

INCREASING OUR FOOTPRINT IN THE FORT POINT CHANNEL

Kelly Horan Galante, Assistant Creative Manager

We never have a shortage of major projects occurring here at the Boston Tea Party Ships & Museum! Our latest improvement is a 16 ft. extension, roughly 1000 ft. of space, on our “back deck” area of the barge building. This is a cantilever system, which builds off of the existing design of the barge, avoiding the expense, permitting process, and construction time of driving more pylons into the sea bed. For those that might not know, the BTPSM is a “floating nautical environment”. Our pier building is on pylons and is attached to the Congress Street Bridge. Our front building is then attached to a floating barge via a series of gangways. The barge houses our museum structure (with Abigail’s Tea Room on the 2nd floor) and our two 18th-century replica sailing vessels are moored to the sides. This new “back deck” extension gives us extra room for outdoor events and in the coming months we’ll be adding a few more hands-on activities for our guests to engage with during the tour experience. To make room for this extension, we relocated some of our informational text panels throughout the site to give guests more time to read through the topics that will affect their understanding of the historical event they are about to join. This project has been a long time coming and thanks to the hard work and dedication of Shawn Ford (Executive Director), Ted Galo (Site Manager), and Dan O’Neill (Assistant Site Manager), it has finally come to fruition. Dan has also lead our Maintenance team of Kris McQuage-Loukas (Maintenance Supervisor), Cliff Hilaire, Luis Cardona, and Eric Abrew, in continuing to make daily improvements and keeping our site looking brand new!

In addition to the physical changes to the site, we also have some new faces in and around our upstairs offices. We are pleased
to welcome Christina Rossi to our team as our new Group Sales Manager! Christina has been with us in this capacity since mid-August and is ready to take the BTPSM Group Sales to a new level. One of her first tasks in her new role was to represent the BTPSM at the Student Youth Travel Association conference in Orlando along with Kelly Horan Galante (Assistant Creative Manager). They had the pleasure of meeting many of the student tour operators with which we do business and discussing our many exciting products and new additions with people from all over the world! It’s truly easy to attend these conferences when your product basically sells itself! Once Christina returned, the next order of business was to hire a Group Sales Coordinator, who acts as not only an assistant to the Group Sales Manager, but works very closely with our clients to book the on-site tour experiences, Skype programs, and Outreach performances. Maryanne Truax (Historical Interpreter/Actor at the BTPSM, and former Ghost Host at Ghosts & Gravestones Boston) decided to throw her hat in the ring to move into the operations side of our business. This new Group Sales team is knowledgeable and extremely customer service oriented. We look forward to increasing our Group Sales business for 2017 and beyond!

As we move into the “off-season”, our continued growth in general public numbers, Education program bookings, Huzzah! Tavern night experiences and interest in the Annual Reenactment of the Boston Tea Party shows us that there never truly is any down time at the BTPSM! Huzzah!

ELEANOR BOWSPRIT REPLACEMENT

We are the lucky owners of two full-scale replica 18th century sailing vessels. One of the challenges of maintaining wooden ships in Boston is keeping them protected from the elements through sealing and painting, amongst other techniques. The bowsprit on the Eleanor was showing considerable wood rot. With the help of Leon Poindexter (Master Shipwright), our maintenance team was able to help replace it with a few extra hands from Marine Coastal who were on site for the back deck extension project. After the actual piece was in place, the task of fixing the rigging was necessary. We had to rig and tighten two sets of hearts, rig up the gammoning, set the cleats on the bowsprit, and then go about throwing frapping turns on everything we could. Leon then went behind us cutting stray cords and lines, waxing and oiling every line and knot to preserve them, and making sure all was straight and tight. This required hours of grueling work in the heat and sun, in uncomfortable positions, tightening ropes nonstop, but it was absolutely essential!
Everybody dreams. Some may dream of becoming rich. Some may dream about never being sick again. Some may dream of who their children will become as adults. Some may dream of retiring to an island in the Caribbean.

Me? I’m a short-term dreamer. I dream about how we will get through our next busy season. I dream if we will be profitable or not. Even shorter-term, I dream if we will be able to handle our next Navy Mole shuttle day, being so short on drivers. But somehow it always seems to work out. We just make it happen. All of us.

It’s no secret that we are in critical need of drivers. When we start scheduling for the next pay period, we scramble to get folks to drive. Today, ironically, was one of those days. In addition to our normal business, we had a two-shipper (that’s a day when we have two cruise ships in port at the same time). HTA in Key West is contracted with the City of Key West to provide shuttle service for all guests aboard ships docked at the Navy Mole Pier. The shuttle ride is about 8-10 minutes from the pier to Mallory Square, Key West’s tourism hub.

The day is affectionately called “A Mole Day” by CASTmembers and on a Mole Day, we typically have every vehicle in the combined fleets on the road. We also have to pull leadagers out of the office to drive, and on occasion, pull administrative folks out of the office to help with loading the vehicles and crowd control. It’s an “All Hands on Deck” day and we have to prepare for it several days ahead-of-time. Sometimes, we are notified the night before that a ship is docking on the Mole. This means we only have a few short hours to get everyone queued up. But somehow we always seem to get the job done and the guests have no idea what it took to make it all happen, nor should they. This... is... teamwork.

I’d like to thank many people on my team. These are the folks that make it happen every day: Linda Test, Trolley General Manager; Eva Conaway, Train General Manager; Gary McDonnell, Trolley Operations Manager; Marty Shoeneman, Train Operations Manager; Rich Fox, Trolley Head Conductor; Kristy Smith, Head Conductor; Phil Lambert, Safety Officer; Richard Ware, Trolley Fleet Manager; Jeff Graydon, Train Fleet Manager; Kevin Delahanty and Andy Kirby, Cruise Ship Liaisons; an incredible CAST of dispatchers, trolley conductors, train engineers, ticket sales reps, valets, hosts, administrative assistants, mechanics and janitors; Mary Martinez, Office and HR; Tammy Osterhoudt, Charter Rep; and Cheryl Actor, Vendor Rep. Thank you all! I am blessed to have such an incredible CAST of committed and dedicated individuals working with me.

And lastly, I want to give a special Shout-Out to Bobby Bernreuter who, when we have a mole day, dons his blue and whites, hops in a trolley and shuttles our guests, too. Thank you, Bobby, for all your help!

SLOW SEASON UPDATE
by Eva Conaway, CTT General Manager

Please join me in congratulating Martin Shoeneman on his recent promotion from Conch Tour Train Head Conductor to Operations Manager. I would like to welcome Kristy Smith from Old Town Trolley Key West to the Conch Tour Train as our new Head Driver. Marty has been with the CTT for 4.5 years and this promotion is well-deserved. Congratulations, Marty!

Also, please join me in welcoming Kristy Smith to the CTT family. Kristy joins us as Head Conductor and comes to us from the trolley side of the business. Welcome, Kristy!

We’re in the middle of September right now and business is slow with a lot of folks on vacation, getting some much needed rest and relaxation before we hit season again.

Conch Train CASTmembers enjoyed a night out bowling in August. The only bowling alley in Key West is on a military base, so we had to have a veteran sponsor us so we would be allowed on the base. Yeah, red tape, but a real treat. Everyone had a great time and wants to do it again soon.
HELLO-GOODBYE
by Martin Shoeneman, CTT Operations Manager

It's that time of year, after one season ends and just before another begins, that we say goodbye to some engineers and welcome new ones onboard. At the beginning of summer we had to say goodbye to Joseph Suttman, who moved back to Salzburg, Austria to be closer to his kids. In July, Michael Roberts left to take a position locally as a Physical Therapist. At the end of August Lloyd (Lars) Van Norden jumped at the opportunity become the new Executive Director at Monroe County Homeless Services Continuum of Care, Inc., and in the beginning of September Rich Sanders-Fox left the Conch Tour Train to become the new Head Conductor at the Old Town Trolley of Key West.

Besides saying goodbye to the CAST members that are leaving we have been welcoming several new ones. To help out with the Highgate Hotel Shuttles we brought onboard Winston Word, Elton Hightower, Marlon Lyons, and welcomed back Danny Martin. We also have three new engineers. Jessica Staats, Douglas Bolan and Vanessa Linsley have all come onboard to give tours.

I would like to welcome the new CAST members to the Conch Tour Train and wish the best of luck to our departing CAST members.

CROSSING THE TRACK
by Kristy Smith, CTT Head Conductor

Hello from the other side of the tracks! Having initially been the Head Conductor for Old Town Trolley, and now for the Conch Tour Train, I can honestly say, this year has been interesting. I do miss my Old Town Trolley family however, I am enjoying the Conch Tour Train and I am intrigued with the difference between the two operations. Eva and Marty have kept me busy learning the daily goings on and the Conch Tour Train drivers have been wonderful.

I would like to give a special thank you to all of the Trolley and Train drivers whom I love working with. Without you, we wouldn't be having so much fun! See you all out there!

PREPARING FOR SEASON
by Gary McDonnell, OTT Operations Manager

In a few short months we will begin our season again. Right now, we are taking advantage of the slower time to prepare for season. We are working to get the little things in order so they do not snowball into bigger issues come November.

Although the "official" season starts in February, we see a large increase in cruise ships starting in November, where we go from 20 ships in October, to 24 in November, and 50 ships in December.

It is amazing how fast "off Season", or as we like to call it "less busy season", went by. We have a busy 6 months to look forward to and prepare for and things are already in full motion to do just that!

BUBBAS PAMPERED PEDALERS

Bubba Barron started Bubba’s PAMPERED Pedalers April 2002 shortly after finishing a cross country solo bicycle tour across the United States. The bicycle tour across this country was a retirement gift to himself after a 28 year police career. Bubba’s original idea was to rent sleeping tents on organized bicycle tour a concept never tried. Bubba had no idea if the concept would be well received by riders however after ridden many week long rides himself (about 40) he thought the idea just might work. He was right. The service was well received and continues to be enjoyed by riders 14 years later. In 2003 Bubba invited 12 friends to the Keys to help him celebrate his first full year of business. Little did he know at the time that would be the start of BubbaFest–Florida Keys an event held yearly the first week of November which attracts 200 riders from all over the United States. In addition to BubbaFest–Florida Keys Bubba offers the following tours;

• Coast 2 Coast. A 52 day fully supported adventure from San Diego to St Augustine. This yearly all-inclusive tour occurs mid-March to late April
• Bike the KATY Trail. The longest rails to trails in the country. A beautiful ride following the old KATY Railroad. Mid-September yearly
• Bike GAPCO from Pittsburgh to DC, this is a traffic free weeklong event where you will bicycle through American History. Yearly late June
• Florida’s Space Coast Tour. A fabulous weeklong event staying in Cocoa Beach, Florida Mid-January makes this a very popular event

Complete details on events offered can be found at BubbasPamperedPedalers.Com

Bubba Barron

Kristy Smith

Gary McDonnell

Engineers Tj and Frank with their red noses on
A Conch Tour Train was taken up to Bahia Honda to be in the filming of “The Leisure Seeker”. The film features an elderly couple, Donald Sutherland and Helen Mirren, taking their last road trip together in a Winnebago from Boston to visit Ernest Hemingway’s house in Key West.

A Conch Tour Train was taken up to Bahia Honda to be in the filming of “The Leisure Seeker”. The film features an elderly couple, Donald Sutherland and Helen Mirren, taking their last road trip together in a Winnebago from Boston to visit Ernest Hemingway’s house in Key West.

BACKGROUND
I was born in Los Angeles, California, where at an early age, I developed a connection with the ocean. While attending high school, I excelled in sports and was the only athlete to letter in swimming and football--being offered several scholarships. After suffering a severe knee injury, I lost all prospects for scholarships. I decided to follow my fondness of the ocean and enlisted in the US Navy, where I spent 6 years. My surfboard often accompanied me on my deployments.

After leaving the Navy in 1978, I joined the family business, building swimming pools. That brought me to South Florida where I met my wife and started a family. With the expansion of the family business, we moved our two sons to the Florida Keys, where they also learned the admiration of the ocean.

During the economic recession of 2008, our business closed and I began working for MacArthur Dairy, where I stayed for 9 years. That office closed and I came to HTA, where I am a rookie again at 62 years old!

What is your idea of perfect happiness?
A stress free life.

What is your greatest fear?
Snakes.

What do you consider your greatest achievement?
My son, Kris.

What do you most value in your friends?
The friendship part.

What three things will you always find in my refrigerator?
Wine, cheese and creamer for coffee

CHERYL ACTOR
Vendor Representative, Key West Operations

BACKGROUND
I was born in Long Beach, California to parents who were both in the Navy. At the age of 4 my family moved to Parsippany, New Jersey. After completing my schooling, I decided to broaden my horizons by moving around a lot. I lived in California, Texas, Tennessee, St. Louis, St. Thomas, and finally settling in Key West. (Almost 20 now)

As a teenager, in New Jersey, I babysat, worked in retail, worked in a dry cleaners (hated it) and waitress from the ages of 13 to 27. After moving to the Los Angeles area, I gave up waitressing, took a secretarial course then had various jobs. I worked for an advertising company in Santa Monica, a small independent film company in Hollywood that made B movies (I’m credited as accountant on two of them—LOL), a music company and I worked part time, for a CPA. Both my contacts at the music company and the CPA turned me on to one of my favorite jobs, working for Lawrence Welk in Santa Monica for seven years. Every day, Lawrence would come in to the offices (he lived in the building next door) to play pool or serenade us on his accordion. My last job before joining the HTA family was as an OPC, here in Key West, for the Hyatt Vacation Clubs. On January 31, 1997 I started working as a Conch Tour Train ticket seller, which I did for 5 years before accepting my current position as Vendor Representative.

- What is your idea of perfect happiness?
  - A stress free life.
- What is your greatest fear?
  - Snakes.
- What do you consider your greatest achievement?
  - My son, Kris.
- What do you most value in your friends?
  - The friendship part.
- What three things will you always find in my refrigerator?
  - Wine, cheese and creamer for coffee

NOW STARRING: TOOT!

TOM LEROY
Conch Tour Train

BACKGROUND
I was born in Los Angeles, California, where at an early age, I developed a connection with the ocean. While attending high school, I excelled in sports and was the only athlete to letter in swimming and football—being offered several scholarships. After suffering a severe knee injury, I lost all prospects for scholarships. I decided to follow my fondness of the ocean and enlisted in the US Navy, where I spent 6 years. My surfboard often accompanied me on my deployments.

After leaving the Navy in 1978, I joined the family business, building swimming pools. That brought me to South Florida where I met my wife and started a family. With the expansion of the family business, we moved our two sons to the Florida Keys, where they also learned the admiration of the ocean.

During the economic recession of 2008, our business closed and I began working for MacArthur Dairy, where I stayed for 9 years. That office closed and I came to HTA, where I am a rookie again at 62 years old!

What is your idea of perfect happiness?
A stress free life. Happiness is a productive day followed by a nice cold beer afterward!

What is your favorite vacation spot?
A couple miles off the coast in a boat.

Who or what is the love of your life?
My wife of 27 years, who passed away unexpectedly in 2012.

What talent would you like to have?
To learn Spanish.

Who are your favorite writers?
Hunter Thompson, Michael Crichton, Ray Bradbury and Robert Heinlein.

PET OF THE MONTH
LUNA

Luna’s mother is Mary Martinez-KW Operations. Luna is a 1 yr. old French Bulldog.
My name is Ariel Willis and I was born here in Key West. I am a 5th generation Conch. My husband and I have been happily married for almost three years and we share two kids together. I graduated from Key West High School and received my associates of arts degree from Florida Keys Community College. I’ve worked in hospitality a little over five years and truly enjoy it. In my free time I love going out on the water and enjoying this little island which we call paradise.

What is your greatest fear?
Losing a loved one.

What is your favorite vacation spot?
Miami Beach!

Who is the greatest love of your life?
My family, my husband and two beautiful children.

What is your most treasured possession
My Children.

If there was one place you would like to live besides Key West, where would it be?
Thailand.

Mary Atwell Martinez
Office Manager, Key West Operations

My name is Mary Atwell Martinez, and I was born in Key West, Florida. Yes…. I’m a “conch” I love living on this small island. I love the small town feel, but I hope to live in Nashville, Tenn. one day. I started working for Historic Tour of America in January 2005 as the Office Manager for Old Town Trolley Tours of Key West. In November of 2007 I was promoted to Office Manager of OTT-KW and The Conch Tour Train. I have had the pleasure of overseeing both operations for 9 years now. I enjoy working with all the Leadagers and cast on a daily basis. I’m very busy, but I wouldn’t have it any other way. I love coming to work and having a new challenge every day.

I have been married to my husband Michael for 12 years and we have two beautiful children together. We enjoy going out in the boat and going to the movies as a family. We love going on vacations together, while the kids still like us…LOL!

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

What three things will you always find in my refrigerator?
Milk, Butter and Gatorade.

What is the Trait you most deplore in others?
Jealousy. I think jealousy is very unattractive.

What do you most value in your friends?
Loyalty

Which living person do you most admire?
My Husband Michael

Nika Stroble

With a combined 15 years of experience in the wedding and hospitality industry, Nika, of Soiree Key West, takes great pride in doing what she does best: providing the finest, high quality and reliable service to her clients. She is a native of Key West who is warm and caring, enthusiastic and professional, with the willingness to do whatever it takes to make weddings reflect unique love and personalities.

Nika works closely with the bridal party to ensure that their event lives up to their dreams. She believes that, together, they will achieve the successful event they dream of and deserve. Nika will always discuss every available option with her clients, because she believes that only the client knows exactly what they want, need and can afford.

Happy Anniversary
OLD TOWN TROLLEY
Jason Sisco, 12 years
Rodney Buster, 10 years
Grace Spencer, 4 years
John Sawaya, 4 years
Heather Clement, 3 years

Philip Lambert, 3 years
Norman Bruein, 2 years
James Sottile, 1 year
Gary McDonnell, 1 year

CONCH TOUR TRAIN
Eva Conaway, 36 years
Bruce Dodge, 25 years
Tammy Osterhoudt, 23 years
Eduardo Silva, 17 years
Thomas DeFrancesco, 15 years
Joyce Dahlberg, 14 years
Gail Sibley, 14 years
Robert Lutz Jr., 8 years
Christina Bellies, 4 years
Tommy Allen, 3 years
Cynthia McCoy, 3 years

Edward Jones, 3 years
Brian Surpas, 2 years
Tiffany Albury, 2 years
Dominic Iannotti, 2 years
Bettina Marcelli, 1 year
Troy Jordan, 1 year
Klaudie Putilo, 1 year
Richard Simone, 1 year
Gregory Blom, 1 year
Thomas Leroy, 1 year
Susan Chiappone, 1 year
CELEBRATING 160 YEARS

Mindy Tucker, Key West Shipwreck Treasure Museum

On August 28, 1856 the merchant ship Isaac Allerton wrecked in Hawks Channel during a hurricane. While the ship would sink in five fathoms of water, every soul aboard would survive. The salvage of her cargo ultimately led to a payment of $52,000 for the salvagers, making it the richest salvage awarded in Key West salvage history. No, there wasn't gold or silver aboard, but Italian marble and general merchant wares of the day. The value of her cargo was over $400,000.

The Isaac Allerton would stay at the bottom of Hawks Channel until 1985 when it would be rediscovered by two treasure hunting brothers, Steve and Ray Maloney and their partner Doug Jones. As the fates would have it, their own ancestors worked in the original salvage in 1856! Because of these men, we are able to share their story and that of generations past at the Shipwreck Treasures Museum.

This year marked the 160th anniversary of the wreck. To celebrate the anniversary, we extended our museum presentation to cover more of the Isaac Allerton on multiple floors in the museum, created an artifact scavenger hunt for children and held Shut the Box Challenges throughout the day. In the end we enhanced our guest experiences and found new ways for to obtain guests to the museum.

What is your idea of perfect happiness?
To me, the formula of happiness is quite simple: happy family, healthy kids plus the most wanted job. Being able to do things I like and being around people I love makes me happy.

What is your favorite occupation?
Growing plants is my favorite occupation. Flowers are like friends, they bring color to your life. One of my dreams is to own a flower shop one day.

What do you consider your greatest achievement?
My greatest achievement is maintaining my career while sustaining a happy marriage and being a wonderful mom for my son.

Which talent would you most like to have?
I would like to be able to do magic things, to bring a little fairy in people's life.

What is your favorite vacation spot?
My favorite vacation spot is in the mountains, with white snow and fresh cold air in the winter time or a beautiful green picture the rest of the year.
Recipe

In the kitchen with...

Leah Benner

Ceviché

Tips: Ceviche should taste acidic and salty and fresh, but if it tastes too tart to you, you can mix in a tsp of sugar. For an appetizer or snack, serve with tacos, corn chips or Scoops. To serve as a salad spoon into a crispy lettuce leaf.

Step One
Place in zip lock bag and marinate 6-8 hours (overnight works):
• 1 lb fresh fish or shrimp cut into ½" to ¾" pieces (I like to use Key West Pinks)
• ½ cup fresh lemon juice
• ½ cup fresh lime juice

Step Two
One to two hours before serving, combine the following in a large bowl:
• Marinated fish or shrimp
• ½ to 1 cup sweet onion (diced, as in small pieces)
• 1 to 2 large tomatoes, seeds removed and diced (I like Ugly Tomatoes)
• ½ cup diced peppers (I use red, yellow, green, orange or any combination)
• 2 tbs minced hot peppers (jalapenos)
• 1 clove garlic, crushed
• ½ cup fresh cilantro, chopped
• 2 tsp kosher salt
• 1 tsp fresh ground pepper
• Hot pepper sauce, like tabasco, to taste, optional

HER NAME IS LOLA

Greg Gerwin, Key West Aquarium General Manager

Lola’s history started in 2002 on Mustang Island, Texas as a seven ounce hatchling, found struggling in wet sand with a mauled right flipper most likely by another animal while trying to escape the ocean. Lola was referred to as LK0-112 by her rescuer Tony Amos, Director of the ARK (Animal Rehabilitation Keep). Lola remained at the ARK for 11 months. Lola was rehabilitated and released June 3rd 2003 only to wash up on shore two days later with no additional injuries. The ARK had made a decision to keep Lola longer in order to increase her size before attempting to release again.

October 15, 2003, Lola who is now weighing 1.3 pounds is moved to the Texas State Aquarium where she remained until she was transferred to the Dallas World Aquarium in 2004. Later in 2008, she made her final journey to the Key West Aquarium. As an amputee, Lola was deemed non releasable, and in most cases sea turtles with a double amputee are euthanized.

In 2015 three college students from Worcester Polytechnic Institute in Boston Massachusetts had chosen the Key West Aquarium over all other facilities to be the test site for their state of the art prosthetic flipper project made using a 3D printer. Each student brought their own skill set to the project: Wong, a mechanical engineering major and aerospace engineering minor, perfected the hydrodynamics of the flipper; Varela, a biomedical engineering major, designed a way to attach the prosthetic; and Liang, a double major in biomedical engineering and mechanical engineering, ensured that the design and attachment of the flipper would allow Lola to generate enough force to swim. This prosthetic design is the only one like it in the world because it is biomimetic, made to fit Lola and mimicking the way her healthy flipper moves.

On September 6th 2016, one year from the design concept, Lola was fitted with her new prosthetic flipper. She accepted this flipper as her own with little or no rejection.

The Key West Aquarium continues to work diligently with the WPI students to advance this prosthetic and in the future work on other amputee sea turtle candidates in our facility.
The annual Historic Tours of America Wellness Fair was sponsored by the Human Resource department.

LAMBDA CHI HONORS TRUMAN

HTA owners Ed Swift and Chris Belland were presented a Lambda Chi Alpha lapel pin honoring Harry S. Truman by the Grand High Phi (Director) David Huffine.

Truman was invited to join Lambda Chi Alpha by Thomas L. Bear (Missouri-Columbia 1944), who was the chapter president at the time. Truman accepted the invitation to join Lambda Chi Alpha on July 17, 1944. The initiation was originally scheduled to take place in the summer or fall of 1944. However, the political campaign, his inauguration as U.S. vice president, and the unexpected death of Roosevelt, delayed his initiation. The pin is on display at the Little White House.

Tropical Shell and Gift coordinated a great Thanksgiving on the lawn of the Little White House. Multiple turkeys were made as well as pot luck goodies were brought by all.

Matt Hudak and Marina Timus, retail store managers, man the dessert table.

Chris Belland and Brian Surpas (OTT KW Safety Officer)

Nelson Nodal, GM of Retail and Stan White, Operations Manager
The 36th Annual Children’s Day was held in October. This event brings together all of the children in the Florida Key Community together for celebration. Our annual costume contest is always a big hit. Above are the winners of our t-shirt design contest.

The 32nd annual A Day to Remember was held at the DoubleTree Grand Key this year. A big thank you to all the volunteers and performers that make this event happen. We love to recognize all of our elder generations with this event.
### Review Performance Report for Old Town Trolley Tours

<table>
<thead>
<tr>
<th>Competitor</th>
<th>Overall Rating</th>
<th>Reviews</th>
<th>Excellent (5 stars)</th>
<th>Good (4 stars)</th>
<th>Average (3 stars)</th>
<th>Poor (2 stars)</th>
<th>Terrible (1 star)</th>
<th>Management Responses</th>
<th>Owner Photos</th>
<th>Traveler Photos</th>
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<tr>
<td>Old Town Trolley Tours Key West</td>
<td>4.4/5</td>
<td>1,713</td>
<td>1,000 (59.6%)</td>
<td>477 (27.4%)</td>
<td>146 (8.1%)</td>
<td>20 (1.2%)</td>
<td>10 (0.6%)</td>
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<td>500 (50.6%)</td>
<td>200 (20.6%)</td>
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<td>40 (1.4%)</td>
<td>10 (0.3%)</td>
<td>113</td>
<td>247</td>
<td>566</td>
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<td>1,500 (50.4%)</td>
<td>900 (30.3%)</td>
<td>300 (10.1%)</td>
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<td>10 (0.3%)</td>
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<td>2,438</td>
<td>1,200 (49.8%)</td>
<td>700 (28.7%)</td>
<td>300 (12.2%)</td>
<td>40 (1.6%)</td>
<td>10 (0.4%)</td>
<td>113</td>
<td>247</td>
<td>566</td>
</tr>
</tbody>
</table>

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### Happy Anniversary

**HISTORIC TOURS of AMERICA**

- **Joseph Moyer**, 36 years
- **Antoinette McPherson**, 33 years
- **Pam Perez**, 31 years
- **Debra Schepp**, 26 years
- **Cruz Rioscco**, 19 years
- **Freddy Varela**, 15 years
- **Stephanie Monsalvatge**, 15 years
- **Nancy Aspinwall**, 14 years
- **James Lamberson**, 14 years
- **Magdalena Janicka**, 12 years
- **Richard Milelli**, 12 years
- **Ryan Darrah**, 9 years
- **Jennifer Gregg**, 8 years
- **Jennifer Belland**, 6 years
- **Candice Atwell**, 4 years
- **David Hecht**, 4 years
- **Joseph Gandolfo**, 2 years
- **Christopher Tretter**, 2 years
- **Jonathan Tavarez**, 1 year
- **Cayley Bernreuter**, 1 year
- **Ryan Souder**, 3 years
- **Stacey Jackson**, 2 years

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**NATIONAL CALL CENTER**

- **Janelle Calerna**
- **Jessica Busch**

**ENGINEERING**

- **Alexander Fernandez**
MARKETING TRAVELS

HTA Marketing maven’s Monica Munoz and Jill Herasme traveled to Las Vegas this summer to attend Photoshop World, a four day conference learning about Adobe’s newest tips and tricks for the design world.

Cayley Bernreuter and Jill Herasme traveled to Savannah to explore the famous squares and its rich history. Cayley focused on 360 degree panoramic images and Jill took notes recreate the sights in Adobe Illustrator for our new pap.