On July 3, Historic Tours of America and Key West lost a great man who always thought the best of everyone he met. Born on Dec. 2, 1931, in Onieda, New York to Ara and Ruth (Storms) Mosher, Gerald was brought up on a farm in northern Michigan by his Storms grandparents, where he learned values that molded his life. After receiving a farm school education, he went on to graduate from Bay City High School in 1950. He joined the Navy out of high school and was eventually stationed at Boca Chica Airfield on June 4, 1951. Needing help at the Naval Barber Shop, he started his longtime career as a barber. This is where he met the love of his life, Marina Lois Sikes, who was working at the Naval Exchange. After a persistent chase they were eventually married on Feb. 7, 1954, because Marina did not want to be “cheated” out of another present on her birthday of Feb. 14.

On a fateful day he went downtown and decided to get a haircut at Virgil’s Barbershop, located at 608 ½ Duval St. Upon seeing how backed up the shop was, he told Virgil that he was a barber at the Naval Barber Shop and asked if he would like his help. After that day, he continued working there part-time until he eventually purchased the business from his mentor, Virgil Signorelli. In 1972, he moved into the vacant building at 607 Duval St. that was previously Swift’s Camera, owned by his longtime friend Ed Swift III. He renamed his business to Moe’s Barber and Family Haircare.

With many of the stores closing on Duval Street in the late 1960s when the Navy decommissioned the base, and into the 1970s, Moe, along with Ed Swift, Chris Belland and several partners, founded Old Town Key West Development and began renovating the deteriorating buildings on the 600 block of Duval Street. Their visions of making Key West the tourist Mecca they dreamed of has finally come true. In 1980, the partners founded Historic Tours of America, today a national company. Moe was at his desk at 201 Front St. every day until a few weeks before his death.

Moe has always been active in the community and willing to put others’ needs in front of his own. He was a member of the Jaycees, Rotary, the Chamber of Commerce, the Silver Liners (Santa) and the CFFK. He was a longtime board member of the Monroe County Teachers Federal Credit Union and the Century Investment Club.

Moe and Marina lived an active, fulfilling life traveling to places near and far. They never met a stranger...Continued on Page 37
Since men began running races, physicists, doctors and athletes collectively maintained that running one mile in under four minutes was impossible for human beings. They cited studies of muscle tissue, bone, length of stride, heart rate and all the other vital signs and came up with formulas clearly showing that it was a physical impossibility for man to exert the necessary stride for a sustained period long enough to run 5,280 feet in less than 2,400 seconds. It couldn’t be done! End of story.

On May 6th, 1954, Englishman Roger Bannister, using other runners to pace him, did exactly that. He ran one mile in less than four minutes. Two months later, at the British Empire and Commonwealth Games in Vancouver, British Columbia, two runners, one being Bannister and the other being Australian, John Landy, both did it again. Since then, running a four minute mile has become the standard for male middle distance runners. In fact, it is now consistently run over 15 seconds faster than four minutes!

There was a time at Historic Tours of America when selling over $400,000 worth of tickets was a heroic feat that probably only a few could do and not very often. In 2012, Vice President Bobby Bernreuter noticed that seven HTA CASTmembers had, in fact, exceeded $500,000 in sales and he conceived the Half Million Dollar Sales Club.

Until Columbus sailed west, a great number of the world’s population thought the world was flat and when you got to the end, you would simply fall off in to space. Today, man’s satellites and space stations circumnavigate the globe in minutes. Until Neil Armstrong put a human footprint on the moon, it was generally considered “impossible” that man would ever stand on any soil other than that of the earth. Since then, it has been done many times, to the point where one wonders if there will ever be conceived a need to do it again. Man was not built to fly. Diseases were considered to be “the will of God”, never to be cured, and were to be accepted as fate. Movie stars were not supposed to speak on film. The human voice over the millennia was lost to history until a way to record it was discovered and it certainly was not meant to travel further than the distance where someone could hear it. Throughout history, it “couldn’t be done” until someone actually did it. Then, that act became the standard by which all future activity would be measured.

In 2013, Barbie Harrell, David Mahl, Gayle Jenkins, Bill Swicegood and Linda Riskus sold in excess of $500,000 worth of tickets. While the feat achieved by these sales representatives is not as earth-shaking as sending a man to the moon, it only proves that human endeavor is only limited by simply exceeding previous efforts and going beyond the confines placed by our community, whether that is defined as our company, our country or the world. Since it was first done, 11 CASTmembers did it in 2014 and 20 did it last year! I suspect even more will do so this year.

Historic Tours of America Vice President, Bobby Bernreuter, saw the potential, envisioned the outcome, challenged the participants and recognized the achievement. Today, the $500,000 club is the standard by which we measure our sales representatives. With their hourly paycheck and benefits, the commissions that are added make it something that all of our sales representatives aspire to and more and more they will achieve it because now they know it can be done. Thank you to Bobby and congratulations to those who did “the impossible”. In the process, at the end of the day, it is nice to know our tours will showcase our communities and be enjoyed by millions each year.

Of course, selling $1 million in one year is physically impossible. Our sales representatives cannot see enough guests, work enough days or transact business fast enough to do that. Or can they?
HTA’s fiscal year ended March 31st and we have BIG NEWS from the Half Million Dollar Club. I want to start by congratulating Savannah’s Head Sales Rep, James Rafferty. With support from the sales oriented leadership of GM Charlie Brazil, James’s sales team racked up the highest sales to goal percentage in HTA with 111%. James is the “Goalie of the Year” and was presented the annual “Goalie” award this past May. Not only did Savannah’s sales team achieve the highest sales percentage to goal, but they also fielded seven, that’s right, SEVEN Half Million Dollar Club winners this past fiscal year. That’s not all, the city also had the third highest sales rep goal beater in the nation along with seven honorable mentions. James and Charlie, super job, my hats off to your team.

Second place was a tie with St. Augustine and Key West both with a percentage of 106% sales to goal. Head Sales Rep Terry Akras of St. Augustine and Justin Bahl of Key West. Terry groomed a ¾ million dollar sales dollars and had five other reps join the Half Million Dollar Club. She also had the second place top sales rep goal beater and five other honorable mentions. Wow!

Third place runner up is Boston’s Bernie Casco, their new head sales rep, whose sales team reached 102% of sales to goals. Congratulations to all our head sales reps for their hard work, competitive spirit, and great leadership.

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

Another super achiever was Lori Held of St. Augustine, who also sold over three quarters of a million dollars in sales and reached 117% of her goal. She also garnered a check for $750, a silver pin, and her certificate. Congratulations Barbie and Lori, you ladies are HTA “Rock Stars”.

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

Repeat members are from St. Augustine: Bill Swicegood, Jennifer Weigle, Linda Riskus, Mark Little, Karen Bradwell, and Michael Brown. From Savannah: Wanda Raimo, Tim Conway, Janice Emerson, Jane Erskine, Tremaine McCombs, Rance Shell, and Willie Dennard. From San Diego: David Mahl, Orlando Montano, Nikki Meo-Cook, and Rhonda Hastings. From Key West was Tomi Hutton. Please join HTA in congratulating these CASTmembers for their outstanding achievements in sales.

HTA recognizes that our top sales reps will keep pushing the envelope and that someday soon, someone is going to hit a Million Dollars in sales. So in anticipation of that stellar event, HTA has created the MILLION DOLLAR SALES CLUB. Anyone achieving this pinnacle of sales will receive a gold MILLION DOLLAR SALES CLUB pin, certificate of membership, and a bonus award of $1000. The award also includes an all-expense paid trip to Key West, where a special private dinner will be held at the Truman Little White House with the company founders.

And let’s not forget whoever repeats as Half Million Dollar Club winners for five consecutive years since the clubs inception in 2013, will receive an award of $2,500. We have four who have threepeated this year and five repeats, all are on their way.

HTA thanks all of our reps who have done such an outstanding job throughout the year. While we are honoring our big achievers, remember it is a team effort. It takes everybody’s help, including the back of the house CAST and our really great conductors and engineers. So don’t forget to thank all your company’s sales reps because you know what happens when tickets don’t get sold? That’s right… nothing.

From l to r: Nikki Meo-Cook, Orlando Montano, Barbie Harrell, David Mahl, Rhonda Hastings

We are very proud of our own Tomi Hutton for making the Half Million Dollar Club! She was presented with her award by Chris Belland, Ed Swift, and Bobby Bernreuter at the Key West Operations CASTmeeting. Congratulations to Tomi for her outstanding sales!

St. Augustine’s Million Dollar Wall and Club includes:  
Front row (l to r): Jennifer Weigle, Lori Held, Karen Bradwell, Linda Riskus  
Back row: Bill Swicegood, Mark Little

Front Row (l to r): Wanda Raimo, Rance Shell and Janice Emerson  
Second Row (l to r): Tim Conway, Jane Erskine, Tremaine McCombs  
Back Row: Jim Rafferty- Depot Sales Manager and Goalie of the Year

June - July 2015
Pride Festivities
by Erica Frost; Group Sales Manager

On Saturday, July 18th, Old Town Trolley Tours of San Diego participated again in the annual San Diego LGBT Pride Parade, celebrating its 41st anniversary! Several orange & green Trolleys, the SEAL and both Felicity and Bella Wedding Trolleys all participated in the parade. Our vehicles represented the following contingencies: First Unitarian Church, FOG (Fellowship of Older Gays), Felicity the wedding Trolley for the Uptown News publication, the Bella wedding trolley for St. Paul’s Cathedral, the Hillcrest shuttle Trolley for the Uptown Community Parking District and once again the SEAL hydra-terra for the Human Dignity Foundation.

This parade is the 5th largest in the United States, attracting over 300,000 cheering spectators! This year’s theme is “Be the Change you want to See.”

Blessing of the Fleet

Old Town Trolley was honored to be a part of the annual “Blessing of the Fleet” in Little Italy. This ritual rich in history, honoring the fishing community that looms large in the history of the Port of San Diego, the tradition, dating back 84 years, is when Our Lady of the Rosary Church conducts a procession made of up hundreds of people, from the church in Little Italy to the Grape Street Pier, to bless San Diego Bay’s fishing fleet. Parishioners, local boaters, fishermen and their families will attend. The Blessing of the Fishing Fleet traces its origins to the 1920’s, when local Italian fishermen donated part of the money earned from their catch to build the Church. Commercial fishing activity has a long history on San Diego Bay. Specifically the tuna cannery industry, which once earned San Diego the title, “tuna capital of the world.”

Service Salute
by Arthur Burgess, Trolley Conductor and Veteran

I empathize with those who have served our country that have difficulty readjusting back to civilian life after returning from Military service. When these hardships are compounded with physical, mental or financial issues it often leads to homelessness. In San Diego alone, 15% of the homeless population are Veterans. During my free time as a volunteer and as a Military Veteran myself, I assist homeless Veterans in getting the help they need by providing information, assistance and resources through Veteran Organizations, Agencies and Non-Profits that provide everything from shelter, food and clothing to counseling and job search skills. One of these Non-Profits that I volunteer with, locally known as Saint Vincent De Paul Villages, is a major component in helping homeless individuals and families get back on their feet rejoining society again as productive members of the community.

New Hires
by Teresa Lampert, Depot Sales Manager

It was June gloom in Southern California, but it was June Bloom for us at San Diego Old Town Trolley Tours, as we welcomed four new Sales Reps!

Returning to SDOTT is Nikki Meo-Cook, who is a member of the prestigious Half Million Dollar Club. Currently, she is a part time Sales Rep. We are very excited to have her in our team!

Jessica Savage returns to us for a second year. She is a full time seasonal Sales Rep and Valet. Jessica currently attends Northern Arizona University in Flagstaff, Arizona where she is majoring in Mathematics. After graduating early she plans to join the Peace Corps.

Tyson Youngs is a newcomer to SDOTT. He is a full time seasonal Sales Rep and Valet. Tyson is a Junior at Holy Cross University in Worcester, Massachusetts, where he is majoring in Political Sciences.

Old Town Trolley was a proud sponsor of the 4th annual Wounded Warrior Tennis Camp.
As a newcomer we asked his opinion about working at SDOTT. “I like working at San Diego Old Town Trolley a lot because I have the opportunity to interact with people of different nationalities; I like the closeness of my sales team and the Team Spirit!”

Zach Ohara returns to us for a second year. He is a full time seasonal Sales Rep and Valet. He is a Junior at Tufts University in Medford, Massachusetts, near Boston, where he is majoring in Economics with a minor in Finance.

With the addition of these four talented Sales Reps who join our already outstanding sales team, we are poised to have an extraordinary “Goal Busting” Summer Season!

We’re at the Top!

San Diego did it again! 5 of the top super achievers in the nation were from San Diego!

Barbie Harrell is the top Sales Rep in the country. Barbie achieved over three quarters of a million dollars in sales for the third time in a row!

There were eighteen other “super achiever” Sales Reps that reached and exceeded the Half Million Dollar sales this past year and four of them were from San Diego.

The members of the prestigious Half Million Dollar Club from San Diego are: David Mahl (for the third time), Orlando Montano, Nikki Meo-Cook and Rhonda Hastings.

Great job and congratulations to all five of you! Go team San Diego!!

Check us out on page 3 under the 500k Club story!

Costco Wholesale partners with Children’s Miracle Network Hospitals for Rady Children’s Hospital in San Diego. Children’s Miracle Network Hospitals is an international, non-profit organization that raises funds for children’s hospitals, medical research and community awareness of children’s health issues. Old Town Trolley Tours sponsored a banner for this great cause.
San Diego Gets New City Images

This summer, HTA’s Monica Muñoz and Blackdog’s John Penney and his family hit the shores of San Diego to finish up their country wide photo shoot. June gloom was definitely in effect although these photos do not perceive that. America’s Finest City showed up to the shoot! Thank you to the entire CAST of OTT San Diego for your hospitality and assistance in helping us get the best possible shots especially to the Penney Family, Carmen Thulin, Erica Frost and David Thornton.
I was born in Fresnillo, Zacatecas, Mexico, in 1948. When I was two-years old, my family moved to the city of Juarez, Mexico, where I was raised in the western outskirts of the city. Our family survived without electricity, gas or plumbing; however, despite having to live without these luxuries, I was able to connect myself with something not many people can say they connect to: nature.

As a kid, it was my livelihood to go outside and enjoy nature. Whether it was catching chipmunks, caring for dove chicks, or raising wild rabbits, I could not have been happier in any other environment.

In 1970, I married the love of my life, Modesta. We lived in Tecate, Mexico, where we raised our three children. Three years later we moved to San Diego. I went to the university to get my teaching credential so that I could teach auto body and paint, which I did for the next 21 years. In 2003 I retired from teaching so that I could focus my energy on the Old Town Trolley Tours. I ended up with the job I loved the most and I am so proud to be a part of this company.

What is your greatest fear?
Losing my health
What is your favorite vacation spot?
Playa del Carmen, Mexico
What or who is the greatest love of your life?
First and foremost, my wife, Modesta, my children and my grandchildren
What talent would you most like to have?
I wish I could be a great musician
What do you consider your greatest achievement?
Raising successful children
This month I’m happy to spotlight the new staff at the Hilton San Diego Resort and Spa. The Hilton San Diego Resort & Spa is set on the sands of Mission Bay and just six miles from San Diego International Airport. The hotel has 357 stylish guest rooms including eight spacious suites with beautiful views of Mission Bay. The Concierge Desk is led by Chief Concierge Gordon “Gordy” Berry with Concierge Kerry Martensen by his side. They both just recently came from the Loews Coronado Bay Resort. Gordy has been a Concierge for seven years and has been at the Hilton for four months. Both Gordy and Kerry are amazing supporters of the Old Town Trolley and SEAL Tours. They both offer our tickets through our online Trusted Tours ticket program and are some of the top sellers in the city. The Bell Staff are also great fans of our tours as we offer a complimentary shuttle to the hotel every morning and the Bell staff welcomes our Trolley every morning at their lobby. We thank the entire team at the Hilton San Diego Resort & Spa for being such wonderful partners!

Gordon Berry, Chief Concierge – Hilton San Diego Resort and Spa

We originally started our business careers as potters but opened our first retail store together in 1998 in one of the old adobes in Old Town State Park. When the Old Town Market was established in 2005 we were excited to be the original tenants in the carriage house opening La Sirena Silver jewelry store, which is still thriving today. By 2007 when the Trolley Company made leases available we jumped at the chance to open La Paloma Old Town on the first floor of the 3 story convent building, focusing on San Diego resort wear as well as general giftware for the whole family. Our latest expansion, four years ago was the establishment of a ladies fashion boutique on the second floor of the convent building with an emphasis on fashion and comfort for the traveling lady. We are really happy to have been such an integral part of the Old Town Market for so many years and thrilled to have been able to help so many of the trolley customers further enjoy their visit to Old Town San Diego.

The store features silver designer and fashion jewelry with an emphasis on semi precious stones, particularly turquoise. San Diego t-shirts, sweatshirts and resort wear for the whole family. Ladies fashion clothing and accessories focusing on comfort and fashion for the traveling lady.

Roberta and Dave

twitter.com/sealtours
facebook.com/sealtours

La Paloma Old Town and La Sirena Silver

VENDOR SPOTLIGHT

Hilton San Diego Resort and Spa
by Rod LaBranche; Director of Travel Industry Sales

VENDOR SPOTLIGHT

La Paloma Old Town and La Sirena Silver

The store features silver designer and fashion jewelry with an emphasis on semi precious stones, particularly turquoise. San Diego t-shirts, sweatshirts and resort wear for the whole family. Ladies fashion clothing and accessories focusing on comfort and fashion for the traveling lady.

We originally started our business careers as potters but opened our first retail store together in 1998 in one of the old adobes in Old Town State Park. When the Old Town Market was established in 2005 we were excited to be the original tenants in the carriage house opening La Sirena Silver jewelry store, which is still thriving today. By 2007 when the Trolley Company made leases available we jumped at the chance to open La Paloma Old Town on the first floor of the 3 story convent building, focusing on San Diego resort wear as well as general giftware for the whole family. Our latest expansion, four years ago was the establishment of a ladies fashion boutique on the second floor of the convent building with an emphasis on fashion and comfort for the traveling lady. We are really happy to have been such an integral part of the Old Town Market for so many years and thrilled to have been able to help so many of the trolley customers further enjoy their visit to Old Town San Diego.

The store features silver designer and fashion jewelry with an emphasis on semi precious stones, particularly turquoise. San Diego t-shirts, sweatshirts and resort wear for the whole family. Ladies fashion clothing and accessories focusing on comfort and fashion for the traveling lady.

We originally started our business careers as potters but opened our first retail store together in 1998 in one of the old adobes in Old Town State Park. When the Old Town Market was established in 2005 we were excited to be the original tenants in the carriage house opening La Sirena Silver jewelry store, which is still thriving today. By 2007 when the Trolley Company made leases available we jumped at the chance to open La Paloma Old Town on the first floor of the 3 story convent building, focusing on San Diego resort wear as well as general giftware for the whole family. Our latest expansion, four years ago was the establishment of a ladies fashion boutique on the second floor of the convent building with an emphasis on fashion and comfort for the traveling lady. We are really happy to have been such an integral part of the Old Town Market for so many years and thrilled to have been able to help so many of the trolley customers further enjoy their visit to Old Town San Diego.

The store features silver designer and fashion jewelry with an emphasis on semi precious stones, particularly turquoise. San Diego t-shirts, sweatshirts and resort wear for the whole family. Ladies fashion clothing and accessories focusing on comfort and fashion for the traveling lady.

We originally started our business careers as potters but opened our first retail store together in 1998 in one of the old adobes in Old Town State Park. When the Old Town Market was established in 2005 we were excited to be the original tenants in the carriage house opening La Sirena Silver jewelry store, which is still thriving today. By 2007 when the Trolley Company made leases available we jumped at the chance to open La Paloma Old Town on the first floor of the 3 story convent building, focusing on San Diego resort wear as well as general giftware for the whole family. Our latest expansion, four years ago was the establishment of a ladies fashion boutique on the second floor of the convent building with an emphasis on fashion and comfort for the traveling lady. We are really happy to have been such an integral part of the Old Town Market for so many years and thrilled to have been able to help so many of the trolley customers further enjoy their visit to Old Town San Diego.

We originally started our business careers as potters but opened our first retail store together in 1998 in one of the old adobes in Old Town State Park. When the Old Town Market was established in 2005 we were excited to be the original tenants in the carriage house opening La Sirena Silver jewelry store, which is still thriving today. By 2007 when the Trolley Company made leases available we jumped at the chance to open La Paloma Old Town on the first floor of the 3 story convent building, focusing on San Diego resort wear as well as general giftware for the whole family. Our latest expansion, four years ago was the establishment of a ladies fashion boutique on the second floor of the convent building with an emphasis on fashion and comfort for the traveling lady. We are really happy to have been such an integral part of the Old Town Market for so many years and thrilled to have been able to help so many of the trolley customers further enjoy their visit to Old Town San Diego.

The store features silver designer and fashion jewelry with an emphasis on semi precious stones, particularly turquoise. San Diego t-shirts, sweatshirts and resort wear for the whole family. Ladies fashion clothing and accessories focusing on comfort and fashion for the traveling lady.

We originally started our business careers as potters but opened our first retail store together in 1998 in one of the old adobes in Old Town State Park. When the Old Town Market was established in 2005 we were excited to be the original tenants in the carriage house opening La Sirena Silver jewelry store, which is still thriving today. By 2007 when the Trolley Company made leases available we jumped at the chance to open La Paloma Old Town on the first floor of the 3 story convent building, focusing on San Diego resort wear as well as general giftware for the whole family. Our latest expansion, four years ago was the establishment of a ladies fashion boutique on the second floor of the convent building with an emphasis on fashion and comfort for the traveling lady. We are really happy to have been such an integral part of the Old Town Market for so many years and thrilled to have been able to help so many of the trolley customers further enjoy their visit to Old Town San Diego.

We originally started our business careers as potters but opened our first retail store together in 1998 in one of the old adobes in Old Town State Park. When the Old Town Market was established in 2005 we were excited to be the original tenants in the carriage house opening La Sirena Silver jewelry store, which is still thriving today. By 2007 when the Trolley Company made leases available we jumped at the chance to open La Paloma Old Town on the first floor of the 3 story convent building, focusing on San Diego resort wear as well as general giftware for the whole family. Our latest expansion, four years ago was the establishment of a ladies fashion boutique on the second floor of the convent building with an emphasis on fashion and comfort for the traveling lady. We are really happy to have been such an integral part of the Old Town Market for so many years and thrilled to have been able to help so many of the trolley customers further enjoy their visit to Old Town San Diego.
WASHINGTON, DC

Dealing with “The Competition”

by Jerry Miller; General Manager

Merriam-Webster defines competition as “The effort of two or more parties acting independently to secure the business of a third party by offering the most favorable terms.” Hmmm.... very interesting. In the Washington DC hop-on, hop-off business, however, competition is defined as “doing whatever you have to do to blatantly steal business from other companies.”

When I came to Washington DC over two years ago, we had one competitor. They had their niche with tourists who wanted a double-decker, open-top experience and we had our niche with tourists who wanted a vintage trolley experience. As far as tours went, we offered a far superior tour to theirs, but they had deeper pockets and crooked ways. They threw money around the city like they were growing it in their office. They didn’t believe in going out and drumming up business of their own, they were dead-set on taking our business away from us. In 2012, they “spread the word” throughout the DC market that they were going to put us out of business. Oh, the arrogance. I often thought that their GM’s company car was a double-decker bus, since it was the only vehicle big enough to carry around his enormous ego. They created an environment where their employees hated us and did everything in their power to sabotage our operation. The things they would do to make us look bad, or to impede our tours were mind-boggling. But they quickly found out that being the “bully in town” was only a short-term revenue-generator. They essentially alienated their company from those whom they would call upon at a later date for assistance.

True to those words, last year, another double-decker open-top company entered the market. Suddenly the first company wanted to side with us to put the second company out of business. My response was “too late, that bridge has been burned.” The two companies went toe-to-toe against each other which sent many tourists straight to us. As a result, we experienced an incredible year, both in terms of ridership, revenues, and profits. Thank you, competitors!

Going into this summer season, two more hop-on, hop-off companies entered the market, giving tourists five hop-on, hop-off options. Unfortunately, both have already quit offering hop-on, hop-off tours…and then there were us and the two double-decker companies.

All three remaining hop-on, hop-off companies are competing for every Washington DC tourist dollar. But instead of “offering the most favorable terms”, as suggested by Merriam-Webster, they solicit where it’s prohibited, they come to our prospective guests standing in line, physically take them by the arm and bad mouth our tours. They tell our guests, “Even though you have already bought ‘their’ ticket, come tour with us and they will refund your money.” They lie. They cheat. They steal. Plain and simple. How will we continue to deal with what I call “Brooklyn Brawling” competition? We will continue to take the high road, while they walk in the sewers. We will continue to follow the rules where there are rules, while they continue to alienate themselves from those whose assistance they will eventually need. We will continue to give the best darned sightseeing tour in Washington DC, while they continue to produce mediocre tours. We will continue to be professional to their employees, although they are horribly unprofessional to us and our guests. We will continue to conduct business in an ethical and morally-responsible manner, while they continue to engage in unethical and immoral business practices, desperately trying to run everyone else out of business. We continue to show the market that we are the good guys, but we are certainly not doormats for our competition to walk all over, while they continue their attempts to bully any company that stands in their way. And finally, we will continue to tout the FACT (not myth) that the satisfaction rate on Trip Advisor for our day tour is 90%. Our Duck tour enjoys a satisfaction rate of 93%, and our night tour boasts a whopping 96% satisfaction rate. Double decker #1 sadly has a 75% satisfaction rate. Double decker #2 has an even sadder 74% satisfaction rate. If only hotel concierge cared…and prospective guests knew.

On July 4, 2016, Old Town Trolley Tours of Washington DC will celebrate our 30th year in Washington DC. Will we be around for another 30 years? Absolutely! How will we do it? Just go back and read paragraph 6 of this article, that’s how!

Every CASTmember is a Seller!

by Eric Holmes, Assistant General Manager

I realize we have taken on a new motto this year “Never Allow Success to Breed Complacency”, but for a little while I’d like to reflect on last year’s motto...

“Nothing Happens Until A Ticket Gets Sold”

Here in Washington, we are in the midst of one of the most competitive seasons that I can remember. Every day our ticket representatives have to prepare themselves for a dog fight. Even
though we offer the most comprehensive, historical, educational, and entertaining tours in Washington, DC, on a daily basis we have to convince potential guests why they should choose an HTA tour product over all of the other options in the city. Simply put, we have to be committed to selling. The ultimate goal of course, is to sell lots of tickets, but the only way to reach our goal is to sell one ticket at a time.

To help us achieve our goals this year:
- We’ve taken time to re-focus our daily operational plan, to make sure we all know what our goals and objectives are.
- We’ve shaken up the process, considered, and implemented new and fresh ideas that can generate more revenue.
- We’ve made sure every CASTmember starts and ends each day embracing the idea that everyone is in sales, no matter what their role is.
- Finally, we’ve become better listeners. Most guests, if given the chance to talk, will tell us what they want. That’s when we have to close the sale.

Remember, every CASTmember is a seller. While the label of “ticket rep or salesperson” may not appeal to most of us, we’ve actually been selling our entire life. Whether it was convincing our parents to buy our first bike, or pleading our case to stay out later than curfew, getting our first date or proposing to our spouse, we’ve all had to close a sale. In fact, the Bible tells us in the book of Genesis that the first recorded sale in history was the Serpent selling Eve the “forbidden fruit.” What the Bible fails to mention is that the Serpent did such a good sales job that he got a referral / upgrade. After convincing Eve to buy he was able to up sell and get Adam to buy! I’ve got to run now, I have to go sell a ticket.

Arlington National Cemetery Tours
by Loretta Pinkney, Arlington National Cemetery Tours Operations Manager

What a difference six months makes! Back in January, we were carrying a few hundred people a day using just 6-8 trolleys. Fast forward a few months, and in June, we carried almost 72,000 people using a combination of Supertrams, minitrams, trolleys, and defender buses. Our new tour has gotten kudos from the cemetery management and staff, school groups, independent tour guides and the general public! We have also had the privilege to provide transportation for several major events in the life of Arlington—specifically the Easter Sunrise service and the Memorial Day Celebration. Over 5000 people rode Arlington National Cemetery Tours on Memorial Day to hear President Barack Obama speak at the Tomb of the Unknown Soldier.

In addition to providing a superb tour, we’ve also been busy doing some renovations to the box office here at Arlington Cemetery. We removed the 6 inches of glass separating us from our guests, and installed new cabinetry and gorgeous new granite counter tops. We also added flat screen monitors, new lighting and new signage to make us more inviting. Check out some of our before and after pictures.

As we head into the heat of the summer, we are looking forward to refining our product, and also looking forward to our new vehicles, which should start arriving this fall. Can’t wait to see what the next six months bring!

Its Summertime and the Weather is Hot!!!
by Eric Whitehead, Lead Tour Conductor

Here in Washington, DC our average summer temperatures range from 75 to 95. What makes it even worse is the humidity. Yeah, I know, most OTT cities around the country experience humidity but ours is different... Ours is hotter than yours because Bodyshop Mike says so!!!... No, seriously, the heat in DC is generally bearable but let’s add in a few things... the pollen, the additional traffic, the gridlock on Constitution Ave., people standing in the middle of the street in front of The Washington Monument, The President going to dinner at 5pm, the great mix of horns blowing,
vendors blocking lanes, our competitors in an array of big buses and city sightseeing vehicles plus there are babies crying, folks talking, cell phone conversations, evening thunderstorms, call ins, yellows, bright yellows, a GM who “accidentally” shaved his head bald, an Assistant GM who knocks hula hoops out of 8 years hands at cookouts, and an Operations Manager who never, ever goes home.

Welcome to OTT DC... That’s it!!! End of story. See you next month.

**In the Guest’s Shoes**

*by Eric Whitehead, Lead Tour Conductor*

Every month, we leadagers are required to take a ride along. This day, I chose to “take it for the team”, with temps at 75 and not a cloud in the sky (I love my job.), I departed Union Station on our DC Ducks tour. Woo Hoo!!!! Sitting on top of “Sitting Duck”, quacking down Pennsylvania Avenue. I learn something new every time.

Did you know that the street lamps that line Pennsylvania Avenue are removed during the inauguration parade so that during the televised event, these lamp posts are not blocking the view of the U.S. Capitol?

Now on to the water, OMG, what fun. Capt. Kent (thanks bro!) never stopping talking. He talked about the wild life (yes, DC has some of that - namely - turtles) and the Potomac River and its history. I was able to capture the essence of our tour - the past and the present. Note you are looking at the rear view mirror of our duck. Past!!!! Present!!!! Hahaha.

Thanks Capt. Kent. I loved the tour. Especially the part where you quacked me up.

---

**In The Kitchen With...**

Jerry Miller, General Manager

**Apple Burritos**

---

**Ingredients**

- 1/2 stick butter, melted
- 4 flour tortillas
- 2 tablespoons sugar
- 2 tablespoons cinnamon
- 1 can apple pie filling

**Directions**

1. Brush butter on one side of the burrito.
2. Spoon 1/4 of the pie filling in the middle of the buttered side of the tortilla.
3. Sprinkle with sugar and cinnamon.
4. Roll the tortilla to form a burrito.
5. Brush the top of the tortilla with butter.
6. Sprinkle with sugar and cinnamon.

Bake at 400 for about 10 minutes, or until filling is heated.

Serve with a scoop of vanilla ice cream on top.

Yield: 4 burritos.
The Nation's Storyteller

Welcome Aboard Zoe!

Old Town Trolley Conductor Juliet “Jewel” Tate welcomed Zoe Jewel Tate, On July 18, 2015 at 10:17am. She weighed in at 6lbs 7oz. Welcome Aboard!

CASTMEMBER SPOTLIGHT

Terry Beatty
Maintenance Mechanic; Washington DC

BACKGROUND

Since he was nine years old, Terry has breathed new life into at least 59 antique vehicles over the years. His list of restored vehicles includes a 1923 Roadster, a 1955 2-door station wagon and a 1954 pick-up truck.

Terry’s first labor of love took him three years to complete. He retro-fitted a 4-cylinder 1967 Opel Kadett with an 8-cylinder Chevy motor. Not bad for a "snips of snails & puppy dog tails" farm boy from Accokeek, MD. Terry learned how to weld using coat hangers and he began drag racing at Capitol raceway when he was just 14 years old! It’s no surprise that Terry’s favorite movie is “Hot Road to Hell”. He even has a model car from the movie in addition to all the 1958 Lionel model train locomotives / cars that fill half of his attic.

When Terry isn’t busy under the hood, you can find him in the kitchen cooking or canning. Some of his favorite dishes are ribs, steamed shrimp and pineapple up-side down cake. Terry is a naturalist too! He has spoiled a few of the local chickadees at the OTT DC maintenance garage. Every lunch hour, as if by command, 2 or 3 birds land as close as arm’s length distance waiting for a treat.

When a friend referred Terry to OTT DC approximately two years ago, he came on board as a mechanic bringing his expertise and humor to the OTT DC team.

What is your favorite vacation spot?
Ocean City, Maryland

What is your most treasured possession?
My 1923 Roadster!

What is your favorite occupation?
Racing!

What three things will you always find in my refrigerator? Beer, milk, pickles/peppers!

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

JUNE
David Priest, 19 years
Malcolm Barton, 9 years
Terrie Thomas, 5 years
Brentford Davis, 3 years
Randolph John-Baptiste, 3 years
Calvin Watson, 2 years
Terry Beatty, 2 years

ARLINGTON
Oscar Overton, 11 years
Tiffany Godbolt, 1 year

JULY
Douglas Dorsey, 18 years
Michael Overly Jr, 12 years
Johnny Del Rosario de Jesus, 4 years
Albert Burns, 2 years

DC DUCKS
Charles Diedrich, 6 years

RETAIL
Michelle Washington, 10 years

TROLLEY
Mustapha Laghrib
Jacob Hartman
Monte Parker
Ajahna Chapman
Ayoub Idrissi
Darren White
Brittney Adams
Jeanae Foreman
Sjulie Thoma
Renetta Jones
Braxton Shelton Epps

ARLINGTON
Christopher Jackson
Asa Jean Baptist
Alice Barr
Timia McMillian
Kiarra Mims

RETAIL
Christopher Lewis
Kierra Thompson
Mauricco Myers

facebook.com/washingtontours
twitter.com/washingtontours
SAVANNAH

Operations
by Charles Brazil; General Manager

We find ourselves immersed in a spectacular season on the heels of our best season ever. July found us within less than 100 riders of 40,000 people in the month. WOW! Our CASTmembers are doing a great job making all our guests vacations GREAT! In addition, we are recognizing our valued partners for the loyalty and support they provide for us throughout the year. On June 7th, we treated our top five Vendors to a lovely brunch at the beautiful Aqua Star at the Westin Savannah Harbor, just a little “thank you” to these folks who despite having full time work and business of their own, keep us front of mind and send us a lot of valued guests. The king of all things Vendor- Bob “The Colonel” Hunter presided along with yours truly and much fun and yummy food was had (see picture).

As you will see below, there is a lot more going on, including the building of carpports to protect our lovely trolleys at our site at Louisville Rd, addition of new attractions like a Water Park, Electric Bicycles, Helicopter Tours and more, a new African American Heritage Tour, etc. So many blessings, so many people to be grateful for- our cup truly runneth over! Thanks to all our CAST and partners, we here at Old Town Trolley Tours of Savannah APPRECIATE YA!

Operations
by Jon Watkins; Operations Manager

We just completed a great July 4th holiday weekend. We were behind our July daytime ridership goal by 4.7% going into Friday and when everything was tallied Saturday evening we were up 4.6% over goal! That is a 9.3% swing, so applause to everyone in the operation for making it a very successful weekend. We carried 2,926 riders on Friday and Saturday on the daytime tour. In May the daytime tour carried 28,240 for a 4.7% increase to budget and June we carried 27,685 for a 3.7% increase. The heat is not the only thing that is increasing in Savannah this summer!

Our guest usage of the mobile GPS trolley tracking and arrival prediction system continues to increase each month. In May we had 5,217 guests visit the site and in June we had 6,283. We rolled the system out to the guests in March. We’re getting great feedback from the guests about the system on social media. This system is a great addition to our tour product for the guests and the operational Leadagers. Needless to say, neither of our local competitors have anything like it.

We recently had trucks pull up to our office and deliver several loads of steel parts that are taking up a large corner of our trolley parking lot. Now that we have purchased our office building and have moved into a new budget year we are starting to make some needed improvements that we have been planning. We began this project by reinforcing a retaining wall that provides support for part of the parking lot. That is now completed so we can start construction of several storage shelters for the trolleys to help shelter them from the weather. Hence all of the steel in the parking lot. Once the storage shelters are completed then we are going to repave the parking lot. The paving of the trolley parking lot is a sorely needed project and will be a huge improvement from its current condition. Later in the year we will be paving our Welcome Center overflow parking lot, which I personally can’t wait to see completed.

Georgia Governor Nathan Deal visited Savannah with his wife and grandchildren on July 9th and toured the city with us. Conductor Andrew Hill showed the Governor and his family the usual Old Town Trolley Savannah great time. The Governor said he does a summer trip with all of his grandchildren each year and we are really glad he allowed us to show his family the city of Savannah.

Safety
by Kenny Gresham; Safety and Training Officer

Today we are celebrating Independence Day. Happy belated Fourth. We’re in the midst of a very big holiday weekend. We carried 1300 riders on Friday and hope to count 1600 happy guests on Saturday. Great way to celebrate.

Speaking of celebrating. We had a CAST breakfast at the conclusion of National Safety Month. Kudos to all our CASTmembers for a very safe month. Only had one incident at the beginning of the month, and we were able to overcome it and shine like the star that we are. Nothing afterward. Yeah!

Did have one weekly safety contest winner, Michele Price unscrambled the puzzle and won a fifty dollar gift certificate and some nice safety prizes. She is actually a repeat winner. Michele shows a lot of enthusiasm for our safety program and probably will be joining our safety committee in the near future.

Last newsletter, I wrote about successfully completing a DOT safety audit. Well guess what? They’re back. The officers actually checked fourteen trolleys in the slot before the tour during a three day period. The officers were aware of our 15 minute schedule and didn’t hold us up too long. They worked with us. Again, success was on our side. No violations.
The Georgia Department of Public Safety (DOT) actually does an inspection at least once a year (twice this year and twice last, once for training) and has always treated us fairly and in a very professional manner.

In closing, we’ve found combating the heat and especially the humidity with cool pops and Gatorade to be the answer. Both are available at Stop 15 as the trolleys pass through. Seems to work. Of course, the consistent heat awareness safety message in briefing hasn’t hurt either. Hoping for a safe summer.

Greetings from the Grave
by Garry Patrick; Ghosts & Gravestones Manager

We’ve been training hard on G&G over the last few months, making changes to our Juliette Gordon Low birthplace stop on the tour. Due to popular demand, guests now have the opportunity to view both the Parlor and Bedroom level in the house and we have increased the overall time of the stop to 25 minutes. The initial feedback from guests is a resounding thumbs up! Seeing a beautiful house with a haunted history while in the comfort of air conditioning for 25 minutes certainly hits the spot.

One of our big goals this year is to increase the ridership on the holiday weekends. Our new five loop system is working great on the busy nights and offers 15 tours for potential guests to take. Through careful planning we now have the capacity to carry 480 on these nights! Thanks to all the CAST for their stellar performances each night!

Maintenance
by Bruce Smith, Maintenance Manager

We are now in the HOT season, and with that comes the afternoon rains. We are still dealing with hard to repair roof leaks on our older fleet. We have a roofer coming here this week to install the first rubber roof system on a trolley. There will be a drip edge with a small gutter to help keep the water from running down the sides into the windows.

They will be all white to match the newer Mollys and to help keep the trolley cooler inside deflecting the roof heat and virtually seamless to prevent leaks. We are hoping this will cure the leak issue.

The fleet is performing very well so far this season, we have had very little issues considering they run all day at 10-15 miles an hour in 100 degree temperatures; they do get hot. The mechanics have been doing a great job keeping them up and running. Good job guys!

Depot Sales
by Jim Rafferty; Depot Sales

Man has it been hot. We have continued to steamroll along. The hot weather came early in May and has pretty much stayed with us. The good news is we have also been very busy as we are now in the middle of our extended hours period.

The sales team has done an outstanding job handling our guests as well as the heat.

A big shout out goes to Larry Strong of the maintenance department who has done an outstanding job on our Welcome Center and our sales booths throughout the city. Larry has been refurbishing our sales booths throughout the year and with our new package boards and art work they look fantastic.

Our Sales Rep of the Month for May was concierge Dale Howe and June was sales rep Mark Sullivan. Congratulations to both on a job well done. We are looking forward to finishing out the summer strong and keep the momentum going.

Groups and Charters
by Marcie Covington; Group Sales Manager

The recovery of the Confederate ironclad vessel, the CSS Georgia, has been an underwater archeology project taking place in the river where the vessel was scuttled, adjacent to Old Fort Jackson in Savannah. The CSS Georgia is an ironclad gunboat built in Savannah for the Confederacy in 1862. Area women formed the Ladies Gunboat Association to raise the money for its construction. The vessel was used as a floating battery anchored at Fort Jackson, upstream from lines of channel obstructions near the upper end of Elba Island. The vessel’s position and the river obstructions protected the City of Savannah from a Union naval approach. Confederate troops scuttled the vessel in December 1864 during the approach of General William T. Sherman’s Union.

We are proud to say, our ironclad ship has been raised! Our ports have been the most important part of Savannah from the beginning. The ironclad was raised, so that our river can be dredged to a depth that can accommodate large freight ships. It’s amazing to watch history as it happens! Can’t wait for the ironclad to be on exhibit in our History Museum, where all of our visitors can enjoy it.
Human Resources
by Renee Mercer; Human Resources Manager

What is our favorite day of the week? Donut Friday of course! Sure it puts a smile on faces, is a morale booster, and is a small token of appreciation for all that the frontline CAST does, but the most important thing that Donut Fridays has done is fuel “The Great Donut Debate”: Which is better - Dunkin Donuts or Krispy Kreme? Truly though, we appreciate everything our CAST does. #TeamDunkin

Training
by Kayla Black; Training Manager

So, we have finally completed our 2014-2015 Rookie Class training! Congratulations to all TWENTY ONE of our new Day and Ghost Conductors and good luck in your first year at OTT Savannah. June was a hectic month for the Training Department with the implementation of a new tour, the African American Heritage Tour which tells the story of Savannah’s African American history from the Colonial Period all the way through to present day. Thank you to Lille Shaw, Terry Hayes, Vee Wooten, Tony Hall, Irenette Clark, and Phil Starks for their participation in the creation of this new product.

CAST MEMBERS OF THE MONTH

JUNE
Emily Mason, Conductor
Jenny Shear, Sales Rep
Craig Armstrong, Supporting
Kendrick Banks, Ghost and Gravestones

JULY
Heidi Zoll, Conductor
Kaite Geertz, Sales Rep
James Gibby, Supporting
Mary Bright, Ghost and Gravestones

HAPPY anniversary

JUNE
Frank Barevich, 12 years
Megan Jerome, 3 years
John Sullivan, 1 year
Tracy Schoenherr, 1 year

RETAIL
Tana Walker, 6 years
Rebekkah Gibbons, 1 year

JULY
Charles Brazil, 18 years
Michael Deich, 8 years
Wanda Raimo, 6 years
Jaimee Drayton, 6 years
Claude Fleeman Jr., 6 years
Bruce Smith, 5 years
Anthony Hall, 4 years
James Rafferty, 4 years
Christopher Overby, 1 year
Renee Mercer, 1 year

RETAIL
Alexandra Palm
Chandra Hughes
Latoya Minor

VENDOR SPOTLIGHT

Red Gate Farms
by Robert “The Colonel” Hunter; Vendor Sales Manager

If the majestic 200 year old oak trees on Red Gate Farms could talk, perhaps they would tell us about the Indians and colonists who have walked the land or the wild animals who once roamed here. The trees cannot tell us their tales, but through research we know that the land was used as an encampment for Confederate soldiers, and later occupied by General Sherman after his march to the sea. In addition, many civil war artifacts have been found on this land.

Mr. Harry E. Martin, Jr. purchased the wooded 440 acres in 1931, which he and his wife named “Red Gate Farms”. Red Gate was named in memory of Mrs. Martin’s cousin, Cyrus Steadwell, who was killed in World War I. He had always said he wanted to own such a wonderful farm and call it Red Gate. Mr. Martin began his dairy farm here and cultivated 300 acres.

Although the land is no longer used for farming, it remains an oasis of gracious country living, located only eight minutes from historic downtown Savannah. Red Gate Farms is still owned by the family. Currently Mrs. Patricia Smith, one of Martin’s daughters and her children and grandchildren live at Red Gate Farms. The family continues this tradition of southern hospitality in the development of Savannah’s finest RV campground resort. With many possible services available on site including horseback riding, the layout of both open and screened-in pavilions, the Red Gate Farms Campground can serve many needs to make your visit to Savannah most enjoyable. We are pleased that Red Gate Farms has also become an online vendor on Trusted Tours and will soon be a supplier on Trusted Tours as well.

facebook.com/savannahtours
twitter.com/savannahtours

June - July 2015
I was born in rural, southeast Missouri to smalltime cotton farmers and spent my early years growing up in the small farming community of Sikeston, Missouri. When I was just eight years old, my family stopped in Savannah for a few hours on our way home from Disney World, eating at the first restaurant we came across: the newly-established Lady & Sons where we were greeted by a yet-undiscovered Paula Deen.

My parents were immediately in love with the Southern charm of Savannah and within the year we had packed up and moved here, a huge life change. My dad went into heavy equipment sales and my mom into the tourism industry.

I quickly acclimated to my new home in Savannah and enjoyed growing up here. I attended Savannah Arts Academy as a Theatre Major for high school and then left Savannah for college at Georgia College & State University, eventually transferring to the University of Georgia where I graduated with a degree in Political Science and History. I stayed in Athens after graduation, eventually going to work for a Congressman from Savannah who was running for US Senate. I worked out of Athens on his campaign for a year, afterwards getting a job with the Georgia Republican Party, who moved me back to Savannah as their Field Director for the 2014 election cycle, which is how I ended up back here. After the Georgia elections were over I briefly worked on a campaign in Louisiana before returning to Savannah to take some time off. It was then that the opportunity with Old Town Trolleys arose and having never worked in sales or the tourism industry before, I took it on, excited for a new experience.

I’m enjoying my time with Old Town Trolleys and look forward to continuing to learn and grow in this position. I spend my free time with close friends and love reading, traveling, film and going to concerts and music festivals. I love watching football, rooting for my Georgia Bulldawgs and the St. Louis Rams, plus my fantasy football teams. Despite my new career direction, I’ve remained active and involved in politics. I look forward to what my future at Old Town Trolleys has in store.

Which historical figure do you most identify with?

Not so much identify with as look up to but George Washington has always been an inspiring figure for me. I’ve read several of his biographies.

Which talent would you most like to have?

I’m a terrible singer, yet I love to sing at the top of my lungs whenever possible, so I’d probably have to go with a beautiful singing voice, if only just for the benefit of those around me.

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

Washington DC where I lived for a summer while interning in college, or Rome, Italy which I’ve visited several times and love.

Who are your favorite writers?

I enjoy reading Fantasy novels by writers such as JRR Tolkien, JK Rowling, Robert Jordan, & George RR Martin in addition to classics by Mark Twain, Ernest Hemingway, George Orwell, Shakespeare, and Vonnegut.

Who is your favorite hero of fiction?

I’ve always enjoyed reading Superman comics, and he is the quintessential heroic figure but Atticus Finch from To Kill A Mockingbird is a close second.
June's CAST meeting was held at home in Old Town. Health and Wellness was our topic this month. To help bring attention to eating healthy and promoting wellness, we raffled off bags of fruits and vegetables to 10 CAST members. Safety Rob showed us a live example of how to wear “PPE” (Personal Protective Equipment) using Lindsay, Potter’s Wax Museum manager. Thanks Lindsay for being a good sport!

July’s CAST meeting was held in the Café Alcazar located in the Lightner Museum. This gave our CAST the chance to take a quick tour of the Lightner Museum before heading to the café. The Café Alcazar is located inside what used to be the hotel’s indoor pool during the Henry Flagler era. After we enjoyed our delicious dinner, we handed out the “Of the Month” awards. We also enjoyed the July birthday cake all decked out for Independence Day!

St. Augustine turns 450

Celebrate 450! St. Augustine will be celebrating their 450th anniversary this September! Beginning Labor Day weekend and continuing through to September 12th, the City will have a week of festivities, celebrations, reenactments, and more! On September 8th the city will hold a reenactment of Pedro Menendez’s landing and will include a Mass being held at the Cathedral Basilica of St. Augustine that will be led by Cardinal Sean O’Malley.

New Inmate in Old Town

Old Town – St. Augustine received a new inmate in June! Welcome to the Old Jail, Randall. Hmm. He looks a bit familiar. Randall is the doppelganger of Randy Rose, our Operations Manager at Old Town. Thanks to Monte and our amazing art department!
Historic Tours Recognized

The St. Johns County Chamber of Commerce recognized Historic Tours of America as a Benefactor Member at today’s EDC breakfast. They spent over three minutes acknowledging our company for all that we do in front of 200 of the most influential community leaders from St Johns County.

Today’s meeting topic was Regional Perspectives on Healthcare, which I’m sure you know, is a hot topic right now to all businesses. The Chamber brought in very prominent speakers including Dr. Farrugia, Vice President of Mayo Clinic & CEO of Mayo Clinic in Florida, Joseph Gordy, President & CEO of Flagler Hospital, and Scott Wooten, Sr. Vice President and CEO of Baptist Health. This was a highly attended breakfast due to the subject matter and the speakers did not disappoint. The information they provided was extremely valuable and was not the typical healthcare talk most of us expected.

To be recognized at today’s breakfast was a big honor and provided tremendous recognition for Historic Tours of America.

MLK Jr. Coming to Potters Wax Museum

Monte Triz and David Chatterton had the pleasure of meeting Ms. Cora Tyson, Ms. Maude Burroughs Jackson, Mr. David Nolan and other members of the ACCORD Museum Board. Ms. Cora Tyson housed Dr. Martin Luther King, Jr. in the summer of 1964, during the Civil Rights movement. She along with Ms. Maude Jackson were both witness to the important part St. Augustine and Dr. King played in solidifying the Civil Rights Act. They both met and helped house and feed Dr. King during his stay in 1964. Mr. David Nolan is an author who has helped save many historical buildings and statues here in St. Augustine.

The members of the ACCORD Museum have agreed to partner with us in bringing our Martin Luther King, Jr. figure to Potter’s Wax Museum. We wanted to show Ms. Tyson and Ms. Jackson our figure head of Dr. King while it’s still in the early stages of creation. We wanted to get their personal perspective whether we were catching

Continued on the next page...
CASTMEMBER SPOTLIGHT

Stephen Mitchell
Museum and Production Manager, St. Augustine

BACKGROUND
Old Town Trolley welcomes Stephen Mitchell back to Old Town – St. Augustine as our new Museum and Production Manager. Stephen will oversee the museums including the Old Jail, the Oldest Store Museum Experience and the St. Augustine History Museum. Stephen will also fill the role as our new production manager as we continue to build on our past successes here at Old Town. We feel the show we put on outside the museums is just as important as what happens inside as we transport our guests back in time to 1908. Part of Stephen’s new role as Production Manager will be to expand on new and inventive ways to add to our 1908 stage. We are happy to have him back with OTT!

Which historical figure do you most identify with?
Only Julius Caesar would understand the troubles of ruling the world the way I do.

What is your favorite occupation?
I have always considered myself an actor, but I have been happy in a number of professions. I’ve been a teacher, a director, a producer, and a designer as well. I think that’s why I have always gravitated towards the sort of work I do with Historic Tours of America/Old Town Trolley. I’m fortunate to have them in my hometown of Saint Augustine. I can make the best use of a variety of my skills while maintaining a standard of excellence that makes my hometown more wonderful.

What is your greatest fear?
I’m not afraid of anything! But I do have a lot of nightmares about chickens. Wild, red-eyed chickens with claws like iron spikes. They think I can’t hear what they’re thinking, but they’re wrong. Their shrill screams make my ears bleed, but still I can’t wake up no matter how hard I try. Then, they attack! I can defend myself from their tearing claws and bloody beaks, but there’s no protection from their fiery eyes. But, no, I don’t really have a “Greatest Fear”.

Which talent would you most like to have?
Go-Go Gadget Arms!

What do you most value in your friends?
A smile. I don’t care if it’s a smile of kindness, or good humor, or even selfish satisfaction. A smile can make as much of an impact on those who witness it as it makes on the person who’s dealing it.

MLK Jr. Coming to Potter Wax Museum continued...
the real essence of Dr. King as well as their endorsement. They were very pleased with what they have seen so far. Monte will have them back as he progresses further with the Dr. King figure.
Future plans include a presentation of the Martin Luther King, Jr. figure to be held at the ACCORD Museum with news media in attendance. This is a wonderful step forward in helping Lincolnville garner the attention they deserve for playing an important role in the Civil Rights Act of 1964.

CASTMEMBERS OF THE MONTH

JUNE
Sandy Chirhart, Conductor
Bill Swicegood, Sales Rep.
Bill Chambers, Supporting
Alexz Wint, Ghost Host
Taylor Gaskins, Historyteller

JULY
Bill “Wolf Talker” Russell, Conductor
Jason Parsons, Sales Rep.
Brittany Martin, Supporting
Derrick Moore, Ghost Host
Christopher Gregory, Historyteller

facebook.com/staugustinetours
twitter.com/staugustinetour
DARING TO TAKE A RIDE ON THE
E DARKER SIDE OF SAN DIEGO?

GHOSTS & GRAVESTONES

From L-R: Richard Smith as "The Descendant", Rodney Foster as "ACE", Don Kaye as "Wyatt Earp", Larry Usall as "The Professor", Chris Chiotras as "Grimsley" and (Not Pictured) Chris Rosal as "Dr. Morbius"
The NEWEST hotel, DoubleTree by Hilton St Augustine Historic District is welcomed into the OLDEST city, St Augustine, FL. The doors were opened with a huge boost of warm hospitality, which includes the famous Doubletree Chocolate Chip Cookies.

Sandra Adkins, the General Manager of the Doubletree is committed to not only the warm hospitality, but ensuring each and every guest has a long lasting memorable stay while visiting St Augustine. Her staff rises to her standards in such a way that you feel like family immediately upon entering.

Ideally located in the historic uptown, our inviting hotel is within walking distance to the Spanish Quarter, providing easy access to many popular attractions, including Castillo de San Marcos, the Fountain of Youth, and Flagler College. Spend a day with the whole family exploring ‘Ripley's Believe It or Not’ which is also easily accessible from our St. Augustine, FL hotel.

Unwind in a stylish guest room and enjoy modern conveniences in a historic setting. Each guest room at this DoubleTree hotel in St. Augustine, FL, boasts a well-lit workspace with an ergonomic chair, 42-inch HDTV with premium HD channels and a sumptuous Sweet Dreams bed.

Maintain your workout routine in the 24-hour fitness center, or simply relax by the outdoor heated pool, surrounded by lush, tropical landscaping. Dine on tasty American classics in the Oak Room Restaurant and Lounge and enjoy your favorite drinks and snacks in a relaxed and informal setting. If you prefer the convenience of dining within your guest room, we offer a daily Room Service menu and an on-site gift shop/market, open 24 hours.

Host a successful business meeting, wedding reception or social event at this DoubleTree hotel in St. Augustine, FL, with flexible meeting and banquet facilities, suitable for functions with up to 200 guests.

---

**Sasha**

*Proud Owner Natasha Kader; National Call Center*

Hi ya'll! Greetings from the Nation’s Oldest City. I’m Sasha a one year old, American and French Bulldog. I was rescued by my loving parents, Ed and Natasha and my brother cat, Atres. During the week I work with my dad and on weekends mom takes me on walks along St. George St. or we sun bathe on St. Augustine beach. My all-time favorite spot is Castillo San Marcos, where I run fast and meet others like myself.
Six Months and Going Strong
by Lauren Sheldon, National Guest Services & Sales Center Manager

Wow, I cannot believe that the National Call Center has been open for six months now. It seems like only yesterday that the days were long and the calls came in every once in a while. The sales numbers were sad and the agents found themselves just staring at the phones waiting for the next guest to call into the center. But today, the story is exactly the opposite. The phones are ringing off the hook and the agents are taking care of more guests than they ever thought possible. Spirits are high and positivity is in the air; life is good.

On April 1, 2015 the NCC began taking calls for all six of our cities. It is an incredible feat to remember all of the specific details for each city, but the agents have done this with minimal difficulty or misinformation. It is very exciting to hear a room buzz about HTA cities all over the country with guests from all over the world. To date, agents have taken calls from 33 countries including the United Kingdom, Australia, Mexico, Switzerland, South Africa, Greece, Israel, and India. At this time, there is only one agent in the NCC who speaks multiple languages, but it is my hope as we grow and expand to hire many more multilingual agents.

Many National Call Center agents are well on their way to joining the Half Million Dollar Club this year, but the first to represent the NCC was agent Michael Brown who joined us from the local St. Augustine operation. We are so proud of Michael for this accomplishment and know he will continue to excel at the call center. (Pictured with myself and Ed IV)

Thank you again to all of the local operations for your continued support and enthusiasm. As you all know, the NCC is growing and changing every day and we could not be more thrilled. We still have a long way to go, but it is an exciting journey. We wouldn’t be here without all of you!

Lauren Sheldon, Michael Brown and Ed Swift IV

CASTMEMBER SPOTLIGHT

Ryan Souder
National Call Center Sales Rep.

BACKGROUND

I was born and raised on a horse farm just West of Charlottesville Virginia called Polaris. I am the middle child of 3, between an older brother, Blake, and younger sister, Rose. Growing up on a farm I was given many responsibilities yet still found the time to focus on school and my hobbies such as Tennis and Music, both of which I have been playing since before I can even remember. Summers were always the most busy on the farm but when I was bitten by the travel bug at 15 years old, I started taking parts of those summers to go explore other parts of the country and world. I spent several summers out in Idaho and Wyoming hiking for weeks at a time, I sailed from St. Marteen to Trinidad, and spent time doing rainforest restoration in Costa Rica.

In 2008, my brother and I moved to St. Augustine (just like our father and uncle had done 40 years prior) to finish college at Flagler. While attending Flagler in late 2009, my family had to make the hard decision to sell our farm. It was that event that made me decide to plant roots in St. Augustine and start a new chapter of my life. In 2010, I graduated with a Liberal Arts degree with focuses in History, Creative Writing, and Sociology and jumped straight into the work force and began assimilating to life in Florida.

Music being my primary passion and creative outlet, I was able join a band and keep it active for 2 years. We were lucky to record an album, play a ton of shows locally and regionally, and have a song syndicated on local radio in St. Augustine before disbanding. Come back is in the works….

Given my travel background and education, I had always been curious about breaking into the travel and tourism field so when the opportunity to work for HTA came about, I jumped on it. It has been great to work for a company that truly recognizes and rewards hard work put in, provides the incentives to help me reach my personal goals, and gives me a chance to help people in their travels the same way I had been helped in the past with mine.

I am currently living in the St Augustine Shores with my beautiful and lovely fiancée, Leah, our dog, Toby, and cat, Alice, in a house that we just purchased and finished renovating into our own slice of paradise. Living the dream and always learning.

What is your favorite vacation spot?
Virgin Gorda, BVI

Which talent would you most like to have?
Speak more languages

If you were to die and come back as a person or thing, what do you think it would be?
My dog Toby Chaps. That boy’s got it made in the shade.

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

If you could choose one reality TV show to be on, what would it be?
Survivor. Lifelong super fan.
Time Flies

John Welby; General Manager

It feels like we blinked and all of a sudden it is June and another season is upon us here at OTT Boston. Where does the time go?

Once again, Ghosts & Gravestones and Old Town Trolley Tours of Boston were represented at the annual Pride Parade in Boston on June 13th. It was great exposure for our Ghosts & Gravestones tour and it was the perfect opportunity to show off one of our new OTT stadium trolleys. CASTmembers, family, friends and business partners from Massport and the Greater Boston Convention and Visitors Bureau joined us for the event. It was a beautiful June day with the sun shining and everyone in a festive mood as we paraded from Copley Square to City Hall Plaza. The mood was enhanced by the great dance music blasting from the speakers we borrowed from our own resident DJ, conductor Stephen Kent. Thank you Stephen! You always come through for us. Thank you also to Head Conductor, Charles Person for coming in on his day off to drive the trolley for us. All along the route we were handing out Hawaiian leis and OTT fans to the spectators, who couldn’t seem to get enough of them. It was really awesome seeing so many people waving the OTT logo fans along the two mile route. We even got US Senator, Ed Markey to pose with an OTT fan. The black Ghosts & Gravestones trolley is always a hit with the crowd and this year was no exception. The G&G CAST delighted the onlookers as only they can while at the same time handing out hundreds of G&G rack cards.

On July 2nd we welcomed our first cruise ship of the season, the Queen Mary 2. It felt great to get back into the swing of things as far as cruise ships are concerned. It was a very successful day for us as we welcomed over 300 guests on the excursions we offer with the ship. This is only the third year that OTT Boston is working with Cunard Line. However, the City of Boston has been welcoming Cunard vessels for 175 years this year! As part of this incredible milestone, there were many dignitaries onboard this voyage and the city showed its appreciation by hosting a fireworks display as the ship left port later in the evening.

It’s official……winter is finally over! Over the course of our record-breaking winter, the City of Boston used an empty lot in the Seaport District as a “snow farm”. Truckload upon truckload of snow from all over the city was brought in and dumped on this lot which was the size of a football field. With each passing storm the pile got bigger and bigger until it reached a height of 75 feet. Well, after many months, it finally melted. Mayor Marty Walsh declared it officially melted on July 14th. I promise this is my last mention of snow until next winter.
BACKGROUND
Hi there, I’m Will Muñoz. I’m a 26 year old performer/props designer from Boston. I was born late in 1988, during the bleak winter months, and have since developed a keen dislike of warmth and the Sun. After moving to the South Shore, I got involved in theater through drama clubs and summer programs. Of course, since I looked less like Clooney and more like Buschemi, I ended up working behind the scenes for most of that time. This was also about the time I picked up an obsession with Halloween, creating detailed costumes and decorating the front yard of my parents’ home. And right about the time that they started worrying that I was focusing all my energy on a less-than-marketable skill set, I found Ghosts & Gravestones.

Ever since I was hired as a guide in 2011, I’ve been trying to work as many of my disparate skills into my tour as possible, from special effects makeup to prop building to magic and illusions. I’ve built a few set pieces for our ticket booth (and repaired many more), worked with new actors on costume and makeup design, and even found the time to occasionally give a tour full of ghastly stories. This year, I became one of the MODs here in Boston, and I’m looking forward to what else I’ll be able to do for this little crew of misfits and maniacs we call G&G.

Which talent would you most like to have?
I wish I could draw. Although I can make a mean stick figure.

What is your most treasured possession?
My laptop.

Who are your favorite writers?

Who is your favorite hero of fiction?
Darkman. He’s like the Batman of Halloween.

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

We Are Boston!

At a recent morning Briefing, veteran tour conductor, Maureen Marotta, shared the following poem, which she wrote. Her fellow Cast Members were so impressed that they gave her a standing ovation. Way to go Maureen!

The rage of our bloody massacre
The boldness of the tea party
Paul Revere rides with us
We breath life into history

We feel Boston!
As we fly with Bobby Orr
Johnny Most screams Havlicek
As we pull into number 4

We Breath Boston!
In the days of Scollay Square
God bless the souls of the west end
We share what once was there

We see Boston!
As we open tired eyes
Sam Adams and John Hancock
Through us come back to life

We speak Boston!
Bullfinch to Back Bay
The Commons to the Garden
Paget’s Swan boats guide our way

We scream Boston!
Red Sox, Fenway…Game is on!
Enjoy the gasps from little kids
Even those who aren’t so young

We many not even push, press play
we drive over the river,
I love that dirty water
Always sends a shiver

From Cambridge onto Charles Street…
Ah that Antique Row!
Up the slope to Beacon Hill
It started there you know

Our last leg is financial
Then back to the AQ
We are the City of Boston
And we stand strong with you
The Midtown Hotel
by Beth Cohen, Vendor Representative

The Midtown Hotel in Boston was built in 1962. It is a pet friendly, two story, 159 room, “retro style” hotel. While the rooms have all the modern amenities found at more recently constructed hotels, the outside and the lobby make you feel like you’ve stepped back in time. There haven’t been any major overhauls or renovations made to change the original look of the hotel. (The carpeting and upholstery has been redone but even with that, it still has a retro feel). The hotel is located in the Back Bay section of Boston, close to great restaurants, shopping, the Christian Science Mother Church, and Fenway Park. The rates are very reasonable – usually about half to a quarter of the rates at other hotels in the area. Also, there is an outdoor pool which is open in the spring and summer. It is quite rare for Boston hotels to have an outdoor pool. Perhaps even more rare is the fact that several of the employees at the hotel have been working there for decades. The person I work most closely with at the hotel is Kevin O’Leary. He has been working as a bellman at the Midtown for over 30 years. Also, Kevin’s uncle, Cornelius “Connie” O’Callaghan was the bell captain at the hotel for many years. He worked there for close to 60 years before retiring in 2012. Connie, Kevin, and all the bellmen at the Midtown Hotel are dedicated supporters of Old Town Trolley Tours of Boston.
The Hottest Ticket in Town

by Kelly Horan Galante, Assistant Creative Manager

The Boston Tea Party Ships & Museum has officially become THE “thing to do” in Boston! In May and June alone, we saw 19,500 children from school groups around the world, not to mention the high numbers of general public. We’re beyond thrilled to be seeing such fantastic numbers. Needless to say, we are bursting at the seams with guests! By the time you read this, we will have welcomed our 500,000th guest! It’s hard to believe that we only just celebrated our 3rd anniversary as an institution on June 26th. Thank you to everyone at OTT Boston and the entire HTA Family for all of your support throughout the last three years!

Life at the BTPSM involves much more than the daily tour experience. We are constantly bringing history to life in new and engaging ways. This past November, we were chosen to present at the Opening Breakfast at the National Council for Social Studies National Conference held at the Hynes Convention Center. For this presentation, the Creative Department Managers (Evan O’Brien, Josiah George, Kelly Horan Galante) created a program entitled “Boston: City Upon a Hill: Portraits of the American Citizen”, beginning with John Winthrop’s “City Upon a Hill” speech of 1630 and telling the story of the founding of Boston and the country through the words of famous (and not-as-well-known) Americans. This presentation was a big hit and due to its success, we were personally invited by Jim Rooney, former Executive Director of the MCCA and new President and CEO of The Greater Boston Chamber of Commerce, to perform at the AIPC Conference on July 6th. This conference welcomed Convention Center professionals from around the globe to Boston. The 16 BTPSM actors involved in this program gave an exceptional performance and represented us well!

In addition to preparing for the “City Upon a Hill” presentation, we were also getting ready for “Revelry on Griffin’s Wharf”, our Boston Harborfest offering for the week of July 4th, and our extended run of “Huzzah! Tavern Nights”. Over the 3 nights of “Revelry”, July 2, 3, & 5, we saw a combined 350+ guests. The Creative Department Cast created many hands-on activities for our guests to explore and learn, such as colonial fishing, knot-tying, Make-Your-Own-Liberty-Tea, wool spinning demonstration, etc. We finished the night with singing and dancing following a rousing puppet show entitled “The Tale of Ebenezer Mackintosh” created by actors Kaitee Tredway and Jeff Mitchell.

For those regular Nation’s Storyteller readers, you’ll remember our “Huzzah! Tavern Nights” from previous issues. We had such great success from this program that we decided to give it a shot “in season” and have basically begun a “never-ending” run of this show. Every 2nd and 4th Friday of every month (with the exception of Christmas Day, and possible other conflicts), we will be presenting Boston’s ONLY Colonial Tavern Experience. Our guests mingle with famous Bostonians – John Hancock, Samuel Adams, Paul Revere, Rachel Revere, etc. – while learning colonial games, songs, and dance. Tickets include hearty colonial fare – rosemary-roasted chicken legs (Shawn Ford’s own recipe!), glazed ham, cheese, breads, and our new addition, an English trifle with fresh whipped cream!

With our season in full-swing, we are grateful to have such a talented maintenance staff to keep our site looking pristine after busy days of 1000+ guests. Our Assistant Site Manager, Dan O’Neill, and the Maintenance team of Kris McQuage-Loukas, Bill Pendleton, and Cliff Hilaire, have been working hard behind the scenes to uphold and preserve the integrity of the site and our ships.

The entire CAST at the BTPSM has been providing unbelievable customer service and are continually helping our guests create memories that will last a lifetime. Huzzah to all!
David Reker
Gift Shop Associate, Boston Tea Party Ships & Museum

BACKGROUND
Hello, my name is David, and I work in the Boston Tea Party Ships & Museum Gift Shop. I hail from Fort Collins, Colorado, went to Soka University of America in Orange County, CA, and now live in Boston, where I am also finishing my MA in 20th Century American Indian Educational History.

My idea of perfect happiness is a great dialogue and to be able to travel and interact with people around the world. I love to travel the world; I’ve travelled to Japan many times to visit extended family, lived in Ecuador during a semester abroad (including visits to the Amazon and the Galapagos), and have visited Canada, Mexico, England, and France, and over half of the states in the US. My favorite place to vacation is Akita Prefecture, Japan and the Colorado Rockies. I love being in the mountains of Colorado, and the volcanoes and rice paddies of Japan.

My favorite writers include Mario Vargas Llosa, Haruki Murakami, John Dewey, and Daisaku Ikeda, the latter being the living person I admire and aspire to become the most. From these people, I’ve come to treasure my hearing and my voice, and gained a better sense of conviction in my own manners. So far, I’ve enjoyed my time with BTPSM and am happy to see the continued growth the museum is experiencing.

Audrey Stuck-Girard
Actor, Boston Tea Party Ships & Museum

BACKGROUND
I’ve lived in New England my whole life, and started my career in historical tourism at the tender age of eight, when I helped my parents give tours of an 18th century copper mine and prison in Northern CT, as my sister dressed up as a Continental recruit and played the fife. Since then, I’ve been in love with American history and storytelling.

I moved to Boston in 2007, where I eventually got a degree in Acting from Emerson College. While there, I also honed my skills as a costume designer, which I now put to use sewing 18th century clothing for myself and my castmates. Working at the BTPSM gives me a chance to practice my trades and enjoy every moment doing so.

In the few hours out of every week that I’m not nannying or working at the BTPSM, I perform with The Footlight Club, the oldest community theatre in America, right here in Boston.

What historical figure do you most identify with?
I’m nowhere near as cool as her, but I have a great admiration for Clara Barton. She was a superhero!

What is your favorite vacation spot?
Anywhere I haven’t discovered yet. I love wandering new cities. I’m definitely not the “relaxing at a resort” type. The three destinations currently at the top of my list are San Francisco, Toronto, and Sydney.

What is your most treasured possession?
My two cats, Paris and Berlin.

If there was one place you would like to live besides your current city, where would it be?
Montreal. It’s got a mix of old and new, similar to Boston. Nice architecture, thriving arts and culture, and Canadians!

What three things will you always find in my refrigerator?
Eggs, bread, and butter. I eat two fried eggs every morning and would have more if I could!
Can You Hear Me Now?
by Linda Test, Key West General Manager

On an island that is 2 miles by 4 miles, everything is nearly within shouting distance. Everything except our trains and trolleys. We operate on a 2-way radio system, not the Nextel radios like other cities. As more and more businesses on the island added new 2-way radios, the airwaves were clogged and our communication was more like, “er—uh—two.” Dispatchers and drivers alike were skilled at guessing what was being said rather than actually knowing. Enter the new, digital age! The radios were replaced with new digital technology, the antenna mounted high on a cell tower, and the stuttering sounds became crystal clear sentences. Technology is a beautiful thing! With charters taking us off of the island, we now enjoy clear radios 50 miles away.

Playing Tourist in Boston
by Leslie Allen, Head Conductor

In early June of this year I traveled to the Boston area, the place of my birth, to visit family and friends. It was the first time I’d been home since 2012, so I was really looking forward to it. Though I’d lived in Boston for years and spent lots of time visiting even after moving away, I’m embarrassed to admit that, history nerd that I am, I had never seen the city from a tourist’s perspective. I decided I was finally going to take that opportunity, and via HTA to boot!

I set out on a Sunday morning with my childhood friend, Yvette. We stopped for a couple o’ large, iced “regulahs” at Dunk’s and headed to the Marriot Long Wharf where Depot Sales Manager Brian Buckley had Trolley and Tea Party Ship tickets waiting for us. We boarded Boston Bob’s trolley for a wicked fun – and wicked informative- trip around the city. We were both surprised by how much we learned on the tour. It was also a great way to relive a lot of memories.

When we finished with the tour we headed to the Tea Party ships and thoroughly enjoyed the living history presentation. The re-enactors were well trained and believable. I would love to be a fly on the wall to watch them interact with school groups! Needless to say, we were both impressed.

My trip home was much needed and made all the more special in having made the HTA connection with my old home and my newer one here in Key West. I’m thankful for everyone at HTA Boston who helped make my day is Boston something special!

Custom Events
by Tammy Osterhoudt, Charter Representative

Welcome to the Southernmost City – the perfect location for your corporate meeting, wedding, special event or group vacation destination!

The Old Town Trolley provides narrated tours of Key West as well as customized transportation around the island.

Visitors are charmed by Key West, and a tour of the Southernmost City aboard the Old Town Trolley is a fun way to introduce your group to our unique island. On your private tour, your guests are picked up together at the location of your choice, given a one hour narrated tour, than dropped off together at your preferred destination. We can further enhance your day by arranging visits to local attractions and transporting your group to them.

For those in your group who wish to explore on their own, individual tickets for our narrated public tours aboard the Old Town Trolley are also available at a group rate with a 20 person minimum. With these tickets, individuals in your group can enjoy the 90 minute narrated public tour with all day on and off privileges. There is no guarantee all can board together, and they will need to begin their tour at one of the Old Town Trolley boarding locations.

We also now offer a combination of both a private group tour and individual tickets for our narrated public tour for your group with a 20 person minimum. On your private tour, your guests are picked up together at the location of your choice, given a one hour narrated tour, than dropped off together at your preferred destination. Then your group will be able to explore on their own using individual tickets for our narrated public tours aboard the Old Town Trolley. With these tickets, individuals in your group can enjoy the 90 minute narrated public tour with all day on and off privileges. There is no guarantee all can board together, and they will need to begin their tour at one of the Old Town Trolley boarding locations.

The Old Town Trolley is also popular for transporting your group as it provides a whimsical, yet practical, way to move large numbers of people around the island. Our Group Sales office will be happy to work with you in determining the best vehicle choice for your needs, selecting pick-up points, and planning a workable timeline. If you would like to make a reservation or have any questions, please contact Tammy Osterhoudt at www.kwgroupcharters@historictours.com or call 305-293-8718.
What do you like to do on your day off?
Go to Louie’s Back Yard and Dog Beach.

What was your first job in the hospitality industry and where?
Amsterdam's Curry Mansion here in Key West.

What are your hobbies?
Paddleboarding, bicycling and pets

What is the most important thing visitors to Key West should do?
See – Key West Aquarium, Shipwreck Treasures Museum and Lighthouse (in that order)
Eat – Caprese Salad with avocado at Grunts Island Grill or Salmon Plate at Louie’s Back Yard
Do – Paddleboarding with Lazy Dog, Conch Tour Train, bicycle tour and watch the sunset

Where is your favorite place to go on vacation?
Concert Tours in Texas

What are your top three favorite TV shows?
Game of Thrones, MSNBC News and Hotel Hell

What three items will we always find in your refrigerator?
Water, applesauce and wine.

Where are you originally from?
Webster, Texas

What made you decide to live in Key West?
A friend I was stationed with in Japan is a Conch. We talked about all things Key West from 2004-2012!

Do you have a pet?
My dog Sherman Tank Ferguson. He is a 3 ½ yr old Corgi-Chihuahua mix.

BACKGROUND
I was born in the “Great Lake State” of Michigan. That is where I developed a great love of nature and anything nautical. I love sailing and just being on the water in general, so Key West has been a natural fit for me.

Growing up, I went to school in my hometown of Grand Blank, MI where I would graduate from a small private school. After studying at U of M for a couple of years, I moved to Chicago, IL, beginning a career in event management. After living in the Windy City for a number of years, I was ready for a change. I moved to Mackinac Island, MI. Enjoying island life so much, I packed my bags and headed south to Key West. Thankfully, I found the perfect career here. As a trolley conductor for Old Town Trolley, I get to combine my love of history and island living, passing it on to our guests!

What is your idea of perfect happiness?
Being with the people I love, eating good food, drinking great wine, enjoying each other’s company.

What is your favorite vacation spot?
Mackinac Island, MI. I used to live there, and I’m always most relaxed when I visit.

What is the greatest love of your life?
Travel. I adore going to new places to learn history and culture first hand.

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

If there was one place you would like to live besides your current city, where would it be?
Reykjavik, Iceland.
CONCH TOUR TRAIN

You’re Invited!
by David Galvan; Operations Manager

We all know that communicating daily operational information is a must in order to deliver world class service to our guests. Every morning we get together for our morning briefings and get our day started. Over the years down here in Key West due to the distance between the Conch Tour Train Roundhouse and the Old Town Trolley Barn our briefings were conducted separately. We put our heads together and formulated a plan to change that, and combined the two briefings into one. We now get both CAST together every day and do it up right. The mornings now start off with a full house of both Train and Trolley Cast. The energy in the room is awesome. The participation has been phenomenal as well. We are now also inviting our fellow HTA CASTmembers from The Shipwreck Treasures Museum, The Key West Aquarium, The Little White House, Tropical Shell & Gift and, yes, even all our friends from Building 21 to come and enjoy. It’s great to see how much better our communication and teamwork has become. My thanks go out to all those in the Key West operation that helped get this going. Thank you for all your efforts and the great care you have for our guests and CAST.

Only the Best Service
by Tammy Osterhoudt; Charter Representative

Welcome to the Southernmost City – the perfect location for your corporate meeting, wedding, special event or group vacation destination!

The Conch Tour Train provides narrated tours of Key West as well as customized transportation around the island.

Visitors are charmed by Key West, and a tour of the Southernmost City aboard the Conch Tour Train is a fun way to introduce your group to our unique island. On your private tour, your guests are picked up together at the location of your choice, given a one hour narrated tour, than dropped off together at your preferred destination. We can further enhance your day by arranging visits to local attractions and transporting your group to them.

For those in your group who wish to explore on their own, individual tickets for our narrated public tours aboard the Conch Tour Train are also available at a group rate with a 20 person minimum. With these tickets, individuals in your group can enjoy the 90 minute narrated public tour with all day on and off privileges. And you can now ride FREE the 2nd consecutive day when you purchase Trolley tickets. There is no guarantee all can board together, and they will need to begin their tour at one of the Conch Tour Train boarding locations.

We also now offer a combination of both a private group tour and individual tickets for our narrated public tour for your group with a 20 person minimum. On your private tour, your guests are picked up together at the location of your choice, given a one hour narrated tour, than dropped off together at your preferred destination. Then your group will be able to explore on their own using individual tickets for our narrated public tours aboard the Conch Tour Train. With these tickets, individuals in your group can enjoy the 90 minute narrated public tour with all day on and off privileges. And you can now ride for FREE the 2nd consecutive day when you purchase Trolley tickets. There is no guarantee all can board together, and they will need to begin their tour at one of the Conch Tour Train boarding locations.

The Conch Tour Train is also popular for transporting your group as it provides a whimsical, yet practical, way to move large numbers of people around the island. Our Group Sales office will be happy to work with you in determining the best vehicle choice for your needs, selecting pick-up points, and planning a workable timeline. If you would like to make a reservation or have any questions, please contact Tammy Osterhoudt at www.kwgroupcharters@historictours.com or call 305-293-8718.

CASTMEMBERS OF THE MONTH
MAY
Tommy DeFrancesco, Engineer
Erika Mullen, Sales Rep.
Howie Harris, Supporting

JUNE
Robert Lutz, Engineer
Jessica Staats, Sales Rep.
Taj Adams, Supporting

HAPPY ANNIVERSARY
JUNE
Andrew Kirby Jr., 5 years
Laurie Skinner, 5 years

JULY
Glenn Evans Jr., 13 years
Joseph Hilts, 9 years
Robert McCall, 7 years
Karen Pont, 3 years
Mark Drais, 2 years
John Clifford, 1 year

WELCOME ABOARD
Joseph Petrick
Jason Grenstiner
Charles Graydon
James Caporaletti
Adrian Iatala
JUNE IS NATIONAL SAFETY MONTH

June was National Safety Month and all of the Historic Tours of America companies participated in the fifth annual safety campaign.

The theme this year—“Safety makes Sense... and $’s too!”—was designed to enhance our CASTmembers’ Safety awareness and understanding of the impact accidents have to the profitability and success of HTA’s Business Operations. Each week we sent out scrambled words that, when unscrambled, revealed a “Safety Slogan”. We asked our CASTmembers to submit their answers for a chance at winning a weekly and grand prize drawing. We received a total of 778 CASTmember entries this year. Thank you all who participated.

The weekly unscrambled Safety Slogans were: “Lead the Way with Safety Today” (Week 1), “Safety by Choice, Not by Chance” (Week 2), “The Safe Way is the Only Way” (Week 3) and the one that should be near and dear to everyone—“Safety First, Courtesy a Close Second” (Week 4), our HTA Company Motto.

We also included a “Did You Know...” factoid on each week’s entry form. Week 1 discussed that HTA pays “out of pocket”, the first $300,000 of every Liability and Worker’s Comp claim; Week 2 & 3 facts showed the 2014 average amount paid for Auto Claims ($1,552) and Worker’s Comp Claims ($4,664), respectively. Week 4 we tried to pull it all together with this fact: The average cost of a Trolley Tour ticket is $34. That means, on average, we must sell 137 additional tickets for every Worker’s Comp injury and 46 more tickets for every Auto accident, just to break even!

What we don’t see are all the additional incidental costs that may be associated with every accident... taking a trolley out of service for repairs, the cost of our own repairs, additional resources needed to respond to an accident, inconvenience to our guests, etc.

**Conclusion:** Safety Makes Sense...and $’s Too!

Weekly winners, Michele Price (OTT- Savannah), Michael Baccari (OTT-St. Augustine), David Berg (OTT- San Diego) and Anna Bohrer (OTT- Boston/Admin) each received a $50 Gift Card donated by our insurance broker, HUB International and a Liberty Mutual Gift Pack provided by our Insurer.

Our Grand Prize winner was Mary Martinez (Key West Ops/Admin). In addition to a $100 American Express Gift Certificate and a Liberty Mutual Gift Pack, Mary received one day off with pay and a Grand Prize Winner Certificate, suitable for framing.

In addition to the Slogans and Prize Drawings, we asked each operation to host a Safety Observance Day on Wednesday, June 24th. Some of our operations responded with great food & fun. Thanks again to all those who took an active role in this campaign.

We made a big deal about Safety in June but Safety must be a big deal all year long. “Safety First and Courtesy a Close Second” is not just our Company Motto but a philosophy and culture each CASTmember should embrace daily. Let’s focus on Safety and continue to remember, it is ultimately YOU that can make a difference!

As Always,...“Safety First...”
KEY WEST SAFETY PICNIC

Cheryl Actor and Tammy Osterhoudt at the safety cookout.

A big thanks goes out to the Curry men for their efforts at the picnic. In the photo here are Clinton Curry, Greg Curry, Ed Swift and Chris Belland.

Cliff, Piper and Tiffany grabbing their meals.

Kurt “Happy” Brandt, Cynthia McCoy, and HTA finance girls Mariola Janicka-Williams and Natalie Machado.

Finance and the couriers unite! Frankie Grizzle-Malgrat, Brandon Kissell, Nick Monsalvatge, Joseph Gandolfo and Brandon Blanco.

Interim City Manager Manager Bobby Bernreuter and Conch Tour Train Operations Manager David Galvan.

Master chef Greg Curry.

The always hard working folks of Tropical Shell and Gift Maintenance crew.

Key West Aquarium’s Jill Enloe-Hamill, Matt Hudak and Marina Timmus.

Clinton Curry, David Galvan and Eddie Goldstein.

June - July 2015
Truman was Delighted to Be in Key West!

As published in the November 18, 1946 edition of the Key West Citizen, the article published reads:

President Highly Pleased with Weather and Surroundings

by John R. Vosburgh; Key West Citizen

Stept late (‘Till 7 o’ Clock) this Morning, Read Military Book, Took Swim in Pool, Then Went to the Beach

Highly pleased with Key West’s radiant sunshine and bright, blue skies after having left the cold and rain swept Washington, President Harry S. Truman settled down today to enjoy a week’s rest on this semi-tropical isle.

The President expressed himself as delighted with the balmy weather here and with his comfortable surroundings at the spacious residence of the Naval Base commandant, his press secretary, Charles Ross, said this morning. Taking advantage of the 83-degree temperature, Mr. Truman changed from a grey business suit and felt hat to a light brown slack suit, open shirt collar and white nautical cap shortly after his arrival yesterday.

This morning he slept “unusually late”, rising at 7 o’clock. After looking at the newspapers and having breakfast, Mr. Truman listened to news broadcast from Miami, Havana and other points and then read the opening chapter of Harold Lamb’s “Life of Alexander the Great.” Former artillery officer Harry Truman, World War I combat veteran, is described as a “bearcat on battle tactics”, and Alexander’s feat are generally recognized as unexcelled in that field.

Takes Vigorous Swim

Shortly after 8 o’clock the President took a swim in the officer’s salt-water pool at the submarine base, accompanied by Capt. James H. Foskett, his naval counsel. Mr. Truman ploughed up and down the pool for a total of 770 feet with vigorous stroke.

At 10 o’clock he was booked for an excursion to the fine sandy Reservation Beach near the mole at the Naval Base. Considered the finest beach on the base, it extends some 200 feet into the waters of Florida Bay and is screened by protective wires in the water.

Mr. Truman expected to sun himself and possibly take a swim there until nearly time for luncheon. After a mid-day meal the President was to take a nap early this afternoon in the temporary White House.

Warm Climate Favored

It was learned this morning that the President’s physician General Graham, has been strongly in favor of the current sojourn in a warm climate for sometime. After his Bermuda trip, Mr. Truman’s heath fell a little below par. While nothing serious, his condition indicated the need of plenty of rest and sunshine and Key West was selected as the spot where he could get plenty of both.

Mr. Truman is personally partial to warm climate as evidenced by his last vacation when he started for New England and quickly changed his destination to warmer waters of Bermuda. It is not a secret that he thrives on an abundance of sunshine.

Key Westers were struck by Mr. Truman’s affable, friendly manner yesterday after he landed here in the Presidential plane, “Sacred Cow”, piloted by Lt.-Col. Henry Myers of Tifton, Ga.

The President was all smiles as he emerged from the plane dressed in a neat business suit, light shirt, blue and white and handkerchief to match projecting from his coat pocket. A warm sun and a blue sky with a few fleecy clouds look down on the Presidential party which had experienced rainy conditions from Washington all the way to Georgia.

Jokes with Newsmen

Upon seeing White House correspondents and photographers who had landed approximately half and hour earlier, the President walked over and joked with them about the annual dinner of White House photographers in Washington Saturday night.

“Mr. President,” said the newsmen jokingly, “if Charlie Ross is going to keep us up so late at night, may I suggest you not get up so early in the morning?”

Mr. Truman, an unusually early riser, answered with a smile, ‘Let’s take a stroll at 5 a.m. tomorrow.”

The President was accompanied by Graham, Clifford, Ross, Foskett, and Edwin A. Locke, a special assistant. On Wednesday he will be joined by Dr. John R. Steelman, special assistant; Maj. Gen. Harry Vaughan, military aide to the President; Fleet Admiral William D. Leahy, USN, chief of staff to the President, and Judge John C. Collett, advisor to Dr. Steelman.

Officially Welcoming the President were [names listed]

Rides in to the City

The President rode into Key West in a bright, blue convertible car owned by Albert J. Mills of this city; and accompanied by Admirals Styer, Davison and Capt. Cooper. The party entered the city on Roosevelt Boulevard, where it was greeted by Chief of Police Bienvedio Perez and a motorcycle escort. It then proceeded to

Continued on the next page...
Palm Avenue, past the Naval Air Station to Eaton street, thence to Whitehead, to Southard and into the Naval Base by the Southard Street gate. Hundreds had gathered along the route to watch the President pass and were rewarded with friendly smiles and wave of hand.

The streets in the base were lined with Navy enlisted men in white uniforms and black ties in the traditional “man the rail” ceremony for distinguished visitors. At the cool, comfortable looking commandant’s residence equipped with extensive jalousies in typical West Indies design, the President changed to cooler attire. From his windows he could see the light blue waters of an offshoot of the Gulf of Mexico shimmering in the sunlight.

Using the direct phone wire maintained with Washington from the temporary White House, the President talked with Mrs. Truman and then took a stroll with Admiral Styer carrying his walking cane. He paid an unexpected call to the press room set up in the Bachelor Officers Quarters.

... Truman was Delighted to be in Key West! continued

CHRISTINA ESTRADA AND JULIE PANROCK, THE HR DUO which occupy suite 204 in building 21 decided to try and make running a little bit more fun and the Key West Theme Runs have been just what we were looking for, it also helps that we keep winning the “Best Costume” awards! In June, we talked our newly named CIO, Ryan Darrah into joining our TuTu Relay Team, TuTu Legit Too Quit, while we didn’t break any speed records, we did begin our reign of best costume award winning team. In August, it was time to be a Fashion Victim and with Ryan in St. Augustine, and the race falling on my 1 year wedding anniversary, we recruited Jesse Panrock, Operations Manager of the Shipwreck Treasures Museum to join our endeavors and another award was won for our costumes. We are definitely committed to running, but when a theme run is scheduled, we are even more committed to finding that just right outfit. Stay tuned, in December, Ryan will be meeting us in Miami for the Insane Inflatable 5K.

HAPPY BIRTHDAY
BOB!

On June 24, Bob Wolz, General Manger of the Harry S. Truman Little White House celebrated his 69th birthday at the Truman Little White House.

... Truman was Delighted to be in Key West! continued

On June 24, Bob Wolz, General Manger of the Harry S. Truman Little White House celebrated his 69th birthday at the Truman Little White House.
Almost Havana is the first joint collection of short stories by Fred and (HTA - CEO) Chris Belland. Key West is only 90 miles from Cuba. Closer to Havana than to Miami. So it’s only natural Fred and Chris Belland would call their new collection of short stories Almost Havana.

This is like two books in one, two collections of short stories by two brothers writing independently of each other, but with a common thread. Here you will find stories about people and events in Florida and the Caribbean -- so close to Cuba they call it Almost Havana.

“If you would like to know about the secrets of the human heart, its tragedies and triumphs, then read this remarkable collection of short stories by two brothers, Fred and Chris Belland. Ranging in locale from the U.S. to Europe, to Central America to Vietnam, each tale is beautifully crafted, each tale reveals something new and glorious and heartbreaking about the human condition. Read them and be dazzled,” says Evan H. Rhodes, author of The Prince of Central Park.

You can instantly download your own copy of Almost Havana with the simple click of a button. Only $3.99 for the ebook; $14.95 if you want to order the paperback edition.

Depending on your ereader device, Amazon, Barnes & Noble, KoboBooks, Apple iBooks, Absolutely Amazing eBooks... or the 6” x 9” trade paperback. “Almost Havana is proof that talent runs in the same family,” observes Hollis George, noted anthologist and editorial director, The New Atlantian Library.
because they would always strike up a conversation with anyone.

He was preceded in death by his loving wife of almost 60 years, Marina Lois Sikes Mosher, who passed away on Nov. 9, 2013, his grandparents; mother and father; brothers Ara Mosher Jr., Gordon Mosher (Beverly) and Gary Mosher; and sister Carolyn Noland; his mother-in-law Nimia “Nana” Crespo Sikes, who was like a mother to him and he like a son to her.

Left to grieve him are his son Michael Wayne Mosher (Marjorie Wolasky); his daughter Pamela Mosher Perez (Erasto “Rat”); whom he had come to live with for the past year; his grandchildren, Heather Ludwick (Ben), Melissa Perez (Chris Woodard), Brandon Mosher (Victoria Hernandez) and Sarah Mosher; brother Charles Mosher (Carl), sister-in-law Marie Gregory; and brother-in-law George “Bobby” Sikes (Jackie). Also surviving his loss are numerous nieces and nephews, as well as a large Historic Tours of America and Rotary family. He will be missed by friends scattered around the globe.

Mr Swift’s Tribute at the Service

Thank you all so much for coming. Moe would have been delighted that you cared to come.

I first met Moe in Virgil’s Barber Shop next to Paul J. Sher’s on the 600 block of Duval Street in 1956. I was 10 years old.

We lived in Marathon and my Dad ran a camera store in both cities and our Swift’s Camera was located right next door to Virgil’s Barber Shop. My Dad would bring me to Key West on Saturdays and every other week Moe would cut my hair. Eventually Mr. Moe told me in confidence that the girls really liked “flat tops” and he could fix me up. I wore that flat top until my hair deserted me.

We were friends for 58 years and business partners since 1971 – over 44 years. Not only that, I loved the man.

Before Moe, Chris and I founded Old Town Key West Development, Moe and I, in 1971, had started to paint the fronts of other people’s buildings on Sunday afternoons – for free, just to try and save the deserted downtown and our businesses. Finally an owner of one building said why don’t you just buy the building and we said we didn’t have the money and no bank would loan anything on Duval Street property. The owner said, I can’t get any tenants so I’ll finance it, and the rest is history.

Another time when we were just starting out, we had a chance to buy a building. We needed another $8,000. No bank would lend it, I lived in a trailer at Stadium Mobile Home Park and, had nothing to sell or mortgage. I had about $2,000 saved. But Moe had his house on Ashby St. and somehow he convinced Marina to put another $6,000 on the Mortgage. Of course, Marina wanted to shoot him and especially shoot me. Now that’s a real partner.

Moe and Marina’s children, Pam and Mike, and their children all grew up in the warmth and love of his always being there for them and you were, indeed, blessed with Moe as a friend. Joyce Unke, our head of property management, had her desk, in building 21, next to Moe for over 20 years. Frankie Herrada was also in the office and became like another one of Moe’s kids. Moe’s sponsorship of him resulted in his becoming president of Rotary. Ben McPherson and Freddy Varela in accounting and all the other Bubba’s saw Moe every day and cooked him breakfast in the office every morning. He loved his cheese grits and biscuits and gravy. They and literally everyone else loved him at work.

Moe’s kindness was colossal. He literally never met a man or woman he would not try to find good in. He never passed a bum, or homeless person without handing out a dollar and sometimes more. I’d say, Moe, what are you doing and he’d say, “Oh, it doesn’t hurt me and maybe it will help them.”

I’m sure some of you know Killer Steve – a pretty crazy guy – afflicted with alcoholism, he was a mean, mean drunk. Moe must have cleaned Steve up and tried to put him on the right path 20 times or more. Then Steve would get drunk and get in a fight and either end up in the hospital or put someone else there and go to jail again. This was the pattern until Steve threatened one of the girls in the office and Moe banned him from there. But I know Moe continued to fund Steve and help him out. I told Moe, stop it and he said I won’t, “maybe he can make it this time.” Moe never gave up if he believed in you. He loaned money to many people throughout the years with
no paperwork, and no interest and sometimes no repayment.

Moe really liked to be Santa Claus which he was for many people too numerous to mention, literally, every year for the Silver Liners Kids Program and he was Santa and Marina was Mrs. Klaus. When we started Children’s Day, Moe, for over 25 years, photographed every kid in costume and gave many families their pictures throughout the year. His work with Rotary is legend and their recent tribute to him made him so happy. And in his presidency 40 years ago the Rotary began sponsoring our fireworks celebration for the 4th of July.

When Moe retired from cutting hair he took over our property maintenance. Moe loved, really loved tools – said it was from being a “farm boy” and so he and Marina would go on Saturday’s to every yard sale and Moe, every Monday, would bring to work his latest tool treasure. Moe’s unassuming demeanor and his ability to listen, polished in over 40 years behind a barber’s chair, made him an ideal person to handle negotiations and permitting and conflicts and he was very good at all three of these for our companies.

Moe’s inherent fair and moral standards and high integrity helped us in setting our company standards in the right place from the beginning.

When my parents had both passed, I was 20 then, Moe became part of my family here in Key West or, actually, he made me family. He was my surrogate Dad.

Moe has been my lifelong friend, my business partner in all that we have accomplished, a solid rock and an integral part of our company. He will be mourned and missed by literally thousands here and throughout the United States but especially by me.

Barbara Hayo, the widow of Historic Tours of America’s past COO wrote me yesterday and I would like to share this with you.

As you prepare to send him off, know that he will always live on within you. The transition of Moe in the flesh to Moe in the spirit is happening within you now. Flashes of all the times with him spanning so many years are surfacing in your head, swirling about as vividly as though it were yesterday. You smile, you laugh out loud. That’s how it is. From the depth of your sorrow, it’s the sweet and funny memories that surface. And, that is Moe – sweet and funny!

Embrace the remarkable way our souls process our memories, washing away the difficult the tumultuous, the sad, leaving as with the love, the joy, the laughter.

This is Moe’s enduring gift to you and to all of us. Just Moe being Moe. I send this with love in my heart for him and for you and with two words. AMAZING GRACE.

Mr Belland Tribute at the Service

Is it the truth?
Is it fair to all concerned?
Will it build goodwill and better friendships?
Will it be beneficial to all concerned?
The words of the Rotarian’s code are easy words to say but, being human, they are not so easy to live.

There is no one I know who lived them better than Gerald “Moe” Mosher.

I first met “Moe” in 1973 when I was introduced by Joan Knight, to him Ed and Mike Cates as a rich Jewish kid from Miami. I was neither, but I guess they weren’t too disappointed by this revelation as they let me join their partnership of buying vacant, run-down properties on Duval Street. It was the beginning of my career, my family and my future as an adult. As it turned out, it was the most fortuitous and significant event of my life as I imagine knowing Moe was for many of you.

Despite his extraordinary accomplishments, Ben Franklin always considered himself a printer, for he knew it was this simple task which made everything else in his life possible. In the same way, Moe always thought of himself as a barber.
As printing was the well spring for Ben Franklin, opening the doors to science, wealth, politics, communications and relationships, so it was for Moe being the town barber in Key West.

When you think about it, there is probably no time when a man is more comfortable relaxed and vulnerable than when he is sitting in his barber’s chair under a clean, warm sheet of anonymity, being pampered by another human being. In this state, you tend to talk. A good barber listens. Moe was a great barber. He was a psychologist, mentor, banker, friend, pawn broker, confidante, example, advisor, arbiter, shoulder-to-cry-on and person to brag to for most of the people here.

I vividly remember the little cards stuck on his mirror with words of advice that you found yourself staring at while he cut your hair. The one I remember most was “First you make your habits, then your habits make you”.

Moe made life habits of listening, of friendship, of generosity, of selflessness, of kindness, of loyalty and grace. His habits made him successful in every definition of the word, but most of all in love.

Yes, it was called Moe’s Barber Shop but, boy, the minute you walked in, you knew it was more than that. It was the definition of entrepreneur. He carried all the hair products: shampoos, brushes and combs and it smelled of rubbing alcohol, later, talcum powder and café con leche. You could also get a battery put in your watch, buy guns and ammunition of every description, sit down with a cool soda on a hot day and meet and talk to just about everybody in the town from the movers and shakers to the politicians; from the hippies to the down and outers; from the conchs to the Snowbirds ... everybody came to Moe’s. For Fantasy Fest the shop was transformed into costume central with wigs, masks and face paint. Our company had our first meetings at Moe’s after hours. Moe’s Barber Shop was, for a time, the center of Key West and, for me, the center of the universe. On the day he closed the shop Ed, Mike and I brought in Jim Flenner for the last haircut. Jim was Moe’s first customer from so many years ago.

If there is a reason for funerals, it is for us, the living, for it makes us think for a moment about what we didn’t know about the man as much as what we did know. For, can we really know another? Moe was my partner for 42 years and I didn’t know what his middle name was until I read it in his obituary. I know he grew up hard-on a farm with his grandfather and grandmother, but I don’t know where his parents were. He didn’t seem to want to talk about it and I didn’t push him. Moe may have cut my hair close to a thousand times. I saw him almost every day for 4 decades. I fished with him, yet there is much about him I will never know. For example, I’ll never know why Moe couldn’t cut just my grey hairs or whey he referred to Trump’s toupee as “the enemy.”

I do know this. He loved his wife, Marina, and their children, Mike and Pam, then Marjorie and Rat and he was as proud of his grandchildren Heather, Melissa, Brandon and Sarah as a man could be, taking them on trips around the world a gift I have copied with my own grandchildren. He was generous to a fault, lending money to those he knew would never be able to repay him. He was shrewd and frugal, winding up with material wealth any of us would be proud of. He was worthy of trust becoming a leader in his beloved Rotary Club, the State Barber Board, and the Teachers Credit Union. He and Marina gave freely of their time at Christmas for the Silverliners event for the kids and throughout the year as a mentor to young professionals showing them how to save, invest and live well, no matter what they did for a living. He won loyalty by being loyal. I don’t think there would be an HTA had Moe not lived an accomplishment of which he was very proud. In fact, one can only marvel at all that is, because Moe was. No, no one can ever fully know another but for the effect they had on their world. “Pillar of the community” is a phrase we use all too easily, but there aren’t many. Moe was a quiet but mighty pillar of this community and our company. He was kind and gentle and I never heard him utter an unkind or harsh word.

As you can see, Moe was one of the richest men you will ever know and he enriched everybody he met. I think, if he were here and was asked, his advice to us would be:

1. Be generous in life but live within your means.
2. Have a moral compass and steer your life by it.
3. Don’t wait for a funeral to express the depth of your relationships. Do it today. Do it now.
4. In life, never to get a haircut from a strange barber.

Moe continued to cut my hair long after he retired and I believe I received his last haircut. In the process, I received so much more. Thank you Moe.