San Diego is known for 70 miles of beautiful beaches and mild temperatures and what better way to get you there than the Old Town Trolley’s new Beach Tour. Launching this August, guests can hop onboard our one-of-a-kind beach woody trolleys and shuttle to Mt. Soledad, La Jolla and Mission Beach-Belmont Park from Old Town.

There is something for everyone – From expansive sandy beaches, rocky cliffs, reefs, tide pools and everything in between. The beaches in San Diego are as varied as the California beach towns that were built around them. Discover beaches perfect for families and dogs, beaches coveted by the world’s top surfers, play volleyball, spot sea creatures or simply relax and people watch.

We can get you to some of the most popular beach spots in Southern California where you can experience it all. This 110 minute continuous shuttle also offers some great music, stories, history and views to make the ride just as enjoyable as the beaches. Don’t forget that sunscreen!

So grab your beach towels, flip flops, camera and get out exploring some of the finest beaches in the world.

La Jolla- Known as “The Jewel” of San Diego, La Jolla features an upscale hamlet of hotels, boutiques, galleries, luxury homes, and fine dining that rivals Rodeo Drive. But the real jewels in La Jolla are the beaches and reefs, which are freely available for visitors and locals alike.

La Jolla Cove- This tiny beach nook, part of the San Diego La Jolla Underwater Park Ecological Reserve, is sheltered by picturesque cliffs and offers stunning views of the Pacific Ocean in an intimate setting.

La Jolla Cove has some of the clearest water of all San Diego Continued on Page 43...
All Sales People...
Get Your Raise Today!
Read This.

by Chris Belland; CEO of Historic Tours of America

My wife and I just returned from vacation in Europe. It was a real “bucket list” vacation, including two weeks on a cruise ship through the Adriatic and a final week in an apartment in Rome. We went with Ed and his wife, Nancy, which is the first time we have ever really vacationed together. No arguments ... a good sign, especially since we have been partners for 40 years! It was a wonderful time but that is not the point of this article. It has to do with one of my favorite subjects: sales.

Traveling through the Europe of today, you are confronted not only with many cultures but also many instances resulting from various levels of poverty throughout the world. What does this have to do with Europe? Plenty! What does it have to do with sales? Plenty more!

The unemployment rate in several of the countries we visited, Italy and Greece, is running anywhere from 20% to 40% with young people and immigrants comprising the higher level of that scale. In short, there are simply no jobs for the countries known as the “PIGS” which are Portugal, Italy, Greece and Spain. It is a very sad situation and the signs and emotions of depression are everywhere. Then, when you add the desperate immigrants you see all over Europe from former colonies that include countries such as Senegal, Pakistan and others who line many of the highly trafficked pedestrian ways with knock-off Louis Vuitton, Chanel and Rolex products, you get a real sense that all is not right in the world.

What does all this have to do with selling tickets to Historic Tours of America sightseeing tours and attractions? A lot more than meets the eye. It becomes very evident as you travel around these countries that there is a type of selling going on that can only be called aggressive desperation. I don’t know about you, but I am uncomfortable not feeling right about making eye contact with somebody but then, when I do, having them follow you down the block trying to sell you something you have no intention of buying. I guess, for some people, they get guilting into buying because there sure are a lot of these “sales people” and I guess they are there because somebody is buying, but I tend to shy away from that kind of aggressive style of encounter. In other words, “aggressive” does not mean good or successful selling.

On the other hand, when I was just beginning in the business, we had an investor with our company by the name of Herman Rubin who, at one time, was in charge of all World Book Encyclopedia sales for the state of Florida, having over 1500 salespeople under his management. You learn a lot by knocking on doors and cold calling salesmen to sell sets of encyclopedias and Herman was probably the greatest salesmen I have ever met. He gave me some very good advice that I have always remembered which is, “To be a good salesperson you must be a good assistant buyer.” He also told me that objections are not refusals but instead are a request for more information.

It all sounds so simple, and it really is, but it takes focus, dedication and maybe even years of honing the skills of good salesmanship to do this. For example, many of us are in the habit of answering a question in such a way that it almost demands either a no or a “Beback” (as in I’ll be back) response. When somebody asks us “When does the trolley leave?” the normal response is to give a certain time. It is much more effective to say back to the guest/buyer, “When would you like to leave?” Because our tours leave on such frequent departures, we can guarantee a trolley is ready to go when they are. It helps them make up their minds. We know virtually all the questions and, frankly, all the right answers. It is the pro who learns this and puts it to work.

I have never looked at good salesmanship as selling somebody something they don’t need and, in that vein, I feel very strongly that a visitor to any one of our cities who doesn’t take our tour leaves something on the table as that pertains to a good experience. I honestly believe that for the price we charge for our tours and for our attractions, guests DON’T get their money’s worth. They get more than their money’s worth. It just becomes incumbent upon us as salespeople to help them make this right decision. Do I want us to sell more tickets? Of course I do, but I also, deep inside, feel as though we are providing a worthwhile service to our fellow man. It’s a great way to make a living!

We have, over the course of our company, managed to acquire what we call the “50 yard line locations” in the cities in which we operate. As most of us know, you can be 25 feet from the right place and starve or at the right location and do well. One of the hallmarks of our operation is that we are convenient to the pedestrian ways, making ourselves available to our guests. Obviously, this has not been achieved without a great deal of expense. My point is, we have put our sales representatives in a position to sell but have to leave the rest of it up to them.

We are doing well but, as always, we can do better. It astounds me to think that our company carried over two million guests this past year! If you had told me that 20 years ago, I would not have believed it possible. It is built on the fact that we have a
So what to write about? So many good things happen in our company each week that it’s hard to choose.

Comment Cards

Each month I get to see a couple of hundred of the cream of the crop comment cards which are topped off by the month’s top 10. We do get some negative cards but it’s such a small percentage. It is a great pleasure and also very heartening to know how well we satisfy our guests.

Caring For Each Other

As president I get to hear about almost everyone who is critically ill but then I get to hear about our CAST’s heroics and care and love given to our fellow CASTmembers who have illness or life altering circumstances. You are awesome in your reaching out and building up and reassuring each other.

Letters

Often I receive a copy of letters passed on by a manager or staff that heaps praise on us either for the quality of our product, or the fact that you go the extra mile in fulfilling our role as the Nation’s Storyteller by delivering superior guest care. How can I adequately express the real joy I feel in these everyday occurrences that fulfill the mission of our company?

Our Culture

Being part of a great team and having had something to do with the culture we have constructed together over the years is the highlight of my occupation. Our culture, those inbread actions and reactions and attitudes that define our business beliefs, is the glue that holds us together and sets us apart from our competitors. Now at over 1,000 CASTmembers, in season, I realize I have little effect on how high the bar is set each day or how well the quality is maintained on the firing lines. However I know that our general managers and their team take pride in the transfer of our culture to every new hire. I also know that there are thousands of moments of truth every day when each of you interacts with a guest or with each other. At this moment of impact we have a choice to make, will we or won’t we make that person “feel important”. A while back I wrote a book about the retail business and I included a chapter about M.M.F.I. (Make Me Feel Important) and asked our CAST to imagine each of our guests wearing a ball cap that was embroidered with M.M.F.I. It’s what everyone wants to feel and for the most part we do make them feel important.

Applause, Applause!

Sometimes I stand back and watch a trolley or train pull into a depot as the conductor or engineer gets a round of applause. Just recently I received an e-mail video from Boston and listened to and watched “Cannon” blow his trolley full of guests out of the water with his enthusiasm. The sender was the wife of someone from Key West who is in the tourism business here and just wanted me to know how great he was! How can I not swell up with pride on such praise as this?

Together you reaffirm for me that we do “Make Vacations Better®” every single day here in America. Now that is good news! Thank you everyone!

In short, the salespeople in our organization are the ones most in control of how much money they make. If you just show up in a nice costume and open and close your depot and hope somebody walks up and asks to buy a ticket, you will do well just by virtue of the extraordinary locations that we control. If, on the other hand, you become a student of human nature and first believe that we have a great product and then recognize the value in helping visitors become our guests, you will do a great service not only to mankind but also put a lot of extra money in your own pocket. Not a bad way to go through life, is it?
Wharf location on the waterfront. This same company that manufactures our trainees through the demanding training process, and I want to worked tirelessly this winter and spring as she led our conductor thanks to the efforts of our safety and training officer as it is without the efforts of a number of people, but especially minimum of six weeks to complete, and would not be as effective bolster our staffing.

The winter we hired and trained over 20 new tour conductors to numbers of guests. And we were ready to serve them, as over June were goal-busting months, as Old Town Trolley carried record season.” In spite of the setbacks we experienced in April as a result admiration from our guests.

As I write this, we are smack dab in the midst of being “in season.” In spite of the setbacks we experienced in April as a result of the events at the Marathon, I’m pleased to say that May and June were goal-busting months, as Old Town Trolley carried record numbers of guests. And we were ready to serve them, as over the winter we hired and trained over 20 new tour conductors to bolster our staffing.

Our extensive and very thorough training program takes a minimum of six weeks to complete, and would not be as effective as it is without the efforts of a number of people, but especially thanks to the efforts of our safety and training officer Sue Pye. Sue worked tirelessly this winter and spring as she led our conductor trainees through the demanding training process, and I want to express my appreciation for all her efforts. Sue can’t train so many people on her own, though.

(We usually had two training classes going simultaneously, with each at a different stage of the process: one class doing CDL exercises at the range, and another class doing the loop and putting together the tour elements.) So Sue relied on the expert help of head conductor Donnie Kraby, Operations Manager John Welby, and a number of our lead conductors: Michael “Bear” Giobbe, Ken Queale, Richie “Buzz” Sheridan, Jeff Semeraro, and John “Irish” Feeley.

A key ingredient to our success this season has been our cooperative relationship with our sister operation, the new Boston Tea Party Ships & Museum. A new promotion this season is the Old Town Trolley ticket includes the guest’s choice of either free admission to Boston’s newest and most exciting attraction, OR a 45-minute Boston Harbor Cruise. Thousands of guests have taken advantage of this incredible value, resulting in increased attendance at the Museum, and incredibly positive guest comments (such as the voluminous – and enthusiastic – reviews on TripAdvisor). I want to express my appreciation to the entire CAST and leadagement team of the Boston Tea Party Ships & Museum for working in partnership with Old Town Trolley this season, and for providing visitors with such a memorable, exciting experience!

We were pleased to have a couple of visitors these last several weeks from our parent company, Historic Tours America. In July Jim Lamberson, HTA’s National Safety Officer, came to inspect all aspects of our safety programs, and was accompanied by the always insightful Mike Sample of Liberty Mutual Insurance. Both of these gentlemen bring a sharp eye to observing how we operate, and offered truly constructive and practical suggestions to insure that we put “Safety First.” Back in June, Rod LaBranche brought his expertise in sales to Boston. Rod is Director of Travel Industry
Sales for HTA, and he spent a generous amount of time with our vendor sales account managers, Beth Cohen-Joseph and Cathy Hutchinson, taking a close look at our network of hotel sales. He also rode tours and visited OTT sales depots. Rod is one of the most enthusiastic people you’ll meet, and his upbeat, positive attitude couldn’t help but rub off on everyone he encountered. He, too, provided excellent suggestions for improvement, and we truly appreciate the quality time he spent here. Thanks, Rod!

So as I write this, the trolleys are rolling, ticket after ticket is being sold and printed, and guests are enjoying “Boston’s Best Tour….Guaranteed!” We’re in the thick of the summer, and it looks to be a very successful season. Sincere thanks go out to the all the Boston CASTmembers, and here’s hoping that all our sister cities are enjoying the summer season as well.

Greater Boston Spring Training is Over!
by Sue Pye; Safety Training Officer

As I write this it is 90 degrees outside for the second day in a row and the rest of the week is slated to be much of the same. Trying to stay cool and hydrated is the task of all working up here in Boston this week.

Training is done for the year. We trained 20-plus new conductors for the season and all are working like they are veterans out on the streets of Boston. Keep up the good work, Rookies! One of the best tools that we have here in Boston is the veteran conductors. They are an awesome group of conductors and most have served as mentors this year also. This is a great program for the rookies, where each of them is assigned an experienced “go-to person” for help and words of advice or constructive criticism as needed. Thank you to one and all who are serving as conductor mentors this season.

We also welcomed back Larry Clearman from the Conch Train. This year he was joined by Danny Martin, also from the Key West operations, for the summer. Glad to have both of you here but you could have left some of the heat in Key West.

This summer promises to be busy. The supreme trolleys have been out on the road every day, as has most of the fleet. Bob Gibson and his hard-working staff have been keeping the trolleys in tiptop shape for us. The cleaners work in our hot and sticky barn keeping the trolleys looking great and sparkling clean for the guests and us to enjoy.

Stay cool and safe everyone as you enjoy your summer!

We’ve got Big Bellies!
by Michael Chandler; Director of Sales

Solar Recycling Kiosks….or SRKs, the hottest trend in trash management and advertising platforms...

Boston has been first in so many things over the centuries, why shouldn’t we be among the first to handle public waste recycling and trash removal with solar power! And Old Town Trolley is supporting the City of Boston’s efforts to create a cleaner and safer city through a partnership with Vector Media, the company that is supplying the City with the SRKs (better known as “BigBellies”).

Solar Recycling Kiosks are solar powered waste receptacles that can receive waste items for recycling as well as “standard” trash. These units compress both recycling waste and ordinary trash. Through a fairly simple set of computerized sensing nodes, the kiosks tell Boston’s waste management field office when they need to be cleaned out. This saves millions in labor, trash truck costs, etc….while producing revenue from selling the recycling waste to waste/energy firms. Simply an overall win-win-win!

Vector Media and the City of Boston recently completed a multiyear arrangement in which Vector invests in purchasing and placement of the BigBellies and in return, is able to sell advertising space on the Kiosks. Almost simultaneously, we started a partnership that allowed Vector to sell advertising space on a limited number of OTT trolleys. One thing led to another and...

It was only natural that Piper Smith, John Penney (Blackdog Advertising) and Ed Swift IV, would see the potential for Old Town Trolley to use the BigBellies as a conduit for advertising OTT’s online ticket selling capabilities, as well as enhance our relationship with the hotel and vendor community. It took about three months to work out all the details with Vector. However on July 1, the sun rose on the first grouping of BigBellies carrying the Old Town Trolley message around the city.

It is hard to miss the striking OTT three-sided image. Initial results and comments have been very positive and the BB’s are beginning to generate sales. More proof that the world of advertising is changing, driven by far more mobile platforms and Old Town Trolley is changing as quickly as our consumers sources for buying advice. ☂
There are many ways to come into Boston: airplane, train, cars, or even the T. Probably the most relaxing is coming into the city by ferry. That is exactly how Kathy Calnan of the Nantasket Beach Resort sends her guests into Boston and onto Old Town Trolley Tours. While the hotel is twenty one miles away by car it is only six miles by ferry, no traffic, plenty of salt air, and lots of sunshine. How perfect is that?

Kathy Calnan has been a Guest Service Agent with the Nantasket Beach Resort for thirteen years. She was one of Trusted Tours & Attractions very first eTicket vendors and has remained loyal to us ever since. She said she believes being a guest service agent is all about “wowing the guests”. By that she means bringing the wow factor into every guest experience, whether finding her guests the perfect restaurant, the best spot on Nantasket Beach, or Boston’s best trolley tour.

While there are four trolleys tour companies in Boston, Kathy Calnan only recommends Old Town Trolley Tours. She herself takes the tour once a year to see what changes we have made or to be a tourist in the city. What she likes about OTT is that the vehicles are bright, easy to see, and look fun, which goes back to the wow factor. She said our drivers have the best personalities (we knew that) and they are able to look at their guests and gear their tour to those specific riders who are on the trolley at that moment. Another reason that she sells us is that the Trusted Tours and Attractions website is so easy to use. She loves the member’s service tab on the site. If she has a problem all she has to do is log on, click the member’s service tab, up pops the vendor reps picture and phone number. One call and the issue is resolved. Like Kathy we believe in wowing our guests.

In her spare time Kathy Calnan likes to be a tourist and travel. She has been to most states, “it is easier to say what states I haven’t been to”, and to Europe at least fourteen times. In January she fulfilled her dream of going to Iceland.

I wish to thank not only Kathy but all the vendors at the Nantasket Beach Hotel, Jerry Thebado, Mary Moore, Kristina Stokes, Josh Eisenhamer, and Katie Sullivan-Doray for supporting Old Town Trolley Tours and Trusted Tours & Attractions. As Kathy said “guests are at the hotel on vacation; they want fun, the beach, the water, and Boston too!” What better way to get all that than with Kathy Calnan, the Nantasket Beach Resort, and Old Town Trolley Tours?
Cinnamon Oatmeal Cookies

Even though Ghosts and Gravestones runs all summer long, there is nothing like taking a tour in October. Aside from the fact that Halloween is at the end of the month, there is just something special about walking through the graveyards to the sound of orange leaves crunching beneath your feet and smelling the crisp spiciness of the autumn air. It’s hard to find time to bake in October as it is by far our busiest month, but I always try to set aside an afternoon to make these quick and easy cookies. While they can certainly be enjoyed at any time of the year, the distinct sweetness and spiciness of these treats is certainly reminiscent of a glowing fall afternoon. Enjoy with a cup of hot cider before a walk through the graveyard!

Ingredients
- 1/2 cup (1 stick) unsalted butter, softened
- 1/2 cup granulated sugar
- 1/2 cup brown sugar, packed
- 1 large egg
- 1 teaspoon vanilla extract
- 1 cup all-purpose flour
- 1 1/4 cup oats, old fashioned or quick cooking
- 1/2 teaspoon baking powder
- 1/2 teaspoon baking soda
- scant 1/2 teaspoon salt
- 1 teaspoon ground cinnamon
- generous pinch fresh grated nutmeg
- 3/4 cup coarsely chopped walnuts (optional)
- 1 medium apple, peeled, diced small (I use a granny smith apple)
- 1 teaspoon fresh lemon juice

Directions
1. Place a rack in the center and upper third of the oven and preheat to 350 degrees F. Line two baking sheets with parchment paper and set aside.
2. Peel and dice the apple and toss with lemon juice. Set aside.
3. Beat the sugar and butter in the bowl of a stand mixer fitted with a paddle attachment. Beat until creamy, about three to four minutes. Add egg, beating for one minute. Add the vanilla extract and beat until blended.
4. Whisk together the oats, flour, baking powder, baking soda, spices and salt. Add to the butter and egg mixture slowly beating on low speed until just incorporated. Stir in the walnuts and apple chunks last.
5. Bake at 350 degrees F for 10 to 13 minutes or until they’ve reached your desired doneness.

I like mine a little underdone and cook them for 10 minutes. Allow to cool on the cookie sheet for 5 minutes before transferring to a wire rack to cool completely. Or you could just eat them warm. That’s probably the best idea. Makes about 2 dozen cookies.
The city of Boston recently celebrated the 32nd annual “Harborfest” celebration from July 2-7. This Fourth of July festival showcases the colonial and maritime history in the “Cradle of Liberty” with over 200 events concentrated in the downtown and waterfront areas of Boston. Harborfest seeks to educate via reenactments, concerts, tours, etc. and celebrate the rich history of our fair city.

This year, the Boston Tea Party Ships & Museum opened our doors for three nights, inviting our guests to enjoy “Revelry at Griffin’s Wharf”- a living colonial wharf. All hands were on deck these nights to create an immersive experience for one and all. For a $10 ticket, our guests could enjoy iced tea and lemonade from Abigail’s Tea Room, as well as freshly popped popcorn! And thanks to our new liquor license, beer and wine were made available for purchase, in addition to delicious clam chowder and the fine pastries of Abigail’s. The staff in Abigail’s, led by Manny Feliciano, helped out in many capacities over the course of the week.

Our evening begins with the Redcoats (Harry Aspinwall and Johnbarry Green) patrolling the Congress Street Bridge. The guests were invited to make their way to Abigail’s Tea Room to begin their evening. Many colonial games, such as draughts, Nine Men’s Morris, and Shut the Box, were set up around the room with a few of our ladies (Jillian Couillard, Moriah Giovannucci, Meaghan Dutton-Blask) at the ready to teach the rules to children and adults alike. Many fierce rounds of these games were played over the three nights of our event! A beanbag toss game in which we throw “East India Company tea crates” down King George’s throat was a highlight for the kids outside. A scavenger hunt brought the guests to all corners of the site, encouraging them to meet our colonists and to explore our vessels. The secret message contained in the hunt was “Loyal Nine”, the name of the secret society that later developed into the Sons of Liberty. This final message was relayed to Mrs. Chase (Jennifer Woodward), as her husband, Thomas Chase, was a member of this group. The guest then received a Declaration, proclaiming them to be a True-Born Son or Daughter of Liberty! Our MOD team (Evan O’Brien, Josiah George, Kelly Horan Galante, Carol Smolinsky, and Michelle Barrett) kept the night running in a timely fashion.

Our site was alive with activities aboard both of our 18th century sailing vessels. Aboard the brig Beaver, we had crew members (Conor Walsh, Jake Athyal, Kevin Welch) actively trying to recruit new members while answering any and all questions about the ship. Being a whaling vessel, the night would not be complete without tales of the high seas. Abraham Tower (Christian Masters) enthralled the guests with stories of “Nantucket Sleigh rides” and the like, all while showing off a replica harpoon made by our master shipwright, Leon Poindexter. The merchant vessel, Eleanor, was bustling with activity as well. “Mad Molly” (Holly Schaff), the Scourge of Fort Point Channel, told the rousing tales of Ann Bonny, Mary Read, and women’s lives at sea. Nathaniel Bradlee (Evan Blanch) showed off his cooking skills in the cook shack, explaining the eating habits of sailors. Thomas Bolter (Bobby Doyle) showed off his knot-tying skills while teaching the masses how to tie a square knot, a bowline, in addition to many others.

Captain Bruce (Stephen Chueka), a well-known Tory and captain of
the Eleanor, was on hand to encourage the guests to join up with His Majesty’s Army and to show the guests the finer points of being a captain of such an opulent vessel.

Our “mainstage” productions occurred throughout the evening on the back deck. An auction of goods began the night, hosted by our auctioneer, Mr. Francis Featherbottom (Nat Angstrom), and his son, Francis, Jr. (Ethan Selby). With the help of British Customs Official, Charles Paxton (Ray O’Hare), barrels of whale oil and fine cloths were for sale. Merchants William Molineux (David Stickney), John Hancock (Sean Lawler), and John Rowe (Evan O’Brien) challenged the “King’s Men” as they were attempting to sell the goods at quite a steep price. Molineux and Hancock implored the crowd to join with the Sons of Liberty in throwing off the yoke of the King’s tyranny! The Redcoats entered the scene and demanded that the raucous crowd disperse, as unlawful assemblies had been outlawed in Boston. Molineux suggested that both sides choose “armies” from the crowd and after a series of contests, the loser would vacate the wharf. Participants were chosen and the following contests were held: thumb war, best chicken impersonation, “longest note” contest, and the “deedle” contest. (The “deedle” contest being an Irish Step dancing competition in which the crowd sings “deedle-ee-deedle-ee”...you get the picture.) Finally, after a tie score was achieved, the tie-breaker was announced. Molineux told the crowd that it was Major Sutherland’s (Harry Aspinwall) birthday and that we would sing to him. The side of the crowd singing with the most fervor would win. Due to a blunder on Corporal Graves’ (Johnbarry Green) part, the Sons of Liberty were declared the winners and the Redcoats left in a huff! Huzzah!

A short time later, “The Ten Strong Salem Shakespeare Troupe” came bursting onto Griffin’s Wharf carrying a large trunk of props and costumes. The three female troupe members (Audrey Stuck-Girard, Jamianne Devlin, Lauren Murphy) were searching for the male members of their troupe that had seemed to go missing. They recruited members of the crowd, including the previously mentioned colonists, Abraham Tower and Mr. Featherbottom. The first performance was from A Midsummer Night’s Dream, including children from the audience playing Puck, Helena, and other characters. The Redcoats interrupted the performance, stating that public theatrical performance had been banned in Boston. The ladies enticed the men to take part in a scene from Romeo and Juliet. Corporal Graves played an-already-dead Romeo, and Major Sutherland played the role of Juliet. (In many cases, young, good looking men played the roles of Shakespeare’s heroines.) As his script stated, Major Sutherland took a sip from a bottle (provided by Abraham Tower) and he promptly collapsed into a drunken stupor. That’s what you get for stealing drink from a sailor! The Redcoats, once again, left the scene and the Shakespeare performance continued with a scene from Pyramus and Thisbe. The interaction from the children in the crowd was amazing! They received excellent coaching on their lines from our colonists.

Our evening concluded with a rousing chorus of sea shanties, such as “Heave Away”, “Wild Rover”, and “Here’s a Health to the Company”. The audience joined in on the choruses, they were arm-in-arm, swaying to the music. Our singing was so mighty that boats passing through Fort Point Channel were pulling up just to listen! As the guests filtered out through our gift shop, they were remarking at how fun this evening had been and how interactive everything was. Many called this the “highlight” of their trip to Boston. The smiles on the faces of the children and the echoes of “Huzzah” ringing in the air are enough to make every colonist’s heart swell with pride. “Revelry on Griffin’s Wharf” was a great experience for all involved and we can only hope to provide this program again in the near future.
Charles “Crackerjack” Persons  
Conductor, Old Town Trolley Tours

BACKGROUND
I was born and raised in Malden, Massachusetts which is about seven miles north of Boston. I am the youngest of thirteen children. I love being from a large, Irish family and being an uncle 26 times! My dad worked at the Charlestown Navy Yard, exposing me as a kid to the USS Constitution, aka Stop #3. I played sports most of my life, from running marathons to playing basketball and baseball. I have been a play-by-play announcer for high school tournament games on local TV and radio stations. I currently play on a men’s 1860’s Vintage Base Ball team (two words). I love playing vintage baseball because it promotes the true essence of the game. We don’t use gloves and sportsmanship is the number one priority of the game. This is where my driver’s name of “Crackerjack” came from—it is my nickname on my vintage team.

I always have been fascinated with history and as a trolley driver I get a chance to bring it all to life. I became a trolley tour conductor because it seemed interesting, but even more so, the interaction with people from all over the world appealed to me. There is nothing better than watching and listening to people’s reactions when they are on my trolley. I love telling stories of Paul Revere, Sam Adams, John Hancock, the Boston Tea Party, and the Boston Massacre. I show them the Holy Cathedral (Fenway Park) and, of course, the Vatican (the TD Garden). There is nothing better than pulling into Fenway Park (pahk) and trying to convince people that by touching the wall of Fenway they can reduce their cholesterol by 100 points because it’s so magical or one could turn into a unicorn because it’s so beautiful. I have a job where it’s my responsibility to teach our guests something they never knew and help them understand that Bostonians don’t have an accent. I make it my mission to teach people the right way to order a lobster roll and a cup of chowda.

When I was asked to write something about working for HTA, I thought a lot about not just myself, but my co-workers, too. I thought about all of our conductors hosting guests from around the world in all sorts of conditions and our agents that stand outside in all sorts of crazy New England weather. We deal with bitter cold temperatures, ice-slicked roads, snow packed streets all winter long and then switch to extreme heat conditions and complete downpours in the summer months. We dodge buses, bikes, cabs, cars, segways, pedestrians, and Boston traffic, but we do it all with a smile and the utmost professionalism. I love my job and am proud to say that I am a Historic Tours of America tour conductor in the greatest city in our Country!

Q | What is your favorite vacation spot?
A | My favorite spot is Coronado Beach in San Diego, California and I love to stay at the Hotel Del Coronado. The sunsets, the beach, and the views are just amazing.

Q | What do you consider your greatest achievement?
A | I became a Wish Grantor for the Make A Wish Foundation eight years ago when friends of ours lost their eight year old daughter who was battling SMA. She was the recipient of a wish from the foundation and I saw how much having a wish granted meant to her and her family. Her story inspired me to roll up my sleeves and help out other kids, and ever since I began volunteering for them, I have met the most amazing and inspirational children and their families. I am proud to be a part of this wonderful charity.

Q | What or who is the greatest love of your life?
A | The greatest love of my life is Heather, my best friend, my sailing partner and someone who I know always has my back.

Q | If there was one place you would like to live besides your current city, where would it be?
A | It is a dead tie between Coronado Beach in San Diego, California or Key West, Florida.

Q | What three things will you always find in my refrigerator?
A | One can always find a huge jar of pickles, maple walnut ice cream, and a big tub of Heather’s homemade spaghetti sauce.
WASHINGTON, DC

Everyone Should Have the Opportunity to Work for One of Their Parents

by Jerry Miller; General Manager

Back in 1981, at the early age of 16, I started working at a full-service gas station in [very] rural Sandoval, Illinois. My Dad was my boss. For anyone to say that I had it easy because I was the boss’s kid obviously never worked for one of their parents. Working for your parent can teach you things that you will never find in any business textbook.

Dad rode me constantly. It seemed that I couldn’t do anything to please him. If I came in 15 minutes early, he wondered why it wasn’t 20. If I left at the end of my scheduled shift, he wondered why I didn’t stay to finish my assigned tasks. Heaven forbid if I was late for work. And calling in sick? I better be in a casket or in an ambulance! Not only did he, as the boss, have to set an example; but as the boss’s kid, I was expected to set an example as well. I had to be the perfect employee AND the perfect co-worker. If not, the consequences were unbearable.

In four years of working for dad, I only remember being given preferential treatment once. Once in four years! Dad had scheduled me to close the station (9pm) on Christmas Eve, knowing that the family had always celebrated Christmas on the 24th. When I brought this to his attention, he replied, “Boy, what will it look like if I let you off on Christmas Eve? I can’t play favorites. No. You’re closing! End of discussion!” Knowing that my Mother would be furious with him, I didn’t tell her. However, a few days before Christmas Eve, she remarked about having all the family together. I unintentionally made a comment about having to close on Christmas Eve. The very next day, I looked at the schedule and miraculously, I wasn’t closing on December 24. Why tell this story? No real reason, I just love telling it.

Anyway, at the young age of 26, I was promoted to my first managerial position and Dad continued to give me advice, but now it was geared toward leading others. He never once told me that I needed to develop managerial skills. He always referred to these as leadership skills. After all, he said, “If you surround yourself with dedicated, committed and competent folks who can play nice in the sandbox, the operation will manage itself, freeing up your time to be a leader. Managers are a dime a dozen, boy, but leaders are practically impossible to find.” Looking back at some of my past managers, no truer words were ever spoken.

My own son has worked for me at two other companies and I have caught myself doing some of the same things with him that my Dad did with me. Why? Because I realized in later years that it was my Dad who taught me how to be a good employee…how to show up for work a little early, stay a little late, do a little bit more than what was asked, do things that weren’t even expected, do my absolute best every minute that I was there, treat everyone with respect, play nice in the sandbox with everyone else, and, “For God’s sake, boy, stay away from the gossip group. They’re nothing but trouble!” It was my Dad’s overall management style that I like to think I have adopted and inspire to instill in my son as he goes out into the world and gets his first leadership position: Treat everyone fairly. Pat them on the back when the deserve it. Kick them in their seat when they deserve it. Even if you feel like crap, muster up the energy to project positive energy, enthusiasm and motivation. Make a complete fool of yourself to get your point across. Get involved! Lead by example. Show them you’re willing to tow the line right alongside them. Empower people to do what is
right for your customers...regardless of the immediate cost. Show employees that you genuinely care about them. Take risks. Treat your employees right and they will [for the most part] do whatever it takes to make you look good.

And my favorite Jim Millerism: “You’re not so important you can’t clean a toilet, or pick up trash in the parking lot. Let them see you do it once and you’ll be surprised how many will offer to do it for you.”

If you don’t “get it”, you’re not a leader. Thanks, Dad, I get it.

Charter Scoop
by Abe Burgos; Charter and Group Sales Manager

Shortly after meeting our General Manager, Jerry Miller, I realized I really like this guy. One day he came up to me and said “Your numbers are fantastic for April.” I replied with the simple, “Yes, I know because I’m fantastic.” Jerry replied, “Your shoulders must really hurt from patting yourself on the back so much.”

So I ask from everyone for their indulgence, while I pat ourselves on the back. You see, in June we carried the most amount of people in all of HTA. So...ahem, ahem...

I've paid my dues
Time after time
I've done my sentence
But committed no crime
And bad mistakes
I've made a few
I've had my share of sand
Kicked in my face
But I've come through

And we mean to go on and on and on

We are the champions - my friends
And we'll keep on fighting
Till the end
We are the champions
We are the champions
No time for losers
'Cause we are the champions of the World

Thank you...thank you very much. So not only did we have a great June, we also have started off July with a bang. And not the kind one would find in one of the best fireworks shows in the US. So far we are cruising through summer while huffing and puffing towards the finish line just a few weeks away.

As far as charters go, I’m keeping pace with last year’s record setting year. Captain Larry has finally started talking to me again. Throughout the whole course of May, Larry had almost one charter a day. Most of the time it was more than one Duck. And on one fateful day in June, there were six ducks on charters. Not a big deal except that we have only six ducks.

My charter season is in a lull right now. We just don’t have the equipment to support the demand of daily operations and private rentals. And quite often throughout the month of July, I have to turn people down. But I’m looking forward to September, and then Army Ten Miler in October and the rest of the fall rush. I think I might break another DC charter record...ouch! I think I just popped my shoulder from patting myself on the back.

Turning the Page on History
by Norm Allen, Vendor Representative

After taking a competitor’s tour, and hearing how history is being re-written in the minds of unsuspecting visitors to Washington DC, by unlicensed and very unqualified guides, it makes me proud to hear the daily input of our tour conductors not only correcting misinformation, but reinforcing their own presentations by constantly sharing material and stories with one another.

It is so easy to get caught up in the hustle of the day, with trying to be on time and service as many visitors as possible, where the sheer volume can sometimes be overwhelming. The continuing education and passion for historic correctness goes deeper than just a presentation. It is an awareness of how important it is to realize that when folks leave our trolleys that we have defined the heritage of the past, as well as preserved the facts for the future. Rewriting history is not our job, only to be an interpreter and presenter that brings the past to life and create the future picture for those young patrons whose patriotism will be molded and passed on to their children, all from the excitement of the Old Town Trolley experience, and the dedication of The Nation’s Storyteller.

Home of the Safety Tour
by Stephen “Mr. Holiday” O’Brien; Safety Officer

We The People adopted the US Constitution for six reasons; they’re listed in the Preamble. Did you know that most of them relate to safety? Through the Constitution, we promote the general welfare, ensure domestic tranquility, establish justice, and even “form a more perfect union.” A lot of agencies and even whole departments have been created through the years to support our national desire for safety. Many of those agencies are near our tour stops, so let’s take the Safety Tour and see some of the ways in which safety preoccupies our nation.

Trees fall and burn. The Forestry Service is headquartered in a beautiful old building near the National Mall, and it provides information and implements policies that minimize our exposure to those hazards. The Service also tells us how to be safe around wildlife and abandoned mines. A likeness of Smokey Bear will “greet” you at the Visitors Center entrance.

The Department of Labor’s OSHA and MSHA specify requirements for safe workplaces, whether they be a coal mine or a trolley. Those functions are administered two blocks from the US Capitol. The presence of air and water around us differentiates our planet from others. The EPA is located across from the American History Museum; it’s charged with keeping those life ingredients
safe. The Food Safety and Inspection Service monitors the safety of other ingestibles. The safety of consumer products, of medical devices, of medicines, of medical procedures, vessels, vehicles, and more is the goal of so many more government agencies.

I’ve saved the best for last...because Transportation is so near and dear to our hearts in Trolleyworld. The National Highway Traffic Safety Administration is near the Air and Space Museum, as is the FAA. And on New Jersey Ave SE you’ll find...<fanfare, please> the Federal Motor Carrier Safety Administration; talk about near and dear!

OK, the safety tour is a bit nerdy, and admittedly not why people come to Washington. It is valuable, however, for us to consider how much we, as a society, want to be safe in our pursuit of happiness. Our safety community is perhaps much larger than we might have thought. Safety is indeed social, and we’re all doing our part!

Night Tour Brochure Changes and Matures

by Mike Goggin; Night Operations Manager

We entered our peak summer season with a new Monuments by Moonlight promotional rack card, a collaborative effort of the Key West design team and our leadagers here in DC. Most people agree that the new brochure is a big step forward for our night operations.

The new card is in a deeper shade of blue than its predecessor. Gone is the smiling face of the man in the moon along with other icons that might be more appropriately found in a box of Lucky Charms. Mention of the Hope Diamond and General Daniel Sickles’ curious donation of his amputated leg to the US Army Medical Museum have also been jettisoned in favor of tour teasers that are more in the mainstream of the standard Monuments by Moonlight experience.

The card still prominently features one of Washington, D.C.’s most iconic photographs: the Lincoln Memorial, Washington Monument and United States Capitol as seen from the grounds of the Marine Corps (Iwo Jima) Memorial in Arlington, Virginia. That’s a view available exclusively to our guests through Monuments by Moonlight.

In The Kitchen With Jerry Miller

Chocolate Fudge Strawberry Truffle Cake

Ingredients
- One chocolate boxed cake mix with related ingredients.
- 12 oz semi-sweet chocolate chips
- 1 1/3 cups heavy whipping cream
- 1/4 cup butter (do not use margarine)
- 1 pint fresh strawberries
- 1/4 cup white vanilla baking chips
- 1/2 teaspoon vegetable oil

Directions
1. Bake the cake as instructed on the box.
2. Cool the cake completely.
3. Cut the cake into 1” squares.
4. Grind the cake into crumbs with a mixer.
5. Pour the chocolate chips in a separate bowl.
6. Heat the cream and butter in a pan until almost boiling.
7. Pour the cream and butter mixture over the chocolate chips and stir until smooth.
8. Combine the chocolate mixture and cake crumbs.
9. Completely line a 10” cake pan with plastic wrap.
10. Pour the cake mixture into the pan and smooth out.
11. Refrigerate overnight until set.
12. Invert the cake onto a plate.
13. Remove the plastic wrap.
14. Chop the fresh strawberries and sprinkle them on top.
15. Melt the white vanilla chips with the vegetable oil and drizzle on top.
16. Chill until ready to serve.

See more recipes at: http://millerthyme.blogspot.com

MAY
Marilyn Mapp, Conductor
Linda Hazelton, Sales Rep.

JUNE
David Johnson, Sales Rep.
CASTMEMBER SPOTLIGHT

Frances Molefsky
Conductor; Washington DC

BACKGROUND
Born in South Carolina. Joined the United States Air Force to see the world. Came to Washington thinking I’d get a job with the National Security Agency and then leave - but I fell in love with the area. I am never leaving. Nowhere else has world-class museums and cultural activities that are FREE to the public.

Greatest regret: Starting a business. I was successful but it cost me so much in other ways. In 2008, a friend suggested I get a job with Old Town Trolley while I decided what to do with the rest of my life. I was here for a year, and then went to work for Fairfax County Public Schools. I drive a special ed bus. It is ironic. I worked so hard to go to school - George Mason University for undergraduate and Virginia Tech for graduate school - and I drive a school bus. But I love it! I work for Old Town Trolley in the summer and a bit during the school year. Mr. Holmes (operations manager) is terrific about my schedule.

Only three things in the refrigerator??? Not possible in my house. We like to cook, we rarely eat out, and we don’t use a lot of prepared foods. As I write this, Fran’s famous cheese tart is in the oven, and I’m poaching salmon for cold salmon salads. A quick peek in the refrigerator reveals: Lots of butter. Hummus, vegetables, pita and Mediterranean flat breads. Sweet potatoes. Leftover bison pot roast. Lots of cheeses and fresh fruits. Champagne.

My most treasured possession is my amazing good health and energy. I have no allergies. Never broken a bone. It is rare for me to have a cold. I am so lucky.

Perfect happiness is doing anything with my wonderful sweetheart. He is smart, kind, even tempered, strong as an ox, and does all my knife work. The simplest pleasures - taking a walk, cooking, working in our garden, sitting on the sofa with our cats and reading “The Onion” - is a joy.

I am never without something to read. My favorite book is a book that tells the story of a specific historical event, but also weaves into the narrative information about science and the natural world. This genre includes “The Power of the Sea”, “Isaac’s Storm”, “Rising Tide”, “Shadow Divers”, and “Krakatoa: The Day the World Exploded”.

I’d love to live in London, the most exciting city in the world. Followed by Paris, New York, and San Francisco.

Q | What is the trait you most deplore in yourself?
A | Impatience
Q | What is the trait you most deplore in others?
A | Meanness
Q | What is your most treasured possession?
A | My good health and energy
Q | If there was one place you would like to live besides your current city, where would it be?
A | London
Q | What three things will you always find in my fridge?
A | Champagne, Cheese tart and sweet potatoes
Q | If you could choose one reality TV show to be on, what would it be?
A | What’s a reality TV show?
Gator Bob’s
by David Chatterton; General Manager

As Old Town St. Augustine takes shape, I’d like to focus on some of the elements, aside from the trolley and the museums, that play an essential part in creating the full dynamics of Old Town. First off, I’d like to tell you more about our very popular souvenir and snack shop, Gator Bob’s.

Gator Bob’s at Old Town St. Augustine is designed to look like a Florida Cracker trading post back in 1908. Our store clerks are dressed in period-appropriate cotton shirts and aprons. The first thing visitors see as they approach the front of the store is a pair of old flower carts our art department transformed into merchandise wagons from the early 20th century. The retail items inside the store also reflect this theme, with pop guns, kazoos, wooden slingshots and walking sticks on sale.

The concept of Gator Bob as a “Florida frontier legend” originated, in fine Cracker tradition, with a good story. When the renovations were just beginning to enlarge our existing souvenir shop and incorporate a new snack bar into the retail mix, a local man stopped by one day to ask what was going on.

He grew up just behind the Old Jail, he explained, and he remembered very well the days when the prisoners were his neighbors. He introduced himself as Bob, “but most of my friends call me Gator.” As he walked the grounds with Ed IV, he gestured to various sections of what is now the parking lot: “Here’s where they grew their tomatoes. Over here they had a watermelon patch.” The inmates also raised turkeys on the property, he said.

Standing by the old oak just north of the jail, he pointed out the metal spikes still visible up in the tree: “This is where they hung the turkeys when they dressed them out.” From this seed, the idea of Gator Bob took shape. Monte Triz made the first sketch of this fictional character – a hard-living wilderness Cracker famous for his gator-hunting skills – and ultimately created the full-scale depiction of him, complete with eye patch and trussed gator, which is now a popular photo op location for our guests.

Changes Coming to our History Museum
by Suzann Maass; Museum Manager

Some of the exhibits at the St. Augustine History Museum are being refreshed with new artifacts on display and newly arranged living history tableaus. The first changes are being made to the popular Timucuan exhibits. Original and reproduced items in specialized wooden and glass cases have been added to existing displays. This collection includes tools, arrowheads, hair accessories, figurines and jewelry.

In the “People of the Shell Mounds” Timucuan Room, the St. Augustine History Museum gives visitors a glimpse into the pre-Columbian Timucuan civilization in northeast Florida.
It is my pleasure to introduce all our readers to the Best Western Spanish Quarters Inn. This beautiful hotel is conveniently located near downtown, and offers all the amenities. General Manager Artie Sorel and Assistant General Manager Sheri Jonas are extremely hospitable and committed to guest service. Sheri has been with the hotel for 10 years, and she literally knows all the shuttle drivers personally. We are always happy to recommend this fine hotel to our guests.

Ideally located in the historic district of the country’s oldest Spanish settlement, the Best Western Spanish Quarters Inn offers a centralized location, newly renovated accommodations and a friendly helpful staff for an unbeatable value. Situated on the eastern Florida coast, this Saint Augustine area hotel boasts 40 spacious, well-appointed guest rooms, each featuring cable satellite television and free wireless high-speed Internet access.

Begin each morning with a complimentary continental breakfast before taking advantage of the hotel’s superior amenities such as an outdoor swimming pool and hot tub, guest laundry and onsite parking.

The Best Western Spanish Quarters Inn is conveniently located less than one mile from several local attractions including the Ripley’s Believe It or Not! Museum, the Nombre de Dios mission, and the Bridge of Lions. Spend an afternoon relaxing on the Saint Augustine Beach, only six miles from the hotel, or enjoy outlet and antique shops, also just minutes away. Guests will enjoy being close to local attractions such as Potter’s Wax Museum, the Saint Augustine Lighthouse, the Castillo de San Marcos and the Fountain of Youth. Guests can visit the Daytona International Speedway, Disneyworld, Universal Studios and MGM Studios, just a short day trip away.

The friendly, helpful staff at the Best Western Spanish Quarters Inn is ready to ensure a fun-filled memorable stay in Saint Augustine, Florida.

Monroe the Cat
Owner: Amanda Pinkerton; Admin. Assistant

Monroe is a four-year-old rescue cat. I saw his picture online and instantly fell in love. He is a sweetheart. He loves having his belly rubbed or his chin scratched, and he even tolerates my son pulling on his tail. His favorite spots are the back of the couch in front of the window and the top bunk in the guest room. At night, he curls up on our bed at my feet. When I come home, he greets me at the door with a “Meow!” and a head rub. Love that cat!

The Timucuan Room diorama features a 1000-year-old dugout canoe found in a lake bed in Central Florida.

Holding our Old Town Trolley brochure are Best Western Spanish Quarters Inn Assistant General Manager Sheri Jonas and General Manager Artie Sorel.
CASTMEMBER SPOTLIGHT

Kate Hensler
Administrative Assistant, St. Augustine

BACKGROUND
I was born in Brooklyn, but grew up (from age 5) in Miami. We lived in a jungle – a small, unassuming artists’ community called Coconut Grove. It was paradise for a kid – outside all day climbing banyans and grabbing snacks off the mango and avocado trees. Coconut Grove is still a beautiful place today, but back then it felt like pure freedom.

I got my B.A. from Barnard College at Columbia University in the least useful major I could find: Greek and Latin. Perhaps not the best career move, but my education has enhanced every aspect of my life – and I can figure out legal and medical terms like you wouldn’t believe!

I remained in New York City for several years, working for book publishers Charles Scribner’s Sons and Penguin Books. After the 1975 World Series, I was lured by the siren song of the Red Sox and moved to Boston, where I spent two glorious summers in the bleachers at Fenway. By the second winter, however, I was just about frozen solid, so I returned to Miami.

I met my husband Rick when we worked together at the new Miami Metrozoo – now ZooMiami. Overseeing publicity for the new zoo was exciting, but the ridiculous ease of promoting a zoo spoiled me for regular PR work later on.

We moved to Orlando when Rick was recruited by the new kid on the block, Universal Studios. We lived there for almost 15 years, raising our two sons Sam and Will in a little town with dirt roads and lakes everywhere. All grown up now, our boys both live within a couple of hours drive from us. They and our grandchildren Emma, Zane and Ruby, enrich our lives every day.

We came to St. Augustine four years ago, when Rick took a position with the local Visitors and Convention Bureau. I can’t imagine wanting to live anywhere else now. I’ve been with OTT for just over two years, first as Director of First Impressions and now as an administrative assistant primarily working with our General Manager, Dave Chatterton. I consider myself very lucky to be part of St. Augustine’s Old Town Trolley family.

Q | Who are your favorite writers?
A | Connie Willis, Kate Atkinson, Margaret Atwood, Donald Westlake

Q | What is your idea of perfect happiness?
A | A rainy day with nothing to do but cuddle up with my pups and read, read, read.

Q | Who is your favorite hero of fiction?
A | Odysseus.

Q | Who or what is the love of your life?
A | Aside from my human family, the loves of my life have been Andrew, Willie, Meg, Ursi, Maisie, Alpha, Django, Jack, Lucy, Maddy and Owen. Great dogs every one.

Q | If there was one place you could live besides your current city, where would it be?
A | Vancouver.

HAPPY ANNIVERSARY

JUNE
Larry Amerson, 5 years
Scott Gastineau, 4 years
Melissa Mezick, 3 years
Nancy Shellenberger, 3 years
Kalmun Lee, 3 years
Joyce Pease, 3 years
Sue Simbeck, 2 years
Jesse Skelton, 2 years
William Fish, 1 year
Anna Styron, 1 year
Suzann Maass, 1 years

JULY
Pam Reed, 10 years
Sherry Freed, 6 years
Randy Rose, 2 years
William Arnott, 2 years
James Cadigan, 2 years

WELCOME ABOARD

Daryl Lewis
Michael Ryan McPeters
Jeffrey Miller
Edward Bianconi
Lisa Bird
Benjamin Ward
David Wright

MAY
Kalmun Lee, Conductor
Jennifer Weigle, Sales Rep.
Fred Harris, Supporting
Nicole Falcao, Historyteller
James DeFoor, Ghost Host
Marli Batalla, Golden Pickle

JUNE
Mike Parkerson, Conductor
Steve Lawson, Sales Rep.
Marge Vargas, Supporting
Michelle Fredette, Historyteller
Justin Register, Ghost Host
Mark Little, Golden Pickle

CASTMEMBERS OF THE MONTH
We Love Summer!
by Charlie Brazil; General Manager

WOW, I forget how much we LOVE the summer here at Old Town Trolley Tours of Savannah. What’s not to love—lots of beautiful beach weather, lush blooming flowers and plants, and most importantly, lots and lots of GUESTS enthusiastically getting heaping servings of TRANSPORTAINMENT aboard the orange and green! At this writing, we have just completed a spectacular July 4th holiday (more about this in next NST), on the back of two terrific months in May and June, both over 30,000 riders and significantly over the previous year’s performance. Year to date (through June 30th) we are just under 100,000 riders, having eclipsed our nearest two sister cities by over 10k and 23k riders respectively. We are doing it with our trademark superior service and commitment to “giving ‘em the pickle” on each and every tour. Thanks to our terrific CAST and Leadagement staff for executing in such an exemplary manner. I am proud to watch you do what you do as well as you do it.

One of the many highlights of this last couple of months has been the great performance of our Ghosts & Gravestones program. They were up 18% in May, and we continue to recruit and train new CASTmembers, upgrade the product with additions to the paranormal investigation, new stories, routing, audio components and more. Thanks to Wade Holmes, Mike Harris and the entire Ghosts & Gravestones CAST for doing such a great job! KUDOS!

In addition to these great strides we welcomed back Ryan McCurdy to his old haunting grounds (pun intended) for the first of his twice a year QC/PMs of the show programmer and other G&G elements. It is always great to see Ryan and he always has a great impact on the program, even when it is a short visit. He even performed a brief “actors’ workshop” as well, while he was here. THANKS RYAN!

In May, we welcomed an interesting new partner who has become a “beacon” after hours at City Market. We worked out an arrangement to allow “Happy Pappy’s Glowing Balls” to take over our Gazebo depot after hours and they have been a resounding success. Jason Pappas, the owner of Happy Pappy’s says it is one of his best locations in the country, and we love seeing these unique lights in City Market every evening. Welcome aboard to Jason and his crew.

All of these great initiatives, all of these great numbers, all done keeping “SAFETY FIRST.” I wanted to be sure to congratulate our entire CAST, and most specifically the Safety Officer Kenny Gresham and Operations Manager Marcie Larkin for Savannah’s #1 ranking in the quarterly safety report for the first quarter of 2013! We ranked best in the HTA nation in all categories—WAY TO GO!

Lastly, on June 15, Conductor CASTmember Rich Montuado and I completed the 2nd annual JCB Mud Run, a 4.3 mile obstacle course. We ran representing Old Town Trolley (our name was the “TROLLEY BOGGERS”) and we finished 3rd in our age group (40+) and 130th overall. This was Rich’s first mud run, and my 7th, and we had a terrific time. Old Town Trolley Tours had nice visibility at the event including transportation of spectators.

We’re in Bloom
by Marcie Larkin; Operations Manager

We are real busy here in Savannah and the operation is jumping! There are lots of things going on in Savannah! This time of the year guests come to enjoy the warm weather and wonderful events that the “Hostess City” has to offer.

For the dog lovers, you would have a blast at our 13th Annual Doggie Carnival. The Humane Society for Greater Savannah is hosting this amazing charity event in Forsyth Park at the Band Shell. It’s kid-friendly, bounce castles, water slide, cotton candy, popcorn, face painting, and fun contests like the Pooch Smooch. It’s canine friendly, so bring your best friend for Doggie Derby races, contests, and doggie ice cream. There’ll be plenty of great food; you can “ask the vet” and get “advice from the behavior specialist”, or commission a portrait by the talented SCAD sketchers. Plus, there is LIVE music from some of your favorite local artists and the Admission into the Carnival is Free!

For the children, we are all celebrating the Savannah Children’s Museum’s first birthday celebration! You can enjoy all sorts of fun family programs and activities to celebrate the first birthday of SCM! They are also having their First Annual Savannah Children’s Museum’s Splash Festival! Everyone will be having a splashing good time in the Savannah heat with all sorts of water-based programs and activities!
For the adventurers or collectors, you would enjoy the Market at the Tybee Island Lighthouse, they have a wonderful selection of pottery, woodworking, jewelry, plants, produce, candles, assorted bags and trinkets, baskets, art, work, photography, initial art (design your own piece, you should see mine! Love It!), honey, mosaic tile work, antique shabby chic, and so much more. Then you can also enjoy the beautiful beach after you finish exploring.

For the gymnasts, we thought the circus was coming to town when we saw the HUGE tents being assembled in Forsyth Park, but we soon found out that the YMCA of Coastal Georgia was hosting the 2013 YMCA Gymnastics National Championship and Festival. Three day competition and they had an Olympic style opening ceremony. The competition was held at the Savannah International Trade and Convention Center. But opening ceremonies were held at Forsyth Park and they had carnival games, fireworks, and additional activities to be enjoyed by the gymnasts and their families.

Happy Birthday America! I love to sit and enjoy the Fourth of July Festival on The River! The Riverfront Association will throw a party as if it were a Friday night – there will be music, food, live shows, contests, and more, but best of all it is FREE! Come relax with some of our CASTmembers and enjoy the sights and sounds of a city founded in 1733.

Safety and Training

by Kenny Gresham; Safety and Training Officer

Training has slowed down. Our big push falls in January and February with the incoming Spring Class getting ready for season that begins in March. They have graduated with a very high level HTA tour quality. I am very pleased with our class this year. Maybe a couple of incidents early on, but they seem to have worked through them. Eight new conductors have displayed a fine grasp of entertainment, service, and people. Quality there, just working on the rough edges.

Our safety evaluation was done in May with guru, Jim Lamberson and Liberty Mutual consultant, Derrick Spain. The usual suspects were identified with the standard inconsistencies, i.e. signals not being used, safety messages lacking, and pedestrian crosswalks being blocked. Things we harp on in briefing day in and day out; we improve for a while, and then become complacent again. This is something we need to improve on and stay improved. Our biggest shortfall this year was our lack of seatbelt application. Not a good score here. Fortunately with the advent of our newest mirror check station, this inconsistency will be corrected. The mirror check station was painted at the exit of our trolley parking lot with no way to escape without having everything checked out; mirrors, seat belt, lights, etc. My job and that of our backup drivers (yellows) is to expedite the dispatch of our vehicles at the check station. When all our drivers leave out for the day, they know what is expected of them safety wise. We touch on safety in briefing and once again at the check station. The seed is planted!

Also noted on this evaluation was the lack of a guest handrail on the right side of our vehicles at the top of the steps. This makes it difficult for some of our guests to board the vehicle. We had been installing the additional handrail in some of the older vehicles, but Jim noted the difficulty some guests were having in our brand new Molly Trolleys. The bars will be added here also. Thanks Jim.

June brought our National Safety Month and “See It and Say It” slogan. Our CAST did a lot of seeing and saying and writing. We had 63 entries in the contest and one picture of our mirror check station that was sent in. Great job CASTmembers! Our efforts were rewarded with three winners: Asia Jones, Wanda Raimo, and Maggie Benevides collecting prizes. Way to go!

Our June CAST meeting was held at Leoci’s Italian restaurant and devoted primarily to our June safety month theme. I thanked everyone for the enthusiasm they had displayed throughout the month. Great involvement. I bragged on them for the fine achievement in the first quarter of this year with our number one ranking in the 2013 quarterly claim report. Unfortunately, this number one ranking will probably be short lived. With the high volume of guests in April and May and road construction, Bay St. turned into gridlock most afternoons. Bay St. is a four lane nightmare that has parking on both sides of the road and is used as a thoroughfare for large trucks passing through the center of town. Two of these large trucks and one ambulance became the catalyst for three incidents; one by a rookie, one by a sophomore driver, and one by a veteran. We have always known and trained regarding this treacherous section of the tour and at times have lessened our use of the street, but we must travel on it to go to the River and back. The lesson I learned and will add to the training curriculum will be the need to have our drivers’ reaction in stressful situations be more controlled. The automatic response of “I’m getting squeezed on the left by this enormous fire breathing behemoth and I need to quickly pull over to the left before I’m eaten alive” needs to change to “This creampuff of a sorta big cuddly truck coming on my left might nudge me and I remember from my joyous training days that I should slow down and stop I think I’ll do that now.” Yawn.

Still learning in Savannah.

HR Report

by Jon Watkins; Director of Human Resources

As I write this it is 4th of July and the celebrations are in full swing. We are definitely “in season” in Savannah trolley land. Many of us say frequently that we should write a book about our guest phone calls as many are very humorous. Some of the funniest revolve around where people are located. I call them our little lost lambs. One question we get over and over is “where am I”. Hmmmm... let me see. Many of our calls involve giving directions. Our Ghost tour leaves from our sales kiosk on River Street which is located at 301 East River Street. River Street is right on the waterfront and...
Savannah Story Continued...

parallels the Savannah River. I can’t count how many times I’ve given that address and gotten the response “is that near that big river?” One guest recently thought because Savannah was a haunted city we could see her through the phone. We know what things look like and when she was being directed to our sales location she honestly thought we could somehow see her as we could tell her what she was seeing while she was walking and we were talking to her. We really are a merry band here in admin and love serving all of our guests….particularly the really humorous ones.

Thanks to our Maintenance Manager Bruce Smith and his wife Sales Rep. Jane Erskine for preparing a great Mexican meal for our May CASTmeeting. It’s been a year of so since they last wowed us with their culinary exploits and everyone definitely ate well that night. We went to Leoci’s restaurant for our June CASTmeeting. They really put out a fine feast and showed us what they could do. We now pass the restaurant on our recently revised tour route and it is one of the most highly rated restaurant in the city. Chef Roberto Leoci really loves the trolleys. He even told us about putting a bell in the restaurant and every time one of their employees sees a trolley go by and rings the bell he rewards them with $1.

We have all been celebrating our recent “of the Months”. Congratulations CASTmembers of the month for April: Don Hendrix (Conductor), Jennifer Jaeger (Sales), Keith Cyr (Supporting), Chris Dudzinski (Ghosts and Gravestones). Congratulations CASTmembers of the month for May: Liz Brinson (Conductor), Dan Gleason (Sales), Eric Coney (Supporting), Chris Wood (Ghosts and Gravestones).

Welcome aboard to our newest CASTmembers: Philip Aultman, Ruth McGleish and Corinna Rezzelle (Ghost Hosts) and Ed Pulkinen (Sales Rep).

Maintenance  
by Bruce Smith; Maintenance Manager

As we taper off out of our busy season, it is time to start putting some of the trolleys through the paint shop. We have already started to replace the rotted wood from previous roof leaks in the enterprise units, and replacing the speakers. We removed the windows and installed isinglass, it will give the conductors and the guests better air circulation during the hot months. We hope to have them all completed by next summer.

We are continuing our propane conversions; we should be able to get several more completed by the start of next season. The fleet is in better shape and allows us more time for conversions and cosmetics. Something we have not had time for in the past.

The shop is continuing to move in a positive direction thanks to good team work.
So we will keep plugging away at it. Be safe out there.

Vendor Department  
by Robert “The Colonel” Hunter; Vendor Sales Manager

July is a very strong month for us! We continue to add new vendors – we welcome Savannah Walks, Map Destinations of FL and Historic Savannah Carriage Co. and Bluegreen Resorts. Our Boarding Pass program continues to grow.

This month we are featuring Mike Turner with the Georgia Welcome Center. Not your typical vendor, Mike spends his day “selling” Georgia (especially Savannah) at one of the local state Welcome Centers, and is very loyal to Old Town Trolley which is evident by the large number of boarding passes we see submitted to our Sales Agents. Mike has even brought his son Mike Jr. on board and he is just as exuberant as his dad with the boarding passes! Thanks guys for your hard work!

Depot Sales  
by Garry Patrick; Depot Sales Manager

Savannah is continuing a good start to the fiscal year with steady growth in all depots. We have continued to develop our team and from a staffing perspective we have been able to keep all our smaller booths opened regularly. This has helped greatly in revenue and ridership.

I want to say a special thanks to Allison Tuten and Sally Kruger. These wonderful ladies have organized a couple of work dinners for the sales team as a way of welcoming new recruits and motivating the team. This has been instrumental in keeping a smile on everyone’s face. So much so, I was recently complimented by one of our Business partners on how happy we all are in our job! It doesn’t get much better than that!

Susan Allen gets a shout out this edition for being at the top of the percentage to goal board for five months in a row! Considering the competition she deserves a BIG congratulations on this achievement. Well done!

And finally, this will be my last submission to Nation’s Storyteller as depot sales manager. I am making a move to the G&G Manager position. I want to thank the entire sales team for all their hard work and dedication of the last few years. It’s been a pleasure. Thanks!

Sweet Summertime  
by Joyce Ellis; Groups & Charters Manager

You can tell it is Summer time in Savannah. It’s that time again when the groups and charters department starts to slow down, while we’re seeing family reunions and Girl Scouts, more Girl Scouts and more Girl Scouts, coming to Savannah; despite the heat.

June started with an invite for Jaime Drayton (Director of First Impressions and our Facebook administrator) and me to attend
a Social Media workshop sponsored by GA Dept. of Economic Development – Tourism Division. We were able to have a break-out session with Lauren Cleland (communication specialist) and Jamie Wigginton (social media strategist) and get new insights into generating more hits, clicks and likes to our Facebook page. As of this writing, we’ve added another 200+ likes since our meeting last month. Way to go Jaimee!!!

OTT-SAV is a member of the GA Coastal Travel Association and I recently attended meetings in Kingsland, GA; Brunswick, GA; and Hinesville, GA. You might recognize Kingsland, GA as “Lovetown, USA” with Oprah Winfrey; and Hinesville, GA as home of Ft. Stewart and the 3rd Infantry Division, aka 3rd ID; home to our military heroes protecting our freedom. Brunswick, located along the coast between Savannah and Jacksonville, FL, aka “Golden Isles” is a favorite day trip for many guests that also visit Savannah. The different association meetings allow us to “get our name out there” and form invaluable partnerships throughout the coast and hospitality industry.

Speaking of partnerships and meetings, our local Chamber of Commerce, Visit Savannah, puts on a FAM tour once a year, aka Familiarization tour, for tour operators across the US. We were able to offer our “Transportainment” services with Jim B. and myself taking the guests on a Low Country tour to Pin Point, Bethesda, Wormsloe, Isle of Hope, Thunderbolt and Ft. Jackson. We allowed them a two hour break before the grand finale at Savannah Theatre that evening. Needless to say, they left Savannah with many fond memories of Jim, myself and OTT-SAV.

That same week, we hosted another FAM Tour sponsored by Richard Kessler (owner of The Mansion on Forsyth, Casa Monica in St. Augustine and several other boutique hotels across America). Denise, aka “Mama” and I entertained the media guests and showed them a great time in Savannah, complete with lunch at Mrs. Wilkes.

I’ve started Girl Scout Discover Savannah Tour training with Lillie, Lizz, Kayla and Barri. With all the Girl Scouts coming to Savannah, we needed to increase the number of tour guides for this specialty tour.

Speaking of girls...for the past three years, I’ve been asked to attend the “Southern Star Softball Showcase” tournament located in Savannah where I have the opportunity to sell OTT-SAV trolley tickets, G&G Tickets and promote Savannah to high school girls being recruited for College Scholarships. Families travel from as far as Puerto Rico, Texas, Washington, and all points in between. We also provide a shuttle for the players, family and college scouts to the different ball fields. Lots of awesome talent and many appreciative guests. The G&G tickets are the hottest tickets around that day.

Last, but not least, we’ve had Hollywood calling Savannah. You may have noticed one of our G&G Trolleys being transformed into an Airport Shuttle for “Royal Pains”, USA Network. If you missed the recent episode, try to find/record it on your DVR. We were amazed at how many people actually called the phone number listed to see if we’re a real trolley/tour company. Two weeks ago, Kayla drove the trolley for Telemundo Studios filming a scene for their soap opera. Look for that episode coming to a TV near you soon! Just announced by Savannah Film Dept., another blockbuster movie is going to be filmed in Savannah, something to rival Forrest Gump, Glory or Cape Fear (all filmed in Savannah)…also just announced, “Sponge Bob, the movie” will start filming in September. Maybe we can get Sponge Bob on the green/orange trolleys? We’ll keep you posted!!!!! Great exposure for OTT-SAV!!

Our Groups and Charters Department is trending well this year. Started with a bang and slowing down somewhat, but still above budget 40% YTD. Thanks to a great team at OTT-SAV; with a special thanks to Craig Armstrong, Sales Coordinator, who helps Bob Hunter, Vendor Representative and I do what we do so well. Thanks again and see you soon. “Welcome to Savannah”.

HAPPY ANNIVERSARY

JUNE
Frank Barevich, 10 years
Tana Walker, 4 years
Petya Kostadinova, 3 years
Aundre Lark, 3 years
Megan Jerome, 1 year
Deborah Hosey, 1 year

JULY
Charles Brazil, 16 years
Michael Deich, 6 years
Palma Hannel, 7 years
Jaimie Drayton, 4 years
Claude Fleeman Jr., 4 years
Sally Kruger, 4 years
Wanda Raimo, 4 years
Bruce Smith, 3 years
James Rafferty, 2 years
Anthony Hall, 2 years
**CASTMEMBER SPOTLIGHT**

**Jim Rafferty**  
Depot Sales Manager; Savannah

**BACKGROUND**
My name is Jim Rafferty and I am the Depot Sales Manager here in Savannah. I have been with Old Town Trolley for 2 years and I started out as a Sales Rep and was recently promoted to the Sales Manager position 2 weeks ago. I enjoy interacting with our guests and looking forward to leading the sales force.

I spent the first 48 years of my life in Bakersfield California where I grew up, went to school, got married and raised a family. My wife's name is Penny and we have 2 great kids, Kathleen 25, who still lives in California, and Ryan who is 23 and moved to Savannah a little over a year ago.

We came to visit Savannah about 2 and a half years ago and fell in love with city. While we were here we took the Old Town Trolley tour and really enjoyed it. The day after we got home my wife called me at the office and said she was ready to move and so was I. We called our bosses and said we would be gone in 3 months and the rest is history. We explore the historic district in our spare time along with many evening walks at the beach. We made the right decision.

I am a proud member of this great company!

---

**Q | What is your most treasured possession?**  
**A | Our Rat Terrier, Darby.**

**Q | What is your greatest fear?**  
**A | Failure.**

**Q | Who is the greatest love of your life?**  
**A | My wife Penny and our kids Kathleen and Ryan**

**Q | What is your idea of perfect happiness?**  
**A | To be able to walk on a beach whenever we want. (Which we do.)**

**Q | What three things will you always find in my fridge?**  
**A | Beer, salami, and lettuce.**

---

**Fran Powell Harold**  
Executive Director of Juliette Gordon Low Birthplace in Savannah Georgia  
*by Joyce Ellis, Group and Charters Department*

It’s been a sad month for the staff at the Juliette Gordon Low Birthplace. Just one week ago, July 31st marked the end of an era with the retirement of Fran Harold as their Executive Director for the past 31 years. Yes, you read correct, she’s been in that position for 31 years and has served us well. When I say “us”, I mean more than just the thousands of visitors to the Juliette Gordon Low Birthplace; more than the Girl Scouts of America; more than the employees of GSUSA (this house is a National Center for GSUSA); I mean anyone that’s had the pleasure of meeting Fran Harold and working with her for a few minutes or several years. I’ve had that pleasure and I say “Thank You, Fran, you will be missed”. How many of us hope that when we leave a position after so long, that we really will be missed? Fran is one of the lucky ones that loved her job and it loved her right back. How did she get so lucky?

Fran will tell you that she saw the job advertised in Preservation Magazine in 1982, while she was an art teacher at the Univ. of Connecticut. Before moving to CT, she worked as curator, gallery manager and program director at the Danville Museum of Fine Arts and History in Danville, VA.

Fran grew up in Greensboro, NC and also lived in GA before moving to VA. She went to the Univ. of GA to study art and graduated from UGA with a bachelor’s degree in fine arts. She continued her studies at the Univ. of North Carolina at Greensboro to earn a master’s degree in fine arts.

Accepting the position in 1982, Fran’s new job gave her the opportunity to live in Savannah, and also gave her the opportunity to work with another artist, Juliette Gordon Low. Juliette Gordon Low, or Daisy as she was affectionately known, was an accomplished artist, painter, sculpture, and wood carver.
During Fran’s tenure as Director of the Juliette Gordon Low Birthplace, attendance has grown from 31,000 in 1982; to over 83,000 in 2012. 2012 marked the 100th Anniversary of the founding of Girl Scouting that was started in Savannah, GA with just a handful of girls. Girls, we’ve sure come a long way!

Fran has witnessed changes in the house as well as changes in Girl Scouting over the past 31 years. According to Fran, they are always working on something; after all, the house dates back to the 1820’s. Restoration closed the house for several months in 2002, and it’s the only time they actually closed. They are currently working on the roof, replacing the front stairs and repairing stucco. Don’t let that scaffolding outside fool you, the house is still open every day for touring.

Today, there are over 3.2 million Girl Scouts registered in the United States. A good many of those will plan a trip to the “Birthplace”, as it’s affectionately called. More than 59 million American women enjoyed Girl Scouting during their youth. As a child, Fran was a Brownie, then a Girl Scout during her youth in Greensboro. Fran said that she was “very proud to have been part of an organization that has improved the lives of girls and women”.

Fran is married to Graham Harold, who’s also retiring this year. Her mother is 90 years old, in “fabulous shape”, and still lives in Greensboro, NC. Fran and Graham live on Tybee Island, just outside Savannah, GA. Before they make plans to travel and eventually move back to NC, Fran would like to take time to smell the salt water, enjoy the quietness of Tybee, and maybe even sit on the sand with her toes in the water.

Fran Harold said she “has absolutely no regrets” about her tenure at the Birthplace. “From the first day, I’ve had an amazing team, and great support from the Girl Scouts of America.

On behalf of all the CASTmembers of Old Town Trolley Tours of Savannah, we would like to say “Thank You, Fran”. Thanks for being a great business partner and an awesome steward for Girl Scouts everywhere. But most of all, I would like to say, thank you for being a great friend.
San Diego SEAL
by Mark Keeler; Head SEAL

Captain Jim Saffer returned from Key West after organizing and overseeing the new Duck tours. He is back in the seat of the SEALs, as well as acting as backup to Head SEAL, Captain Mark Keeler. In June, thanks to 1st Mate Lance Morton, the SEAL Team attended a private seminar with a manager from SPAWAR, the Marine Mammal Training Center, where we were given an in-depth look at the training of dolphins and sea lions for military purposes. The dolphin and sea lion operations are a large part of the information presented to our guests on the tour. Welcome to Captain James Murphy, brother of SEAL Captain Bob Murphy, as a new SEAL captain and new 1st Mates Matt Lester and Lance Morton.

Depot Sales
by Tyler Grubenhoff; Depot Sales Manager

I’ve only been here a couple of weeks and I can already see there are a lot of exciting and great things going on in San Diego with the sales team. We have some new full-time staff members and have on board four part-time employees. The friendly and outgoing personalities of the part-timers (Ross Burns, Karla Cruz, Sam Forsythe, and Carla White) helped them all break their sales goals for the month of June. What an accomplishment! With the summer tourists descending upon the depots, it’s great to see the team so alive and giving great customer service.

Our sales representatives of the month were, David Mahl for April, Karen DeHaan for May and again in June. I’m very proud of them; there is a lot of competition for that top spot and it’s great to see everyone working so hard to get it.

We are also excited to have Peter Corcoran and William “Doc” Midgley-Adlerz rejoin our CAST as valets. Peter is a former sales rep and Doc used to be one of our conductors. Welcome back, guys!

Coronado 4th of July!
by Erica Frost; Charters and Group Sales Manager

Old Town Trolley Tours of San Diego was once again fully ‘represented’ in Coronado’s annual 4th of July Independence Day Parade. The theme for the parade was “America the Beautiful”.

We were honored to host the Distinguished Flying Cross Society aboard our trolley; some rode and some walked alongside the trolley through the whole parade route which runs from one side of the island to the other. The Distinguished Flying Cross is a military decoration awarded to any officer or enlisted member of the United States Armed Forces who distinguishes himself or herself in support of operations by “heroism or extraordinary achievement while participating in an aerial flight”. (Interestingly, Charles Lindbergh and former President George H. W. Bush are recipients.) The ‘DFC’ is an incredible honor and we were in awe to be in the company of these true national heroes!

Gay Pride

On Saturday, July 13, Old Town Trolley Tours of San Diego participated again in the annual San Diego LGBT Pride Parade. This parade is the 5th largest in the United States attracting over 200,000 cheering spectators! This year’s theme was “Freedom to Love and Marry.”

Safety First . . .
by Bob Ross; Safety Officer

June was National Safety Month and the theme this year was “See It and Say It”. San Diego Old Town Trolley and SEAL Tours participated by submitting 17 observations or safety suggestions. San Diego also recognized 19 Trolley, SEAL, and Park Tram drivers for six months of safe driving from January through June with no at fault preventable accidents. Defensive driving refresher training for the entire cast was covered in July.

On the environmental front OTT San Diego submitted their annual Storm Water Pollution Prevention report for the “wet season” ending June 30th and passed the annual onsite SWPP inspection with high marks in July.

Maintenance
by Norm Niles; Maintenance Manager

It is season again and a great part of our work load is directed at the SEALs. With all of them scheduled every day, we face daily challenges in a major effort and challenge to keep them all up and running. The Maintenance team responds to the need and only a lack of a part keeps them from the tour.

The Boston trolleys sent to us have now been converted to a woody Trolley for our new beach tour. Lots of effort going into prepping for CHP inspection which has led to a lot of tire changes and visits to the muffler shop. On top of all these items we are doing a special job of cleaning the yard for the storm water compliance inspection. All in all, lots going on and keeping us all busy. It’s just another day in maintenance trolleyland.
New Depot Sales Manager:
Tyler Grubenhoff

After graduating from Gonzaga University in 2006, Tyler decided to move to San Diego and says it was the best decision of his life. After almost seven years working as a Senior Account Representative in the automotive, maritime, and logistics industries he decided his true passion was in the tourism industry. As the Depot Sales Manager he will be over-seeing thirteen sales reps and five valets. Tyler’s interests include exploring Balboa Park, going to the beach, theater, movies, and spoiling his three nieces (one of which is a French bulldog). Tyler is very excited to be a part of Old Town Trolley Tours and would like to help bring tourism in San Diego from the number two industry to number one.

Brenda Martin Promoted to the Old Town Market’s Leasing Operations Manager

Brenda Martin

John Savage, the former Market Leasing Operations Manager, was promoted as our new Trolley Operations manager. John has done a tremendous job at the Market and I know he will be greatly missed by the tenants and employees.

We interviewed five candidates for the Market Leasing Operations manager position. Three candidates were external and two candidates are currently employed with the Trolley. The ideal person for the Market Leasing Manager position is someone with commercial leasing experience, operations management experience and retail experience. I am happy to announce the new Market Leasing Operations Manager is Brenda Martin. She currently is employed with Old Town Trolley and has a great understanding of our business and guest service. Her background experience is extensive with all three of the desired areas for the Market Leasing Operations Manager; commercial leasing, operations management and retail. Brenda has operations management experience with Bank of America and retailer, the Gap. Brenda also has extensive retail experience working as a Gap manager at their flagship store in San Francisco. Brenda’s experience includes one year of commercial leasing here in San Diego too. Brenda’s hobbies and favorites things to do is almost anything working outside and especially on the water! She spent a couple of decades racing sailboats, teaching elementary school and managing retail stores for Fortune 100 companies. But Brenda says her dream vacation job was being a 1st Mate on the SEAL!

John Savage Promoted to Trolley-SEAL Operations Manager

John Savage

John has been promoted to Trolley-SEAL Operations Manager. John graduated from the University of San Diego and began his trolley career in June of 1998 as a conductor. He later went on to become the safety officer and trainer for the San Diego operation. In September of 2009, John was promoted to the Old Town Market Leasing Operations Manager where he managed the property and tenants making it a center piece attraction in Old Town. As the Trolley-SEAL Operations Manager, John will be overseeing at staff of approximately 55+ CASTmembers managing Trolley and SEAL operations including our ghost tour, beach tour and holly jolly tours.

Please join me in welcoming Tyler, Brenda and John in their new positions with Old Town Trolley-SEAL-Old Town Market family!
IN MEMORIAM

Cindy King
Embassy Suites

by Rod LaBranche; Director of Travel Industry Sales

It is with great sadness that we lost a special friend and wonderful supporter recently. Cindy King was not only an incredible Concierge, but a dear friend. Cindy always had such an upbeat attitude and a sharp wit to her. She had been Chief Concierge at the Embassy Suites San Diego Bay for 15 years. She grew up in Iowa City, Iowa and moved to San Diego in 1969 and fell in love with it. Cindy enjoyed her job very much and loved to help her guests have the best experience possible while in town. I will miss her big smile and hug she gave me every time I entered the lobby. She always made me laugh and we had some fun times together. You will be greatly missed my friend.

CAR CastMember SPotlight

Carrie Nunez
Old Town Trolley Tours

BACKGROUND
“Thiiiiissss is Carrriiiieeee”

I was born and raised in sunny San Diego in 1977. Graduated high school at the ripe old age of 16 and went on to receive an associate’s degree in Hospitality Management by age 18. During school I worked as an Airline Reservationist. Right after receiving my degree I went on to have a career in Domestic Engineering. I have two teenage children named Jena and Tyler, both who amaze me each and every day with what wonderful human beings they are turning out to be. I lived in San Antonio Texas for two years, but the west coast kept calling my name. While visiting my Mom at the Old Town Trolley in November of 2002, I met Debby Swift, the project manager for the new and upcoming retail attraction at the Old Town Market. From that day on I was part of the Old Town Market-Old Town Trolley family. I started as a merchandise labeler and helped, Monty Triz from the HTA corporate office, with prop staging and design. One day I was asked to fill in at the Old Town Trolley front desk, Office of First Impressions, while the weekend receptionist went on vacation. My temporary position soon became permanent. I became the new Director of First Impressions. I was promoted to my current position as the Vendor & Charter Assistant nine years ago and added International and Domestic Sales Assistant two years ago. I have been with the company 10 1/2 years and I love dabbling in all departments here. OTTSD is truly my home away from home.

Q | Which living person do you most admire?
A | My mom is and always will be my hero, Carmen Thulin.

Q | What is your greatest fear?
A | Having a family member or friend die unexpectedly or tragically.

Q | What or who is the greatest love of your life?
A | My children Jena and Tyler will always have the key to my heart.

Q | If there was one place you would like to live besides your current city, where would it be?
A | I could see myself calling Maui home for sure.

Q | What three things will you always find in my refrigerator?
A | Tabasco, green chilies and eggs.

WELCOME ABOARD

TROLLEY
William Midgley-Adlerz
Peter Corcoran
Robin Russell
Samantha Forsythe
Tyler Grubenhoff
Ross Burnes

SAN DIEGO SEALS
George Elmies Jr.
James Davison

HAPPy ANNIVERSARY

JUNE
Norman Niles, 18 years
John Savage, 15 years
Larry Usall, 13 years
Eleanor Mahl, 11 years
Isaias Velazquez, 10 years
William Fox, 6 years
James Fraley Jr., 6 years
Reyes Avalos, 3 years
Martin Baez, 1 year
Karen DeHaan, 1 year

MAY
Suzie Vetter, Conductor
Karen DeHaan, Sales Rep.
Capt. Darrell McNurlan, SEAL
Lynn Harris, Supporting

JUNE
Jon Laws, Conductor
Karen DeHaan, Sales Rep.
Simon Kedward, SEAL
Nancy Nuhaily, Supporting
The theme this year - See It and Say It – was suggested by Eric Holmes of Old Town Trolley of Washington, D.C. Risk Management and Safety designed the campaign to encourage our CASTmembers to focus on safe acts being performed as well as recognizing safety hazards around the workplace that could result in an accident or incident. We received a total of 207 CASTmember observations this year reflecting a huge increase in participation from last year! Thank you all who participated.

Weekly winners, Rose Star (TS&G Caribbean Cargo), Wanda Raimo (OTT- Savannah), Asia Jones (OTT- Savannah) and Maggie Benevides (OTT- Savannah) each received a $50 Gift Card donated by our insurance broker, Kuykendall Gardner Insurance and a Liberty Mutual Safety Pack provided by our Insurer.

Our grand prize winner is CeCe Bateau (TS&G- Conch Store). CeCe spotted a box cutter that was left sitting on top of some merchandise and quickly removed it, avoiding the hazard of being picked up by one of the many children walking around the store at the time. This act of responding to a potential hazard was observed by CeCe’s fellow CASTmember, Savannah Fleck who Saw It & Said It! Thank you both for focusing on Safety. In addition to a $100 American Express gift certificate and a Liberty Mutual Safety Pack, CeCe will receive one day off with pay and a grand prize winner certificate, suitable for framing.

In addition to the increase we saw in participation this year, the quality of the observations and details in the hazard recognitions were better than ever. We received observations that identified a serious potential hazard requiring immediate attention as well as many suggestions for improving safety in our workplace. 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 slogan but a philosophy and culture each CASTmember should embrace daily. Let’s focus on Safety and continue to “See It and Say It” each and every day! As Always,...“Safety First...”
City Scoop  
_by Steven Burress; Operations Manager_

I had the privilege of being a tourist recently, while taking a few days away from Key West. As I went to various attractions in other cities, it made me think about what a great opportunity we have, to provide enjoyment and pleasure to the people who visit all of our attractions and tours. Sometimes it is easy to get bogged down in the details of our day to day operations and forget what it is that we do. We have a privilege that has been given to us to provide our guests with the vacation they have dreamed of having. Maybe their decision to take a tour, or visit an attraction was a last minute decision, as some of mine were. Perhaps that is the one thing that they will remember and take with them as they go back home. Our service may be what makes them smile as they think back on the trip they have just had. This time of year is a good opportunity for us in Key West, to take a step back and make sure we realize everything we have to offer. Although the cruise ships don’t come as often, and we don’t see as many people driving or flying into town, we still have the responsibility to do what we think is our best and think about what we can do to even be better. I watched one of our conductors the other day, as it was raining (as it often does here this time of year) and as he stood in the rain at the bottom of the trolley steps ensuring that guests safely disembarked, he had a smile on his face and spoke to every person, thanking them for taking our tour. I realized that despite the weather, or any other “not so comfortable” situation, a smile and a thank you can go a long way. We aren’t trying to solve the world’s problems, we are just here to make someone’s day a little bit brighter.

Lost and Found  
_by Mary Martinez; Old Town Trolley & Conch Tour Train Office Manager_

Quite a few of our guests riding our trains and trolleys will sometimes leave things behind. These items can range from souvenirs or a memento of their time here or often times personal belongings such as cell phones or cameras. Most of the time they are recovered, but sometimes these belongings are never claimed and they wind up in our lost and found area. When we accumulate a considerable amount of goods, we have a silent auction which is used to raise money for events or parties for the CAST. This year’s silent auction was held in the office over a five day period. The only space in the office large enough to showcase the items was in front of our Excursion Liaison, David Casey’s, desk, so he came in after a day off to find a shop set up in front of his office space! And so was launched “Ye Olde Towne Trolley’s Occasionally Annual Silent Auction” with him as the self-proclaimed Proprietor and one of our administrative assistants, Suzanne Egle, as designated administrator. The auction, which was also held at the Conch Tour Train, was quite successful and we look forward to using those funds that we raised for the benefit of all the hard working and dedicated CAST members in Key West.

Speaking of success stories, our online application process has resulted in much less paper to shuffle around and also a new crop of sales agents, Conch Train Engineers and Trolley Conductors, many of whom are already making a positive impact with our guests. It cannot be stressed how important it is in finding the right people for the right position especially in a heavy customer service and tourism based industry such as ours. Last but not least, what would summer be without a picnic or a barbeque? In July the Conch Tour Train hosted the annual Train and Trolley picnic at their roundhouse. Every year members of both companies come together to socialize and have fun apart from the fun they already have during the day giving tours and making everyone’s vacation the best it could possibly be.

The Wonderful World of Sales  
_by Justin Bahl; Depot Sales Manager_

Recently I was fortunate enough to make the transition from trolley conductor to the Depot Sales Manager position here in Key West. I thoroughly enjoyed giving tours around the Southernmost City as a conductor, yet now as Depot Sales Manager I find myself in a position that allows me to further share my love for Key West with its millions of visitors. While I continue to learn and discover new things about my new role, what still impresses me most is the great sales team that we have here in Key West. Working while others play down here year round, our sales reps come in each and every day striving to get more people out on our trains and trolleys and into our great attractions around Key West. I’m also amazed at their talent and flexibility when it pertains to accommodating the wide range of visitors that come to our island. Whether people come here on a cruise ship, a bus, for family vacation on the weekend or even just visit for a few hours on their private jet or yacht, our sales reps will go out of their way to make sure that our visitors get the most out of their time here. Their warm personalities and constant smiles are often contagious, having a positive impact not only on visitors, but on our fellow CAST members as well. I thank all of our sales reps for their warm acceptance of me and look forward to the future and the great things that our team is going to do here in Key West.

Cruising  
_by Andy Kirby; Cruise Ship Liaison_

Big business in the cruise ship industry, with close to 300 Ships sailing at any given time. For the US economy the revenue is around $38 billion year. The industry has a yearly steady growth of 7%, carrying over 20 million passengers from US Ports a year. The average length of a cruise trip is seven days. The industry is
seeing a trend that more and more people are using the cruises for Family reunions and a get a way wedding. The average age for a passenger is 50. These guests are spending around $1,700.00 per week for their happiness. Over 80% of cruise ship passengers think it is a great way to sample destinations.

Whenever you are selling it is always helpful to suit up, get your head in the game and know as much about your products as you do to your potential customer. Key West is ranked in the top 10 ports to visit in the US. I like to think that we are the gateway to the world for introducing Historic Tours of America. As we continue to build better communication with the ships that visit the Key West port, the demand for our tour products will continue to rise.

To Everyone that helps support and keeps the ball rolling every day, keeping the show going on, I THANK YOU. Safe travels and enjoy your next Sunset!

Cruise Ship Corner

by David Casey; Cruise Ship Liaison

As I talked about in the last issue of the Storyteller, Summer is traditionally a time when Key West slows down even more, especially with the cruise ship business. However, it also brings a great deal of uncertainty. The summer and early autumn are traditionally our rainy season, and it also is the season when we are subject to getting hit by tropical storms and hurricanes. While this thankfully does not happen that often, it does happen more frequently to ports of call in the Bahamas, the wider Caribbean and the US mainland. Ships may cancel their calls to ports, or add one to their itinerary. When a ship makes a call to Key West that we had not planned for, we affectionately refer to that as a “surprise ship.” We had the potential for not one, but two surprise ships the week of July 8th due to what was then tropical storm Chantal. Those ships were originally planning to visit Nassau and Freeport in the Bahamas but made plans to divert to Key West, “just in case.”

When a ship changes its itinerary, either by adding or dropping ports of call, it creates no small amount of chaos, especially from a staffing standpoint. When a cruise ship is in town, we have more sales booths open, more drivers scheduled, and we staff a presence on the pier to guide the passengers to where they need to be or sell them a ticket for one of our excursions. This particular week I had mentioned earlier we already had one ship cancel on us for non-weather related reasons. When we discovered a day later that we might have two surprise ships, suddenly it seemed as if we did not know what the rest of our week was going to look like! Did we need to change our days off? Work an extra day? Luckily, all of us in Key West are nothing if not flexible, so we were prepared to roll with the punches and greet whatever the next day would bring us with open arms and a smile. Yes, summer may be a generally slower time in the Florida Keys, but thanks to Mother Nature, there is always a surprise or two waiting in the wings.

Safety

by April Roskovensky; Safety Officer - Key West Operations

This past month in Key West we were gearing up for our propane training for our maintenance staff at both Old Town Trolley Key West and the Conch Tour Train. Suburban Propane came to present the training and we decided to put our propane to good use afterwards by throwing a little maintenance appreciation bar-b-que. Our two maintenance managers did some cooking and everybody enjoyed the food. It was a delicious way to keep ‘safety first’ and to show our maintenance staff how much they are appreciated!! Big thanks to Joe Moyer, Roberto Alvarenga and Richard Ware for helping to put this together!

Chloe attempts to swim from Cuba to Key West! McCardel’s past swims include six solo crossings of the English Channel, two double-crossings in 2010 and 2012. She also won the 28.5-mile Manhattan Island Marathon Swim in 2010. On June 12, 2013, she attempted to be the first person to swim across the Straits of Florida from Cuba to Florida without using the protection of a shark cage. She also did not wear a wet suit. This swim was done to raise funds for two charities; the CanTeen and Can Assist. McCardel had a 32-person support team that included weather experts and doctors that accompanied her though out her trip, which was to last about 55-65 hours. She was to eat and drink every half hour. After 11 hours, McCardel stopped her record swim attempt after she was severely stung by a jellyfish and was in too much pain to continue. She was taken to Key West and was treated for the stings. While Chloe was here she enjoyed herself with her husband, and was greatly impressed by the Conch Tour Train Ride. She liked the fact that the Train was able to go down narrow streets.

Thanks To all for making her feel welcome!

Continued on the Next Page...

Andy Kirby presents an award to Paul Vasas of the Conquest. He was happy and commented on how good we provide service.

The maintenance crew.
Festival Time!
by Candy Jones; Head Conductor

It’s hard to believe that we are already in the middle of July. This summer is flying by for sure. July is a fun month to visit or live in Key West. A tourist can pick any week of the month and it is guaranteed to have some kind of activity or festival. We start the month with our July 4th fireworks over the ocean. This begins our Key Lime Pie Festival. This year during the festival they may have succeeded in making a world record pie of 8 feet 1 inch in diameter!!! The best part about that record is that I think that the whole island got a piece of that great pie. The 2nd weekend of the month we enjoyed Mel Fisher Days. We celebrate the life of the man who discovered the wreck of the Spanish Galleon Atocha, which sunk during a hurricane in 1622 near Key West. We celebrate his great life, listen to good music, eat some local food and raise a lot of money for a local charity. It’s a party with a purpose. This weekend we have the 33rd Annual Ernest Hemingway look-alike contest at the famous bar Sloppy Joe’s. We will have hundreds of men from all over the globe to vie for the title of “Papa”. There is nothing better than to go by Sloppy Joe’s while on tour and see men on Duval Street that look like Ernest Hemingway. Our guests love it and we do too. We save the end of the month for the best & the tastiest. It is our 1st of 2 lobster seasons; Mini Lobster Season. It is a 2 day event that will kick off on July 24th. Our Florida waters will be flooded with lobster hunters from all over. Fire up the grill and get out the butter!! Yes, July is a wonderful time to be in Key West.

We like to include all of these fun activities and more on our daily driver dispatch sheets. That way we can keep our guests informed. This is just one more way that Old Town Trolley of Key West makes the effort to ensure that our guests experience the very best trolley tour and Key West vacation.

Q | Who are your favorite authors?
A | Khaled Hosseini, Pat Conroy, and Wally Lamb

Q | Which talent would you most like to have?
A | I would like to be a great actor

Q | If you could choose any reality TV show to be on, what would it be?
A | The American Race!

Q | What are your favorite movies?
A | Gone with the Wind, The Shawshank Redemption, The Godfather, and American Beauty

Q | What is your favorite vacation place?
A | Venice, Italy
CONCH TOUR TRAIN
It’s Festival time in Key West!

by Eva Conway; Conch Tour Train Operations Manager

July and August are always very busy and exciting times in Key West. It starts out with a huge bang on July 4th with fireworks sponsored by The Key West Rotary Club and the Annual 4th of July picnic at Casa Marina Resort and Beach Club. The picnic is a fundraiser for Hospice and Visiting Nurses Association of the Florida Keys. The Conch Tour Train celebrated July 4th by placing the American Flag on the front of the train; always a crowd pleaser.

July 4th through the 6th was the first Key Lime Pie Festival. Events for the Festival included a Key Lime pie-eating contest, Miss Key Lime Pie USA Pageant, Little Miss Key Lime Pie Pageant, Key Lime Pie baking competition and the making of the World’s Largest Key Lime Pie.

Mel Fisher Days are celebrated July 11th - 14th. Mel Fisher Days celebrates the anniversary of the discovery of the treasures found from the Spanish Galleon, Atocha. Events included a costume contest, a treasure diver meet and greet, a block party on Duval Street with live music and vendors, and a poker tournament. Kenny Jones, Conch Tour Train engineer, played in the poker tournament for the first time. Kenny made it to the last table, but didn’t win one of the coveted Atocha coins but he did win a 50/50 raffle.

Hemingway Days is set for July 16th - 21st. The schedule of events are a Marlin fishing tournament, 5K Sunset Run and Paddleboard race, a street fair, a short story competition and everyone’s favorite, the Sloppy Joes “Papa” Hemingway Look-Alike-Contest. Marty Shoeneman, Conch Tour Train engineer, will be one of the participants in this year Papa Hemingway Look Alike Contest. Good Luck Marty!

Lobster mini season will be held on July 24th and 25th. Mini lobster season is open to recreational divers to catch lobsters before commercial season begins. The limit for lobster is six per person, per day! Glen Evans, Conch Tour Train engineer, always brings in the limit!

Lobsterfest starts out the month of August. August 8th - 11th, Florida lobster will be the main dish in Key West. Events include a street fair, free concerts and lobster cooked every way imaginable.

The Conch Tour Train Roundhouse mechanics have been hard at work refurbishing train 102. The mechanics refurbish one train every summer during the slower months. Huge kudos to the mechanics for always doing such a great job of keeping the trains going and at the restoration of trains every year.

Welcome Aboard!
The Conch Tour Train would like to welcome several new CASTmembers.

New to Sales is Bob Snowder. Roundhouse Train Mechanic, Bob McGregor and Train Engineer, Maryl Meise.

Continued on the Next Page...
PAL Charter
by Tammy Osterhoudt; Charter Rep.

It isn’t enough to live in a community; you have to be part of it. HTA is committed to their home town, with our national headquarters. We prove it by donating thousands of dollars each year in tours and transportation. Whether we are transporting school kids for summer camps, shuttling war veterans and other charities or helping raise money with a progressive dinner for the next Fantasy Fest King or Queen, HTA is always ready to lend a helping hand or in our case a classy ride!

Conch Tour Trains and Old Town Trolleys are transported children for the Police Athletic League’s summer camp program, where the children toured the Shipwreck Treasure Museum and the Key West Aquarium. We are such a big sponsor for this group, it is known as Camp HTA!

HAPPY ANNIVERSARY

JUNE
Linda Test, 14 years
Bozena Paprocka, 4 years
Andrew Kirby Jr., 3 years
Laurie Skinner, 3 years
Keith Valdez Jr., 3 years
Taylor Sanderson, 1 year
Mary Gurley, 1 year

JULY
Glenn Evans Jr., 11 years
Joseph Hilts, 7 years
Robert McCall, 5 years
Frank Porter, 4 years
Pamela Prentice, 2 years
Karen Padgett, 1 year

HTA MARKETING VISITS SAN DIEGO FRIENDS!

On a recent trip to San Diego, Monica Munoz visited the crew and saw the new ‘Woody’ Beach Cruiser. Pictured here with Rod Labranche, Carmen Thulin, Monica Munoz, Erica Frost, Nancy Nuhaily, Carrie Nunez and Norm Niles.

CONCH TOUR TRAIN
Coral Walker Concho
Virginia Block
Brandon Williams
Henry Whitecotton
Maryl Meise
Robert McGregor
Robert Snowder

RETAIL
Megan Monsalvatge

LOCKS OF LOVE

Bryan Lewis from CTT has committed to donate his hair to Locks of Love. Bryan works a part time job, where he worked with a young woman named Valerie. Valerie is from Chernobyl, Ukraine, and her mother was pregnant during the Chernobyl disaster in 1986, which led to Valerie’s cancer. When participating in fundraisers to assist Valerie’s return to Ukraine, Bryan realized that there are many people who need help to get through cancer treatments, many of them children. Hence, his commitment to Locks of Love, which makes wigs for underprivileged children. Follow Bryan as he grows out his hair! Currently slightly over 1 inch, he has a long way to grow!

CONGRATULATIONS LINDA!

Key West Director of Operations, Linda Test was recently inducted as the secretary for the Florida Attractions Association. Congrats!

CONCH TOUR TRAIN continued...
For Frank Coyle, it’s all about location, location, location. He is in Key West, just where he wants to be, his concierge business of 14 years, Paradise Attractions, is in a prominent spot in the vast, open lobby of the ideally located historic La Concha Crowne Plaza Key West.

If the walls of this one-hundred sixty room 1926 landmark hotel could speak, would they have great stories to tell! Many of Key West’s notables, the likes of Ernest Hemingway and Tennessee Williams have passed through there, venturing off the busy 400 block of Duval Street into the coolness of its dark mahogany, street-level bar (now the hotel’s full-service restaurant, Jack’s Seafood Shack) or to the “Top”, the 7th floor – a sky-scraper by Key West standards – glass-enclosed rooftop bar. With a 360° view of the island, high above the tree canopy and metal rooftops of Conch houses glinting in the sun, it’s also a great place from which to watch Key West’s fiery sunsets.

La Concha guests can walk just about everywhere at their leisure – to legendary Mallory Square, nearby attractions, numerous and varied dining choices, eclectic shops, music-filled night spots, and the only Starbucks in Old Town located on the building’s ground level. It’s just so easy to pop in and out all day long when in need of a break from varied activities.

Frank arrived in Key West 23 years ago, moving here from Fort Devens, Massachusetts, where he was an instructor at the Army Intelligence School. Initially lured to Key West for its sports fishing, Frank decided to stay because he simply ran out of terra firma. Of course, meeting Dina, his wife of 21 years, in Key West must also have had something to do with keeping him here! Besides the love of fishing, Frank was once an avid golfer, but he is too busy now to do either one.

Instead, Frank has turned his love of the island – both the land and the sea side – to help his guests find just the right things to do during their stay. Unbeknownst to them, what they get from Frank is a real insider’s input on what to see and do. On some days, the buzz of eager visitors looking for the perfect Key West adventure to suit them would be daunting to most, but not to Frank. He manages to handle them, one at a time, with knowledge and patience.

For all these years, Frank has been the constant concierge of the La Concha. And, much like the venerable La Concha, he has seen things come, go and change throughout the island. At any given place and time, he knows the best Key West has to offer. He has seen us grow and change as well, and has changed along with us – from the green and yellow hard tickets and monthly audits to the ease of our Gateway tickets – never missing a beat in his great sales record. Despite the changes going on around him, there are two things Frank counts on to remain a constant – the consistency of our Old Town Trolley and Conch Tour Train tours and trolley stop #4 right outside his door.
New Exit at the Aquarium

On July 23rd, 2013 the Key West Aquarium opened their new exit. Now located off the Atlantic Shores exhibit, the new exit prompts visiting guests to walk out of the Aquarium and into the Sponge Market.

Chris Belland congratulating Greg on the completion of the project. Installation of underwater cameras in the Atlantic Shores exhibit show fish in their natural habitat swimming across the screens.

Some aquarium employees pose with Greg, celebrating the great new exit in the Aquarium.

Haze

Proud Owner: Yoshi Cummings; Tropical Shell and Gift

I adopted Haze almost five years ago. He is a rescue dog that I believe to be half Chow and half Pitbull. He came to me completely untrained and we had a “fun” time potty training him! He is about six years old and he is starting to get a bit of grey around his nose!

He is a great guard dog and protects the house from all sorts of dangers--lizards, flies and the ever present termite! He loves to go on walks but is afraid of the wind and rain so sometimes those walks are very, very short. He helps clean the house by rearranging the dirt he gives me around the apartment. He also believes that 72 lbs is the ideal weight of a lap dog. He doesn’t believe in diets and likes to help us cook in the kitchen by cleaning all the dishes himself. He also enjoys showers and helping us get dressed by rummaging through the laundry to find that perfect outfit!

He is definitely a “mommy’s boy” and I’m glad he’s part of my family! Haze is very vain so I hope I chose the right picture of him to share with the HTA family!!

Haze

Proud Owner: Yoshi Cummings; Tropical Shell and Gift

I adopted Haze almost five years ago. He is a rescue dog that I believe to be half Chow and half Pitbull. He came to me completely untrained and we had a “fun” time potty training him! He is about six years old and he is starting to get a bit of grey around his nose!

He is a great guard dog and protects the house from all sorts of dangers--lizards, flies and the ever present termite! He loves to go on walks but is afraid of the wind and rain so sometimes those walks are very, very short. He helps clean the house by rearranging the dirt he gives me around the apartment. He also believes that 72 lbs is the ideal weight of a lap dog. He doesn’t believe in diets and likes to help us cook in the kitchen by cleaning all the dishes himself. He also enjoys showers and helping us get dressed by rummaging through the laundry to find that perfect outfit!

He is definitely a “mommy’s boy” and I’m glad he’s part of my family! Haze is very vain so I hope I chose the right picture of him to share with the HTA family!!

Haze

Proud Owner: Yoshi Cummings; Tropical Shell and Gift

I adopted Haze almost five years ago. He is a rescue dog that I believe to be half Chow and half Pitbull. He came to me completely untrained and we had a “fun” time potty training him! He is about six years old and he is starting to get a bit of grey around his nose!

He is a great guard dog and protects the house from all sorts of dangers--lizards, flies and the ever present termite! He loves to go on walks but is afraid of the wind and rain so sometimes those walks are very, very short. He helps clean the house by rearranging the dirt he gives me around the apartment. He also believes that 72 lbs is the ideal weight of a lap dog. He doesn’t believe in diets and likes to help us cook in the kitchen by cleaning all the dishes himself. He also enjoys showers and helping us get dressed by rummaging through the laundry to find that perfect outfit!

He is definitely a “mommy’s boy” and I’m glad he’s part of my family! Haze is very vain so I hope I chose the right picture of him to share with the HTA family!!

Haze

Proud Owner: Yoshi Cummings; Tropical Shell and Gift

I adopted Haze almost five years ago. He is a rescue dog that I believe to be half Chow and half Pitbull. He came to me completely untrained and we had a “fun” time potty training him! He is about six years old and he is starting to get a bit of grey around his nose!

He is a great guard dog and protects the house from all sorts of dangers--lizards, flies and the ever present termite! He loves to go on walks but is afraid of the wind and rain so sometimes those walks are very, very short. He helps clean the house by rearranging the dirt he gives me around the apartment. He also believes that 72 lbs is the ideal weight of a lap dog. He doesn’t believe in diets and likes to help us cook in the kitchen by cleaning all the dishes himself. He also enjoys showers and helping us get dressed by rummaging through the laundry to find that perfect outfit!

He is definitely a “mommy’s boy” and I’m glad he’s part of my family! Haze is very vain so I hope I chose the right picture of him to share with the HTA family!!
July 4th Celebration at the Little White House

On July 3rd, the Historic Tours of America and Little White House offices celebrated America’s independence with a company picnic on the lawn of the Little White House. The HTA finance crew were of course the chefs serving the traditional Independence Day hamburger.

On June 27 Grace Epperly, from local shop Rubies & Clay, had her young students doing pencil sketches on the north lawn of the Little White House.
Conch Pride!
Barbara Hayo; Special Projects

I recently had the privilege of attending Class Night for the Key West High School Class of 2013. Class Night is a graduation event during which scholarships are given to outstanding seniors. It was my first time, and it was impressive.

Key West is a multi-generational small town which wholeheartedly supports its children. This night was no exception. As Pomp and Circumstance began to play inside the high school auditorium, the graduates slowly walked down the aisles. On one side, boys in shiny red gowns walked, balancing unfamiliar mortarboards perched quirkily on their heads. Down the opposite side, girls in glossy white gowns and long hair falling over each shoulder, gingerly stepped to the music in impossibly high heels. All wore shy smiles. In the audience, parents, grandparents, cousins, neighbors and friends beamed with pride as smartphones recorded every step.

Although I am from “away,” over the years, through the activities of our Charter Representative, Tammy Osterhoudt’s daughter, Devin, I have been able to experience the closeness of the Conch community. However, nothing prepared me for the overwhelming support reflected in the number of community based scholarships – both small and large – awarded to this group of the island’s fine young adults.

For three hours, representatives from community organizations, the military, hospitality and fishing industry leaders, church, Masonic and women’s organizations, environmental, athletic and arts groups, and entire families who, poignantly and personally, had created scholarships in remembrance of a loved one passed, came up to the podium, each proudly calling out the name of a carefully selected student. This community gave and gave and gave. Thousands and thousands of dollars. It was amazing.

When Devin was applying for scholarships, she asked if I would write a recommendation letter for one of the scholarships for which she was applying, The Bobby Menendez Conch Pride Scholarship. As I began to think and write about this remarkable young woman I had watched grow up, I realized what this community is all about. It’s an intangible. It’s Conch Pride. You know it when you feel it. In this excerpt from Devin’s letter of recommendation, I hope you will feel it too!

At its core, Conch Pride is a commitment to family, school, and community. Through the loving guidance of her closely knit family, the support of her teachers, and the involvement in her community, Devin has learned that being prepared is her responsibility, being respectful to all is a way of life, taking initiative is the way to make a difference, being dependable leads to trust, and education is the path to fulfilling her passion and bring pride to the community that has nurtured her.

Devin Osterhoudt is Conch Pride. It is reflected in everything she does. Her upbringing, her personality, and her true moral compass have worked in concert to adhere to the values inherent in Conch Pride. To her, these values are not just words. They come naturally. They are the essence of who she is.

It gives me great pride to let our HTA family know that three of our own received scholarships that special evening. Taylor Williams, daughter of OTT and CTT Office Manager, Mary Martinez; Manuel Castillo, grandson of Executive Assistant, Hope Casas; and Devin Osterhoudt, daughter of OTT and CTT Charter Representative, Tammy Osterhoudt.

Congratulations Taylor, Manuel, and Devin! As the children of Key West, regardless of where your life leads you, always remember what your community has taught you: “Conch Pride – Don’t leave home without it.”
beaches, making it ideal for kayaking, scuba diving and snorkeling. The gentle lapping waves of La Jolla Cove also make for an enjoyable day of sunbathing, picnicking or reading a book.

Visually, the cove is a breathtakingly gorgeous gem; it is often cited as the most photographed beach in San Diego.

**Mission Beach**- While some may compare San Diego’s Mission Beach to the East Coast’s Atlantic City and Coney Island, there is a unique Southern California vibe you can’t find anywhere else here. Mission Beach offers a lively and robust variety of activities in the sun, surf and sand. From hot dog stands to fine dining eateries, hot night clubs to street performers, expect to find all kinds of free-spirited beach goers in a fun, carnival-like atmosphere along the sandy shores.

This is where all walks of life all go out for a walk, bike ride, rollerblade, surf, get a bite to eat and drink or simply to watch other people out doing their thing.

**Belmont Park**- San Diego’s beachfront amusement park and entertainment center.

Sure to please the entire family, Belmont Park is located on the surf and sand in Mission Beach. Visitors can enjoy traditional and contemporary amusement park rides, visit the arcade and midway style games, shop and enjoy a wide array of cuisine throughout the Park. The Giant Dipper Roller Coaster is one of two original oceanfront roller coasters still operating on the west coast, the second oldest wooden roller coaster in the USA.

**Mt. Soledad and the Veterans Memorial**- Offers stunning 360 degree panoramic views at 822 feet above sea level, of San Diego County, the Pacific Ocean, beaches and coastlines. At the top of Mt Soledad is a cross that can be seen throughout San Diego. Surrounding the cross is a memorial to military veterans. You will see plaques commemorating the efforts of individual veterans.

**Historic Old Town San Diego**- The Birthplace of California where the first Europeans settled. History and adventure await you with the finest in theatre, museums and historical sites, artisans, galleries, restaurants, and shops.

So be sure not to miss one of San Diego’s most unique tours and hop on and off to become one of the locals for a day. Experience the breathtaking views, live the Southern California lifestyle and learn of the rich history which makes this area so world famous.