Old Town Trolley Tours of Key West is pleased to announce it is bringing its wildly popular nighttime Frightseeing tour, Ghosts & Gravestones, to Key West beginning on July 31, 2010. The tour is a partnership between Key West Art and Historical Society, Key West Shipwreck Treasures Museum and Old Town Trolley Tours. The tour costs $30 per person and reservations will be required by calling (305)29GHOST (294-4678). Ghosts & Gravestones Key West can also be found online at www.ghostsandgravestones.com.

The 90-minute tour departs from the 503 Front Street (on the corner of Front and Duval Streets) each evening at 8 pm. Guests will be greeted by a Ghost Host escorting them on their passage through Key West’s dark and macabre side with tales of haunting, spirits, polygamy, and death. The journey leads to the home of Key West’s most cursed and mischievous resident, Robert the Doll, at the haunted East Martello Fort and Museum, where guests will have the opportunity to meet Robert face to face. As the adventure makes it way back to into town, the tale of the infamous Dr. Karl Von Kossel and Elena Mesa Hoyos will be brought to life.
his is a statement about competition. I have no doubt that it will somehow find its way into the hands of our competitors and for this I am glad.

By it getting into the hands of the competition, they will know what a fearsome company we are as that pertains to competition. Many people think that when a company gets large, it gets complacent, lazy and disconnected from its market, its guests and its employees. Nothing could be further from the truth as the following story tells.

At a recent staff meeting in Boston, the Director of First Impressions came into the room and whispered into G.M. Matthew’s ear that there was somebody on the phone and he should probably take the call. Of course Matthew did and it was our Sales Representative at the Copley Marriott Hotel, one of our more popular hotel accounts. He told Matthew there were about 140 guests who had already bought tickets and had shown up as a group. Without a second thought, Matthew told the assembled Leadagement group that the meeting was over and that he, Welby and Ted Gallo should immediately retire to the garage, pick a trolley and get downtown. Within 15 minutes, our three top Leadagers were in the field, in costume, on board a trolley, ready to give tours. The 140 people were picked up and treated to an excellent Old Town Trolley Tours of Boston tour. I defy any company, smaller or larger, to produce this kind of management response to need. I defy any company in our business to provide the consistent excellence that we provide on every tour in every city every day and still back it up with a 100% money back guarantee. It looks easy but it isn’t. The results are very clear. Just look on Trip Advisor to what the majority of our guests say. I would also tell you that the backbone of our company is the 100% money back guarantee and though we print it on our brochures and tell people that we offer it, we refund less than one half of one percent of all tour tickets sold. This is enviable and while near impossible to achieve, it has become what we do.

On the other hand …

Recently, Key West had a new company join the market. It was after a great deal of debate and acrimony carried out in full public view and in front of the City Commission. Just as a background for those of you who might not be aware, the Conch Tour Train has been operating in Key West since 1958 and under a franchise from the early sixties. The Old Town Trolley came into this market using licenses and eventually became a franchise that later merged into a concurrent franchise for both the train and trolley, since they were owned by the same company, Historic Tours of America®. Under the franchise, we have certain things we can and cannot do and one of them is to pay the city a percentage of our revenues which adds up to quite a bit of money. In any event, this is beating a dead horse and not the point of this essay.

During the public debate, we made the statement that not only do we have robust and substantial competition in the other cities in which we operate but, frankly, we welcome competition. This, of course, was met with no small amount of skepticism and even a Bronx cheer heard here and there.
TROPICAL SHELL AND GIFT
Yoshi Cummings
Steven Brooks
Jessica Mackey
Arquedia Bousquet
Rose Decker
Jesus Blanco
Cori Johnson
Bryana Kee
Stormie Mullen
Alyse Stehly
Irena Cherniy
Laren Ogle
Sara Burton
Elyeeeta Cardoze
Danel Macuran
Joshua Hoose
Ivan Gonzales
Belkis Macias

BOSTON
Kevin Casey
Patricia Wicker
Barbara Poole
Graham Ilsley
Lucas Griswold
Aimee Ranger
Michael Hogan
Paul Sullivan
Stephen Soferino
Edward Martens
Matthew Eckhardt
Jonathan Krieger
John Mahoney
Robert Hanton
Alma Cuevas de Torres
Kevin Finneran
Ryan Jennings
Sheila O’Loughlin
Russell Kelley
Rick Welles
Rachel Coffin
Marotta Maureen
Maryann Truax
Devin Hegger

CONCH TOUR TRAIN
Katalin Noya
Suzanne Egle
Karen Gore

WASHINGTON, DC
Mary Houston
Arthur Chu
John McClafferty
Andrew Peet
Anthony Sadler
Anthony Swann
Susan Warady-Keene
Jose Lopez
Ermin Melgar Menjivar
Brian Fisher
Briana Butts
Chantel McBride
Charles Shipp
Michael Goggin
Homer Thomas
Earl Ricks
Derek Lancaster
Casey Collier

KEY WEST
Lawrence Youngman
David Waz
Felisha Dugan

SAN DIEGO SEALS
Robert Murphy
Audrey Sonka
Mark McKellar
James Davison
David LaVigne
Glen Rose

KEY WEST SHIPWRECK TREASURES MUSEUM
Bart Caskey

SAVANNAH
Joyce Stuckey
Michelle Marie St. Onge
Brittney Boudreaux
Emily Pickels
Walter Veasey III
Tatyana Kovalevsky
Tanya Lee
James Ramsey Jr.
Melanie Bliss-Zimmerly

SAN DIEGO
Victoria Locke
Orlando Montano
John Barton
Arthur Burgess Jr.
Philip Fondaw
Jon Laws
Kenneth Nelson
Tomi Niezgoda
Theresa Presnall
George Smith
William Walker
James Vandergriff
Cristina Valenzuela

DC DUCKS
Dale Seas

ST. AUGUSTINE
Sherry Freed
Karen Baker
Paul Bateman
Christian Cargile
Daryl Lewis
Caitlin Carver
Kaitlin Reardon
Jennifer Griner
Pamela Heron
Charles Jones
Joseph O’Connell
Mark MacFarlane
Come on Summertime!

BY: MELINDA VARGAS
Administrative Assistant, Old Town Trolley Tours of St. Augustine

Here in St. Augustine, as much as the summer heat is dreaded, we are all anticipating the upcoming season. We are introducing a new Ghosts and Gravestones tour route and a new Ghosts and Gravestones trolley, a new Beach Bus shuttle, a new exhibit in the St. Augustine History Museum and even daily concerts featuring some of Motown’s greatest acts. This summer will surely be exciting for all maintenance staff. Of course, a huge thanks must be given to all the conductors and historytellers, for a fantastic job.

May has brought record breaking numbers for both the Trolleys and The Old Jail. The trolleys broke the previous ridership record for May, ending with 18,338 passengers. May 2008 was previously our best month ever in the city with 18,245 passengers. On Sunday May 30, 2010 Memorial Day Weekend, the Old Jail processed 887 prisoners, smashing their previous record of 745 in a single day. Dave was so excited he even took the time to recount the stubs! What a way to end spring.

As we move into summer we will introduce a new Ghosts & Gravestones trolley and a new route for the Ghosts & Gravestones tour. The new tour will take guests over the Bridge of Lions, to the Lighthouse, one of the most haunted places in St. Augustine. Guests will get off the trolley and hear the story about the old light keeper’s daughters that

Continued on the next page...

Fun Photos

Take me Out to the Ballgame!

SAN DIEGO, CALIFORNIA

40 CAST members and friends went to see our hometown Padres team take on the San Francisco Giants. Down 0-2 in the fourth inning, Padres rallied to take a 4-2 lead up till the 8th inning. SF went on to win in the 12th inning, 6-7. All had a great time cheering our home team Padres baseball team. Pictured is Carmen Thulin, Office Manager, enjoying the 7th inning stretch song, “Take me out to the ball game…”

Ribbon cutting ceremony. Ed Swift IV with Raphael Cosme and Family introducing the new Ponce De Leon exhibit in the St. Augustine History Museum.

Myles Savage – Lead singer of The Platters, Myles Savage and his wife Karen Savage at our May CAST meeting.
The Knowles House Bed and Breakfast

This charming, mid 1800’s, award winning Bed and Breakfast is centrally located in the historic residential district of Key West at 1004 Eaton Street. It is only a short walk to Duval Street, Mallory Square and the Historic Seaport.

Innkeepers Les Vollmert and Paul Masse have owned The Knowles House for the past 13 ½ years. They have been selling our Conch Tour Train tickets, Old Town Trolley tickets and Passports, enthusiastically, since early 2000.

For a small eight (8) room B&B, Paul and Les have an excellent sales record. I believe this is because of their top notch host skills. They take pride in recommending the best restaurants and the most fun things to do (which includes HTA Tours and Attractions).

And at the end of a long day their guests can relax by the patio pool with a glass of wine or a beer and chat with them and other guests.

Proof of the unique relationship Les and Paul share with their guests is the amusing collection of rubber duckies which can be seen displayed at the pools edge. These duckies are sent to them by former guests.

Any time of day is a good time to visit The Knowles House. But my favorite time is in the morning. The house smells like a bakery and coffee house, all in one. Yummy! And I have always felt more than welcome.

Many, many thanks to Les and Paul for their continued loyalty to Historic Tours of America.

CHERYL ACTOR
Old Town Trolley Tours of Key West & Conch Tour Train

Come on Summertime! Continued...

were all tragically killed in a construction railcar accident. The girls are still heard and seen playing on the property till this very day. This will be a great addition to our tour and guests are likely to agree.

The St. Augustine History Museum is now home to a new Ponce de Leon exhibit. In 1978 Archaeologist Raphael Cosme, organized a mission on the island Puerto Rico to salvage Spanish colonial artifacts that had been exposed by a developer. Raphael confirmed that the site location where the artifacts were found could be the land boundary of Ponce De Leon’s temporary wooden house built between 1519 and 1521. His findings, a newly discovered piece of history, are the best archaeological find of all time in the Caribbean: “the discovery of Juan Ponce de Leon’s treasures”. The display features pottery pieces, crucifixes, coins, glass bottles, tiles and buttons.

And then what else could make this summer more memorable than for Old Town Trolley Tours to be the ticket box office for “Salute the Stars” a farewell concert featuring the stars from The Platters, The Coasters, The Drifters and Temptations. After vacationing here from Las Vegas, the members decided to relocate and bring their farewell show here permanently. Starting in July, the stars will be performing daily at The Limelight Theatre, singing and dancing to all their classic hits, such as: “My Girl, Only You, Ain’t To Proud To Beg, Poison Ivy, Under The Boardwalk, Shout and many more”. This is a show to swoon guests of all ages.

The sun is shining, the heat is kicking in, so grab the sunscreen, it’s going be a great summer here in St. Augustine! 

about this statement. The fact is, however, it’s true! No, we have competition in our other cities and we welcome it as long as it is fair and on the same playing field. Let me explain why.

Sure, it would be lovely to be in any of our cities and be the only operator. We have proven that the traveling public wants to be introduced to a city through our sightseeing tour products. I know in my own heart and mind that we have delivered these tours as best we know how and, in fact, many of the innovations we pioneered have now been copied by other operators. That’s good! Being copied points out, more than anything else, our premier stature in the market.

When we first went into Savannah, I told our original CAST there we would raise the bar of sightseeing in that town to a level that had never been seen before and it would greatly enhance the entire visitor experience to Savannah. That is exactly what happened! When we came into the market, it was very loose and disjointed. Tour guides gave pretty much any tour they wanted to and nobody wore costumes/uniforms. There was no money back guarantee nor, in fact, many of the things that we at Historic Tours of America take for granted as proper inclusions in our guest service package. Today, I am proud to say that not only are we delivering in Savannah what we do in every other city, but we have grown from a three trolley operation to the largest company with more vehicles than all the other companies put together. It is clear that the traveling public recognizes the brand value of Old Town Trolley Tours and what it has grown to stand for since we went into business 30 years ago.

In Key West, even a small competitor with only four trolleys has compelled us to take a hard look inward. We look at every account, question every process and have redoubled our efforts to get the word out to every possible venue for sales. We haven’t changed much of what we do in terms of our product because it is already head and shoulders above anything and is just about as good as it can be, but we keep looking. There is always something somewhere and somehow to improve. As our philosophy states, we believe in open and honest communication and we look at guests’ suggestions (and complaints) as signposts for how to do better. As long as we preach, live and respond to these two elements of our core belief, we will continue to prosper, provide meaningful jobs for our CASTmembers and an excellent product to our guests.

**RANCH CHICKEN SALAD**

**INGREDIENTS**

- 1lb skinless/boneless chicken cooked as like cubed
- ½ Thinly slice red onions
- ¼ cup chopped fresh parsley
- 6-8 slices of center cut bacon crumbled
- 1/3 cup diced firm red tomatoes
- 1/3 cup diced and deseeded cucumbers
- Spring greens with arugula
- *croutons (sea salt and pepper)

**DRESSING**

- 1cup of Sour Cream
- ½ cup mayonnaise
- 1/3 cup skim milk
- 1/3 cup buttermilk
- 1tsp fresh ground pepper
- 1 tsp onion powder
- 1 tsp dried tarragon
- 1 tsp dried parsley
- Salt to taste

**DIRECTIONS**

Cook your chicken how you like as you like, I do mine steamed while covered in lemon slices. Cube it and set aside in the fridge. Take all the dressing ingredients and put in a non metallic bowl and mix until very well blended. Set this mixture in your now covered bowl in the coldest part of your fridge and let chill for at least an hour. The flavors need to mature and meld. Prep your veggies and set aside. Once your dressing is done chilling out, take your chicken and veggies and place in your salad bowl. Take your dressing and coat it as you like over the mixture. Take each plate and set the desired amount of greens with the mixture in the center. Sprinkle with the crumbled bacon, croutons, and chopped fresh parsley. Enjoy!
To solve a sudoku, you only need logic and patience. No math is required.

Simply make sure that each 3x3 square region has a number 1 through 9 with only one occurrence of each number.

Each column and row of the large grid must have only one instance of the numbers 1 through 9.

The difficulty rating on this puzzle is easy.

RID E ' E M, COWBOY

1. What was the name of the singing cowboy in the musical Oklahoma!? a-Curley, b-Lucky, c-Frankie, d-Petey.

2. What symbol appears on the helmets worn by the Dallas Cowboys? a-Pistol, b-Bucking bronco, c-Electric, d-Star.


4. Which of these actors did NOT play an astronaut in the 2000 movie Space Cowboys? a-Donald Sutherland, b-James Garner, c-Tommy Lee Jones, d-Jack Lemmon.

5. Which Old West figure was portrayed by Howard Keel in the 1953 Doris Day musical Calamity Jane? a-Buffalo Bill, b-Wild Bill Hickok, c-George Armstrong Custer, d-Wyatt Earp.

6. What country singer, who died at the age of 29, was backed by the Drifting Cowboys? a-Hank Williams, b-Hawkshaw Hawkins, c-Ray Price, d-Webb Pierce.

7. Marion Michael Morrison was the real name of which western actor? a-Roy Rogers, b-Gene Autry, c-John Wayne, d-Hoot Gibson.

8. Which song by the Steve Miller Band includes lyrics about being called a "space cowboy?" a-"Take the Money and Run," b-"Swingtown," c-"The Joker," d-"Jet Airliner." 

9. Which cowboy hero was portrayed by William Boyd on TV and in a series of films from the 1930s? a-Red Ryder, b-The Cisco Kid, c-Hopalong Cassidy, d-The Lone Ranger.

10. "Should've Been a Cowboy" was his first number one country song for what singer in 1993? a-Trace Adkins, b-Garth Brooks, c-Toby Keith, d-Tim McGraw.

FRUIT VEGGIE NUT SEARCH

ALMONDS KIWI
APPLE LEGUMES
ASPARAGUS LEMON
AVOCADO MANGO
BANANA MUNG
BARLEY BEANS
BITTER ONION
MELON ORANGE
BLACK PARSLEY
BEANS PEACHES
BRAN PEANUTS
CAN- PEAR
TALOUPE PRUNES
CORN RAISINS
DATES SNOW PEAS
FIGS SPINACH
GRAPES TOMATO
GUAVA

ANSWERS TO PUZZLES, GAMES AND TRIVIA ON PAGE 19

SODOKU CHALLENGE

137
7259
5324
198
8613
6237
436

May/June 2010
It was one of those stellar Washington, D.C. spring evenings - the sky was clear at twilight and it had that special D.C. feeling. Something momentous was about to happen. A quick look around town and one noticed there was a much larger convoy of limousines than usual around the Executive Mansion. It is often said D.C. is a town that likes big events. We host the inauguration every four years, Cherry Blossom Festival each spring and the Marine Corp Marathon in the fall. The event on this particular evening is unique to our Nation’s Capitol and is a rare occasion. On this evening, a State Dinner was held at the White House in honor of Felipe Calderon, President of Mexico.

Old Town Trolley Tours of Washington, D.C. turned three trolleys into “Trolley Force 1” as we had the honor of providing transportation to the participants. We worked with the White House Social Office and the Office of the Executive Mansion to coordinate getting attendees from the South Front of the White House to the end of the Ellipse where they had a huge tent erected for the occasion. Most guests took advantage of the ride and enjoyed their short open-air trolley experience. It is a rare privilege to be asked to participate in one of our country’s most formal events. Our conductors, Tony, Holiday and Dwon will never forget their experience.

Guest lists at State Dinners contain some of the most prominent names in the world. Besides world leaders and politicians (from both sides of the isle) they bring a little bit of Hollywood to the East Coast. Celebrities, actors, sports figures etc. are in no short supply. Just ask Dwon, who was most excited to have Beyonce and JayZ aboard for a ride on his trolley. Holliday got the chance to provide OTT hospitality to Whoopie Goldberg and Tony “rubbed elbows” with Vice President Joe Biden and Speaker of the House Nancy Pelosi.

The highlight of the evening however was when President Obama and First Lady Michele Obama rode the trolley to the event. They escorted President Calderon and First Lady of Mexico Margarita Zavala on the trolley as they officially arrived at the dinner. The presidential airplane is only Air Force 1 when the president is on board. For a few minutes on May 19, 2010 our DC’s trolley 164 became “Trolley Force 1” when the President climbed aboard.

Avery Helen Batty

KEY WEST, FLORIDA

After 16 and a half hours of labor, Avery Helen Batty was born on Sunday May 17th at 4:34 am. She weighed 6 lbs 11 oz and was 21 inches long. Avery is the daughter of Debbie Swift Batty (father Peter) and is the first grandchild for HTA president Ed Swift III.
## May

**21 YEARS**
- Nancy Nuhailly, SAN

**16 YEARS**
- Joyce Unke, HTA

**15 YEARS**
- Dwon Gillis, WDC
- Susan Pye, BOS

**12 YEARS**
- David Lynch, TSG

**11 YEARS**
- Robert Ross, SAN

**9 YEARS**
- Michael Devin, SAN

**8 YEARS**
- Robert Gregg, HTA
- Melinda Vargas, STA
- Maria Kuc, TSG
- Francisco Noguez-Ballesteros, SAN

**7 YEARS**
- Vaughn Garner, CTT
- Heleodoro Gonzalez, SAN

**6 YEARS**
- Chris Chiotras, SAN
- Cheryl McDonald, BOS

**5 YEARS**
- Taj Adams, CTT
- Celia Clark, WDC
- Cathy Hutchinson, BOS
- Johanna Mendez, WDC
- Dexter Morse, WDC
- Beatrice Moulton, WDC
- Magdalena Piekos, HTA
- Michele Ross, TSG

**4 YEARS**
- Zoryana Barabash, CTT
- Inocente Briones, SAN
- Earnest Pope, WDC
- Gary Zimmerman, CTT

## June

**35 YEARS**
- Christopher Belland, HTA
- Edwin Swift III, HTA

**22 YEARS**
- Luis Cabrera, KW

**20 YEARS**
- Deborah Swift Batty, HTA
- Edwin Swift IV, STA

**15 YEARS**
- Norman Niles, SAN

**14 YEARS**
- David Brian Priester, WDC

**12 YEARS**
- John Savage, SAN

**11 YEARS**
- Barbara Hayo, HTA
- Linda Test, CTT

**10 YEARS**
- Larry Usall, SAN

**8 YEARS**
- Eleanor Mahl, SAN
- Michale Maribona, TSG
- Evan O’Brien, BOS

**7 YEARS**
- Frank Barevich, SAV
- Anesti Dallta, BOS
- Christian Maribona, CTT
- Isaias Velazquez, SAN
- Josette Weaver, BOS

**6 YEARS**
- Gregory Gerwin, TSG
- Luanne Hickey, STA
- Oscar Overton, WDC
- Davey Roland, KW
- Regis Williams, SAV

## Happy Anniversary!
Each year at Old Town Trolley Tours of Boston, we eagerly await the onset of something called “IN SEASON.” This phenomenon is marked not only by warmer temperatures and an absence of snow. It’s a feeling that tourism has finally started to escalate, and that all the preparation that we did over the winter (hiring, training, planning, budgeting, etc.) is now being applied to actual business conditions. This year, we actually started to get that “in season” feeling a little bit early, with an especially strong May in which our ridership increased 14% over the previous year!

Depot Sales Manager Ed Doerr has been steadily adding frontline CASTmembers to our ranks and opening up our seasonal sales depots. I’d like to welcome aboard the two newest sales reps, both of whom are already on their way to making this a successful and profitable summer season: Devin Hegger and Cooper Jordan. We also welcome back several familiar faces, joining our sales force again this season after a winter hiatus: Natalie D’Agostino, Dan Ferris, Rob Hanton, Mike Hogan, Graham Ilsley, John King, Steve Soverino, and Paul Sullivan. It’s great to have you back!

And speaking of depot sales, we’re very excited to have new and expanded package offerings for this season, featuring new attraction partners such as the Freedom Trail Foundation’s “Walk Into History” tour, the Salem Ferry and Salem Trolley, and the aforementioned Boston Duck Tours. Of course, we still offer favorites such as Fenway Park Guided Tours, the New England Aquarium, and Boston Harbor Cruises’ whale watch excursions. All of our packages are featured in beautiful new signage and posters at our sales locations through-

Continued on the next page...

This table-full of sales and guest service reps is all smiles about selling the Trolley/Duck Tour combo tickets! Left to right are Amanda Brown, Devin Hegger, Emma Mears, Mari MacDonnell, Brianna Toll, and Paul Sullivan.

No question who this guy works for…the orange and green outfit gives it away! Michael “The Professor” Chandler models what he proposes to be the new OTTT costume! The Professor was instrumental in putting the Remy’s event together...thanks, Prof!
The “In Season” Continued...

out the city. I’d like to thank both the incredibly creative Erika Jacoby at Black Dog Advertising and our amazing Operations Manager John Welby for getting all the signage into place for this season….it looks fantastic!

The final training classes of new tour conductors reached their graduations this month and last, thanks to the dedicated and intensive instruction offered by Trainer Sue Pye and Safety Officer John “Huck” Cronin. I’m pleased to offer a hearty congratulations to these recently certified, professional tour conductors, who are already out there in the loop entertaining our guests: Matt “Eck” Eckhart, Kevin “Kev” Finneran, Maureen Marotta, Charlie “Cracker Jack” Person, Brian “The Viking” Roylance, Nick Rymer, Kit “Tiller” Stanton, and Jim “Whit” Whitman. Well done!

Another sign of being in season: our famous nighttime “frightseeing” tour, Ghosts & Gravestones, geared up in May, and in June began its seven-nights-per-week schedule of shows. We have the most talented CAST of gravediggers ever, with several new actors joining the ghostly assemblage. Congratulations to the following folks for coming over to the dark side: Maryann Truax, Ryan Jennings, and Rachel Coffin (and yes, Rachel’s last name is a mere coincidence). In addition, a former G&G actor has recently returned from the dead, after spending the last several years on the west coast. We’re very pleased to have Jonathan Krieger (and his alter-ego “Sparks”) back among us!

On a sad note, in June we bid farewell to longtime Ghosts & Gravestones manager Evan O’Brien, who went on to pursue new opportunities outside of Historic Tours of America. We are currently conducting a search for a new manager of our G&G actor program and of our other specialty tour products as well. In the meantime, lead actors Steven Johnson and Lianne O’Shea are doing a terrific job of handling many of the management tasks and responsibilities on an interim basis, insuring that the G&G operation will continue smoothly and professionally until a new manager for the program is identified. A great big thank-you goes out to both Steven and Lianne for stepping up and helping out!

In early June we kicked off a new ticketing partnership with Boston Duck Tours by holding a joint event at the new Jerry Remy’s Restaurant near Fenway Park. (Jerry Remy, for those of you that are not rabid Red Sox fans, is a former Sox second baseman and a popular color commentator for all televised Red Sox games.) Of course, Old Town Trolley has for years been the “gold standard” of trolley tours in Boston, and similarly, Boston Duck Tours has been the leader in amphibious tours here, too. Starting this season, the two companies have a new cross-promotional partnership, selling a special combination ticket that includes both tours. The event at Remy’s was intended to kick off the partnership, and the entire tourist season, on a positive note, and to provide an opportunity for CASTmembers from each company to get acquainted. It was a wonderful evening, marked by a lot of laughs and swapping of “war stories”, and made very special by the excellent food and service provided by Remy’s staff. (The magnificent view of Fenway Park helped added to the atmosphere, too.) Special thanks go out to Michael “The Professor” Chandler for coordinating with Remy’s to make this such a special event!

Yes, that “in season” feeling is growing stronger every day. Everyone here at Old Town Trolley Tours is excited about the approaching summer, and looks forward to sharing with guests “Boston’s Best Tour…Guaranteed!”
A Picture Perfect Summer Picnic
BY: SHEILA CULLEN
Conch Tour Train Engineer

The Conch Tour Train employees enjoyed a picture-perfect summer picnic with our friends at the Old Town Trolley. The weather cooperated this year and we were able to hold the event at our favorite venue, Higgs Beach. We had an amazing day this year, instead of our rainy-day alternative location in our Round House.

Our chief cooks, Safety Jim Lamberson and Mechanic Hank Amole, presided over the smoky grills, serving up burgers, sausages, hot dogs, chicken and garlic shrimp. Chips, salads and gooey desserts rounded out the menu. Runners were dispatched from the Conch Train Round House and the Trolley Barn to take plates back to those still at work. We caught up with our CASTmembers and their ever growing families, pet visiting dogs, played catch, peered over the seawall at the local fauna, and ate too much. It was a very satisfactory event!

After the relatively cold, wet winter, summer arrived with a bang and temperatures soared to near record heights. All employees are advised to drink plenty of water, and we make certain to pass that caution on to our guests, as well. We all have access to rehydrating drinks and are offered neck wear designed to cool through evaporation.

We continue to see cruise ship passengers on the island through the summer months and welcome those travelers, as well as the foreign visitors and Florida families who also fill the seats on the Conch Tour Train.
Engineer Gary Zimmerman and Bone Island Driver Frank Porter.

CTT Eva Conaway’s daughter Allison and grandson Hunter in a ball game.

Joe Moyer, Mr. Moe and Chris Belland.

CTT Drivers Gary Zimmer and Jon “Duke” Emig.

Former CTT Driver Capt. Rick.

Cindy and Alan Church.

CTT Drivers Gary Zimmer and Jon “Duke” Emig.

Head Driver Bill McIntyre and Herschel Hayo.

CTT staffer Keith taking treats back the Roundhouse workers.

Miss Gloria and Miss Marina.

Linda Test, Nancy Bartlett, and Herschel Hayo.
FATHER ANTONIO DOMINIC UBACH
THE PIONEER PRIEST 1835 - 1907

Father Antonio Ubach was born in the Catalonia region of Spain at Barcelona in 1835. He began his studies for the priesthood in Spain before coming to the United States where he completed his studies at St. Vincent’s Seminary, Cape Girardeau, Missouri and received Priesthood in 1860. His first duties as a priest took him to the Mission San Juan Bautista, the 15th of the California missions, from 1860 to 1865. While there he established the first school in San Juan Bautista, bringing the Sisters of Charity to staff an orphanage and day school.

1866 found Father Ubach in San Diego as the priest of a small adobe church at Old Town. At that time San Diego was a collection of adobe and wood frame buildings at the base of the Presidio Hill, original site of the first California Mission before it was moved to its current location in 1774. The Mexican government had stripped the Mission San Diego de Alcala of all but 22 acres of land and when the American troops that had been quartered there left, vandals stripped the Mission of everything else they could carry away leaving the once great Mission only a shell of its former glory. Ubach’s main concern was for the Indians whose rancherias were scattered throughout the county. His missionary labors kept him on the road much of the time with the daily work of a parish priest, marriages, christenings, and burials. Once or twice a year he would visit all of the rancherias to administer the sacraments. His opinion came to be relied on by the Indians and they held him in great reverence. He felt keenly the wrongs perpetrated on the Indians, and stood between them and their despoilers, never fearing to protest nor speak his mind clearly. His labors became known to President Ulysses S. Grant, who had confidence in him and sent him on missions of state to Mexican officials. Through his influence, the Indians were granted permanent homesteads at the end of Grant’s Administration.

When Helen Hunt Jackson arrived at San Diego in 1881 on assignment from the U. S. Government to report on the condition and needs of the mission Indians of California, she accompanied Father Ubach on his visits to the rancherias around the county. Unfortunately Congress as it usually does in these matters only took her report “under advisement”. She reached a far greater audience in 1884 when she published the novel “Ramona” wherein she immortalized Father Ubach as the fictional “Father Gaspara” describing him as “…having a fiery and poetic nature; he could have been three things, a soldier, a poet, or a priest.”

In 1886 Father Ubach established St. Anthony’s Industrial School, an industrial boarding school for Indian children, to teach various vocational trades. In addition to the ordinary branches of learning the children studied agriculture, shoe-making, and domestic work. It was his desire to have all the present generation of Indians in the county educated. The school was originally located in the Casa de Aguirre in Old Town which Historic Tours of America recreated as part of the Old Town Market. The school grew and in 1891 was moved six miles east to the site of the San Diego Mission ruins where it continued until 1907.

Father Ubach also took an interest in civic affairs. One Sunday in April of 1867 his attention was attracted by a new comer who dropped a five dollar roll of silver coins into a collection plate that contained only a few small coins, the largest of which was ten cents. Talking to the stranger Father Ubach discovered he was interested in buying land and had paid for an election to elect new trustees so that a land auction could be held. When Father Ubach asked who the new comer would like to see elected he mentioned the names of three individuals he had met and Father Ubach responded, “You shall have them.” The election was held, the trustees elected, and the auction held. When the bidding was over the new comer, Alonzo Horton the father of new San Diego owned 800 acres in what is now downtown San Diego. In 1875 Father Ubach established St. Joseph’s Church in Horton’s Addition on land contributed by Mr. Horton.

Father Ubach saw a need for education and brought a colony of Sisters of the Order of St. Joseph of Carondelet from St. Louis Missouri to open Our Lady of Peace Academy in the new part of San Diego. He also felt San Diego needed a hospital and in 1890 brought Sisters from the Order of Mercy in San Francisco to start St. Joseph’s Dispensary which expanded to become St. Joseph’s Hospital a year later and in 1924 evolved into what we know today as Mercy Hospital.

When Father Ubach in 1907 at the age of 72 he was buried in the old Calvary Catholic cemetery he established between new and old San Diego in 1874.

So ends the saga of a colorful and powerful man who has been rightly called “The Last of the Padres.”

Source Material: San Diego Originals, Theodore W. Fuller, California Profiles Publications
   The Last of the Padres, Edgar W. Herbert, The Journal of San Diego History
   St. Anthony’s Indian School in San Diego 1886-1907, Theresa B. McNeil, The Journal of San Diego History

DAVID THORNTON
Old Town Trolley Tours of San Diego
KEVIN BEEDE
Internet Director, Trusted Tours and Attractions

The six people I would like to have dinner with are Those I miss the most; mom, dad, uncle Jack, aunt Lorraine, my brother Tim and my best friend Chuck.

My five favorite movies of all time are Caddy Shack, Annie Hall, My Dinner with Andre, It’s A Wonderful Life, Amadeus, and The Big Chill.

The four foods I refuse to eat are gefilte fish, uni sushi, scrapple, tripe and any other weird animal part.

Three things I am terrified of are someone drilling a hole at the bottom of the ocean with no contingency plan, living for the future and missing out on the present, and realizing too late that I haven’t spent enough time with loved ones.

My two favorite books are The Da Vinci Code by Dan Brown and A New Earth by Echart Tolle.

The one thing I would do to make the world a better place is to find a way to stop the need for and exploration of oil.
H
toric Tours of America and
Old Town Trolley and SEAL
Tours began its new fiscal
year on April 1st and is now
gearing up for the busy sum-
ner season! As with the start of any new
year, we reflect on the prior year with an
eye to the future to be better and provide the
best guest service. This year we made mul-
tiple changes to focus on the best service to
our guests with the aim to better enhance
our guests’ vacation experience.

1. We added our new Coronado ticket booth
at McP’s. Coronado is one of our most
popular trolley stops and historically a
point of congestion. Now with a new
ticket booth and Sales Rep, we are able to
better answer guest questions, reduce wait
time, while also providing information
and directions for the beautiful island of
Coronado.

2. We have increased 3rd party attraction
tickets sold at all our ticket booth loca-
tions. Now guests can purchase not only
our own great tours for the Trolley and
SEAL, but also for the San Diego Zoo and
Wild Animal Park, the Maritime Museum,
USS Midway Museum, the Whaley House
in Old Town, Harbor cruises and
Hornblower cruises.

3. We now have added Trolley shuttle ser-
vice to Mission Valley, picking up hotel
guests at WorldMark Resorts, Comfort
Suites, La Quinta, the Hilton, and
Doubletree in Mission Valley. In addi-
tion, all five hotels have partnered with us
selling Old Town Trolley and SEAL tickets
too.

4. We improved our Trolley Stop signage.
Historically, our signage at our trolley
stops has been inadequate, limited or
non-existent. We have added Trolley
Stop signage at all our stops with the
exception of Balboa Park. Now, each
stop has a Trolley Stop sign with informa-
tion on the First Pick-Up and Last
Departure times posted with approximate
30 minute departures throughout the day.

5. During our peak season, we are extending
our Office of First Impressions to better
service our guest phone calls and ques-
tions. Our front desk person will begin at
7:45AM and phone coverage will extend to
6:00PM.

6. We are continuing our evening Sales Rep
in Old Town, and expanding the position
at our Seaport Village ticket booth also.
These locations are popular with tourists
in the evening hours. Both these posi-
tions are temporary from June into early
September.

There has never been a better time to
take one or both of our tours, the Trolley
and SEAL Tours!

2010 Training Class

Thanks to the extremely healthy turn out at
our auditions this year, our first training class
of 2010 was substantial. Our class started
with over eighteen new CASTmembers!
Operations Manager and Trainer, Terri
Gaughan and Safety Officer, Bob Ross; were
assisted by Head Conductor Harold
Henson-Dozier and conductors Bob
Matchinske, Todd VanEvery, Chris Chiotras,
Bill Midgley-Adlerz, Larry Usall, Richard
Smith, Lee Ward and Don Kaye. Welcome
aboard to new conductors: Arthur Burgess,
John Barton, Bill Walker, Jon Laws, Philip
Fondaw, George Smith, Terry Presnall,
Tomi Niezgoda, and Will Nelson. For our
new SEAL crew, Captain Audrey Sonka,
Captain Mark McKellar, Captain Bob
Murphy, First Mates Scott Schwarz and
David Lavigne. Also joining us at our
Office of First Impressions is Cristina
Valenzuela. The Sales Department wel-
comes our new sales reps, Lano Montano,
Kevin Brent and Linda Florentino.
Congratulations to the new CASTmembers
of Old Town Trolley and SEAL Tours of San
Diego…Welcome Aboard!

Continued on the next page...
CAST invited to Croce’s and Bazaar del Mundo for Dinner

Ten CAST members were invited to one of San Diego’s favorite landmark restaurants, Croce’s. Croce’s, located in the Heartbeat of the Gaslamp Quarter, is all about serving wonderful food. But music is in Ingrid Croce’s soul, and it is hard to limit her to just one passion. The upscale restaurant acquired several satellites: a café, a bar, a party space, and a live music venue that hosts headlining talent including Croce’s son, A.J.

Ingrid Croce graciously hosted David Thornton, Deborah Sade, Yolanda Osana, Isaias Valazquez, Mark Lohman, Ken Hargrave, Bill Fox, Barbie Harrell, Jerry Coulson, Bob Matchinske and Bob Hatcher. Ingrid also greeted and presented us all with her newest cookbook, the San Diego Restaurant Cookbook.

In addition to Croce’s, Diane Powers invited the entire CAST to a guided tour of Bazaar del Mundo and dinner at Casa Guadalajara.

Diane Powers’ Bazaar del Mundo Shops capture all the color and flavor of Old Mexico in Old Town in an intimate setting. CAST members found a vast selection of treasures and specialty items from Latin America and around the world including folk art, crafts, gifts, women’s fashion, jewelry and home decor all carefully selected in vibrant colors and design.

The Bazaar del Mundo Shops include The Gallery featuring artisans; jewelry; Laurel Burch Gallerita; Ariana; Artes de Mexico; Guatemala Shop; the popular kitchen shop and more, as well as popular dining at Diane Powers’ beautiful Casa Guadalajara Mexican restaurant, right next door.

Little Italy Artwalk

The Little Italy Art Walk has everything from paintings to sculptures to dance and beyond, there’s no better event to satiate your love of art than San Diego’s annual and largest urban arts festival. This free event gives the public a rare opportunity to meet nationally known and emerging artists and perhaps, begin or round out a personal art collection. Activities take place in the heart of Little Italy. Serious art collectors and browsers alike will spend a delightful day exploring the restaurants, galleries and shops that make Little Italy the hippest community in San Diego. Each year the event attracts more than 100,000 attendees.

San Diego Old Town Trolley participated with a booth promoting the Trolley and SEAL tours along with our Hometown pass program. With a Hometown pass, residents of San Diego County go free on the trolley or SEAL tour with one other full paid guest; a 2 for 1 deal.

Old Town San Diego Fiesta Cinco de Mayo

Old Town Market participated in the 27th Annual San Diego Old Town Fiesta Cinco De Mayo, Southern California’s premier celebration of Latino arts, culture, history and diversity. The San Diego Cinco de Mayo is located in historic Old Town San Diego, the Continued on the next page...
birthplace of California. This completely free, sponsored event attracts over 100,000 visitors each year to two days of music and entertainment on three stages, world class food through Old Town restaurants, cultural and historic exhibits and reenactments located in a 22 block area of the Old Town community and Old Town San Diego Historic State Park. We celebrate Cinco de Mayo to commemorate the 1862 Battle of Puebla, during which outnumbered Mexican forces defeated the mighty French Army, setting the stage for Mexico’s eventual triumph over French rule. Today, Cinco de Mayo celebrates and honors this great battle over the French army, but also to celebrate Mexican Culture, Pride and life.

San Diego Charter Department -
by Erica Frost; Charter and Group Sales Manager
So far, April & May have been an incredible kick-off to the new fiscal year for San Diego group sales business. And if everything goes well, they are forecasting more of the same for the upcoming summer months. The groups mainly comprised of trade/association groups, incentive trips and, of course weddings; there were 25 in April & May; 30% above from April/May 2009. All in all, combined sales for Trolley & SEAL were 56% over last years’ April numbers and 40% over last years’ May numbers. Keep it comin’!

We had the annual Spring Bridal Bazaar wedding show in April at the Del Mar Fairgrounds with the Felicity wedding trolley. The show was very well attended and our booth (Felicity) was surrounded for most of the day with many inquiries and “save the dates” booked on site. We also had the 22nd annual Bay Bridge Run/Walk, sponsored by the Navy, where runners (and walkers) got a chance to make their way across the iconic San Diego-Coronado Bay Bridge offering one of the best views in the city! The Little Italy Art Walk event took place during the last weekend of April and was fantastic; we had our booth at “ground zero” which provided us an incredible promotional opportunity of the Hometown Pass program to locals.

Safety First!
by Bob Ross; Safety Officer
A big congratulations are in order for many of our conductors and captains. 23 of the 24 eligible full time conductors / SEAL captains (96%) qualified to receive the six-month safe driving award for the period Jan. 1 – June 30, 2009. The award recognizes conductors and captains for zero at fault accidents over a six month time period.

We are anticipating a safe & busy summer season and I am looking forward to getting back out in the field to resume ride a-longs & observations now that driver training is complete.
The rush of the main tourist season is over in Key West, but that does not mean that it is slow time. June is the month for weddings and Key West has its share of beach weddings. Cruise ships appear on the horizon and in port. Tourists with children increase in number since school is out. Special celebrations take place throughout the summer months to keep things rolling along.

Pridefest takes part in early June...a celebration of the diverse lifestyles that thrive in Key West. A giant rainbow flag has been painted on top of the local dormant landfill nicknamed Mount Trashmore. Parties, excursions and concerts highlight this year’s events. The 2010 festival culminates in the Equality and Diversity Pride Parade. “One Human Family” is the Key West motto.

The Vandenberg artificial reef recently celebrated its one year anniversary. It is an increasingly popular dive spot teeming with marine life. This is one of many great places in Key West for underwater adventure. Also, a “Wreck Trek Passport Program” is in full swing for divers visiting the Keys. It spotlights the Florida Keys Shipwreck Trail.

Key West Bacchanalia is an event to benefit breast cancer research. The event will include the world’s best burger competition, a tapas extravaganza, beer and barbeque bash and a culinary challenge involving Key West chefs and competitors from Bravo TV. Organizers have planned a fundraising event for motorcycle riders, the Mad Max Milk Run. Bikers will travel from the south Florida mainland to Key West on the Overseas Highway picking up raffle tickets and downing shots of milk at predetermined stops.

Hemingway Days will take place in July. Scheduled events include a look-alike contest, museum exhibits, literary competition, a play and a three day marlin tournament. Hemingway was a prolific writer when he lived on Key West and spent his leisure hours socializing with the local residents. Every year, his fans come together to commemorate his literary accomplishments and his zest for life. Summertime. Enjoy.
The city always takes on its full summer flavor in May and this year was not an exception. It was full of holidays, festivals, concerts, tournaments and, you guessed it, graduations. The most notable graduation that takes over the Historic District was the SCAD. Every year the university holds a concert for the graduating class and its alumni. In the past, the school has performances by Hootie and the Blow Fish and James Brown. This year there was a multiple line up with the Crash Kings, Galactic, and G. Love & Special Sauce with the performances taking place at the brand new Forsyth Park band shell. Everyone always shows up early to stake a little spot and to do a little “tail gating”! It was a funky and rocking evening!

Speaking of holidays, we were able to partner with Leopold's Ice Cream this Mother's Day and honor each “mother” with a free scoop of ice cream. The day went very well and we were able to treat 200 Moms to the tasty treat. Kudos to Stratton Leopold and his wonderful staff for helping make this a memorable day!

During all this excitement, our operation is once again continuing to grow and adding more features for our guests overall experience. Old Town Trolley Tours of Savannah will be changing its route that will include our brand new Gateway Partner, The Ships of the Sea Maritime Museum as a stop. Charlie Brazil, General Manager, and the operational leaders have been brainstorming, editing, and testing the route and we will be unveiling it in July 2010. All the CAST is waiting excitedly with bated breath. As you know our Savannah is a very competitive market with two other trolley companies and a myriad of private companies to contend and believe that the customers will be definitely getting their money's worth when they choose to ride with the best.

We welcomed aboard Melanie Bliss as a Conductor and Jim Ramsey as a Sales Rep to our already awesome CAST. Sadly, we also had to say farewell to two fine veteran conductors. Ron “Captain Ron” McCain and Carol Purcel decided to embrace retirement and spend some quality time with loved ones and new adventures. We will miss them and wish them the best as they ride off into the sunset!

On a happier note, Joyce Ellis, Groups and Charters Representative, along with two of our best conductors, Cindy Cantrell and Denise Coleman, had a shining star night with Paula Deen and her benefit for Bethesda School for boys. It was a VIP evening with impeccable transportation services provided by Old Town Trolley Tours of Savannah. I have to tell you by the end of the evening, our company left a lasting and positive impression. Kudos to Joycee!

SAVANNAH Holidays and Festivities

BY: QUINN MARTINEZ
Sales Coordinator, Old Town Trolley Tours of Savannah

As you know June is promising to be a very productive month with a multitude of visitors returning to our beautiful city who all want what we have to offer as a multicultural city. It all begins with May’s Memorial Day Weekend and flows right into June’s exciting schedule of events. Guests will enjoy our popular First Friday Fireworks which is free to the public and hosted by our Waterfront Association. They will be experiencing a flurry of festivals like the Asian Festival that offers its mixture of tasty and delectable eats from all around Asia with phenomenal performances like the Taiko Drummers of Japan. The City of Savannah’s Department of Cultural Affairs and New Arts Ensembles will host the free summer concerts in the squares. It is awesome thing to take a break and eat your lunch under moss draped live oaks and listen to wonderful music. It varies from Classical to Jazz and the ever popular R&B. What more could visitors and locals want in their city?
HEAT STRESS
HOT WEATHER
SUN PROTECTION

A note on the effects of Heat Stress, Hot Weather and Sun Protection. Hot summer months pose special hazards for outdoor workers who must protect themselves against heat, sun exposure, and other hazards. Employers and employees should know the potential hazards in their workplaces and how to manage them.

Health Hazards: Sunlight contains ultraviolet (UV) radiation which causes premature aging of the skin, wrinkles, cataracts, and skin cancer. The amount of damage from UV exposure depends on the strength of the light, the length of exposure, and whether the skin is protected. There are no safe UV rays or safe suntans.

Skin Cancer: The number of skin cancer cases has increased in the United States. The three major types of skin cancer are basal cell carcinoma, squamous cell carcinoma, and melanoma.

Exposure to the sun’s ultraviolet (UV) rays appears to be the most important environmental factor in developing skin cancer. This makes skin cancer a largely preventable disease when sun protective practices and behaviors are consistently applied and utilized.

Who is at Risk? Although anyone can get skin cancer, individuals with certain risk factors are particularly at risk. Some risk factors for skin cancer are:
- Lighter, natural skin color.
- A family history of skin cancer.
- A personal history of skin cancer.
- Constant exposure to the sun through work.
- A history of sunburns early in life.
- Skin that burns, freckles, gets red easily, or becomes painful in the sun.
- Those with blue or green eyes.
- Those with blond, red, or light brown hair.
- Those with certain types and/or a large number of moles.

UV radiation is also a factor in the development of lip cancer, making sun protection even more important. UV rays from artificial sources of light, such as tanning beds and large sun lamps, are just as dangerous as those from the sun and should also be avoided.

Protection from UV rays: Wearing hats, long-sleeved shirts, long pants, and UV-absorbent sunglasses, if necessary, as protection.

Measures that can also be taken include:
- Wearing tightly woven clothing that blocks out light.
- Using sunscreen with an SPF of at least 15.
- Wearing a wide-brimmed hat.
- Wearing UV-absorbent sunglasses to absorb 99% of UVA and UVB radiation.
- Limiting exposure to UV rays during the hours of 10 a.m. to 3 p.m.

Drinks lots of water and replace electrolytes with drinks that contain them or through approved supplements. Have a safe and enjoyable summer.

WHEN THE MERCURY RISES...
Staying well-hydrated is one of the most important things you can do to beat the heat. Feeling thirsty means that your body is on the road to becoming dehydrated, so don’t wait to drink until you are thirsty — especially if you are working or exercising outside in extreme heat.

Protection from UV rays: Wearing of hats, long-sleeved shirts, long pants, and UV-absorbent sunglasses, if necessary, as protection.

If You Only Knew...

JIM SEWELL
Web Programmer, Trusted Tours and Attractions

The six people I would like to have dinner with are Jesus, my father who passed in ’88, The Doctor from Gallifrey, Chuck Norris, my friend Fernando in Guatemala, and Dave Ramsey.

My five favorite movies of all time are Fireproof, The Perfect Stranger (the one starring Jefferson Moore), Highlander, Princess Bride, and most anything Sci-Fi.

The four foods I refuse to eat are (You’re kidding, right?)

Three things I am terrified of is nothing. No need to fear when you have someone to depend on that won’t let you down.

My two favorite books are The Bible and The Politically Incorrect Guide to Global Warming (and Environmentalism) by Christopher C. Horner.

The one thing I would do to make the world a better place is make sure you realize that no one thing will get the job done, we must each do much for this to happen. A good start would be to hold everyone from individuals to entire governments accountable for themselves and their own actions.
This award was presented at the CAST meeting of OTT Key West on May 18th. **Bobby Bernreuter**, our National Sales Manager presented the award accompanied by **Chris Belland**, and **Ed Swift III**. Nancy was commended for her leadership abilities which inspired the Trolley Sales Team to achieve 122% of their annual sales goals. Bob acknowledged that this is a team award and is won by the efforts of each and every sales rep. At Old Town Trolley of Key West, every sales rep was a goal buster for the year. This is a highly polished team, but they were advised not to let their guard down if they wish to retain this lofty position. The Conch Tour Train sales team, led by Goalie **Alan Church**, achieved 120% of their annual goals and can also boast that each sales rep is a goal buster for the year.

**Linda Test**, Director of Operations for the Key West Trolley and the Conch Tour Train, commended Nancy and the whole staff of Old Town Trolley for their concerted effort which contributed significantly to the sales team’s ability to achieve these results. Chris Belland followed with congratulatory remarks for Nancy and the sales team as did Ed Swift III.

San Diego’s sales team, now led by **Alex Rodriguez**, but for most of the year had **Carol Harrison** at the helm, came in third place, meeting 110% of their annual goal.

Our HTA top sales reps for busting goals are Washington DC’s **Tom Austin** who achieved a whopping 187% of his annual goal, followed by **Matt Tiellkemeier** of OTT Key West at 149%, and **Teresa Hanke** of the Conch Tour Train at 133%. The following are the top reps from the remaining operations: **Calvin Thomas** at 131%, Savannah; **Barbie Harrell** at 126%, San Diego; **John King** at 115%, Boston; and **Kathleen Helland** at 110%, St. Augustine.

We congratulate you all for your excellent accomplishments; you epitomize the qualities necessary for a top achiever. So let’s all remember, unless a ticket gets sold:

- Not one trolley or train will roll out of the barn or roundhouse;
- Not one Duck or Seal will splash down in the harbor;
- Not one guest will walk through the Little White House, the Old Jail, or visit the Aquarium…
- Not one… unless a ticket gets sold.

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**If You Only Knew…**

**ROBIN BEEDE**

Sales Manager, Trusted Tours and Attractions

The six people I would like to have dinner with are Grandma Sophie, John Grisham, Lauren Becall, Uncle Jack and Aunt Loraine (she made the best Prime Rib), any President, and Steve McQueen.

My five favorite movies of all time are *Toy Story*-(Hey I’m a mom-saw it 200 times), *Raiders of the Lost Ark*, *Harry Potter and the Goblet of Fire*, *Ground Hog Day*, and *The Parent Trap*.

The four foods I refuse to eat are french fries, fudge and that’s about it, I like most foods. Three things I am terrified of are small spaces, getting sick, and getting lazy.

My two favorite books is the *Harry Potter* Series by J.K. Rowling and *The Lost Symbol* by Dan Brown.

The one thing I would do to make the world a better place is to educate as many people as I can about the benefits of recycling, reusing and reducing.
PERSONALITY PROFILE

Michele LaRocca
Old Town Trolley Tours of St. Augustine

Every morning on my way to work, I travel past landmarks of my childhood...the street where I learned to ride a bike, the dirt lot where I broke my collarbone playing flag football, the park where my friends and I played on the monkey bars. The distance from my childhood home to my office is 3 houses. My family has been in St. Augustine since the 1770s, and in the neighborhood around the Old Jail (our main depot) since my mother’s high school days. My parents raised my two brothers and me in the same house where she lived with her family in the 1960s. The house is halfway between the Old Jail and the Fountain of Youth, in a neighborhood perfect for kids.

In those days, the trolleys and trains were all called “trailer trains” by local residents. Those of us who lived in my neighborhood knew all the drivers... and their tours, too. Several of them were childhood friends of my dad’s and would go out of their way to make up a funny tale about my dad as they passed. Some of them were great marketers of my brothers’ Spanish Moss stand. For you non-Floridians, Spanish Moss hangs from the oak trees that line Magnolia Avenue at the entrance to the Fountain of Youth. It is an air plant that makes an excellent home for redbugs, but still is a favorite souvenir of guests visiting the area. They don’t find out about the redbugs until after carrying the moss around for a bit. My brothers had the bright idea to bag the moss and sell it in front of our house...it was a money maker right away, particularly with the local tour guides pointing out the stand. Alas, our get rich quick scheme only lasted until my mom came home and discovered what we’d been up to. She saved many a visitor from spending their vacation scratching the incessant itch of redbugs!

Fast forward 25 years and I’m all grown up, but back in the neighborhood. I worked at local attractions in high school, such as the Castillo de San Marcos and Ripley’s. I left town for college, but returned on weekends to work at the Oldest Store Museum. After earning my B.A in Criminal Justice, I found jobs in my chosen area of that field to be either scarce or financially unattractive. I opted to continue at the museum, and eventually became the General Manager.

In 2002, the owners of the museum, ready to retire, sold the attraction to HTA. I elected to take some time off from the working world, and decided to spend it earning my real estate license. I worked in the field until 2007, eventually earning my broker license and GRI designation. Perhaps it was intuition, but I left the field before the bubble burst, and went to work at a friend’s restaurant. I considered that job a “stop gap” while I decided what I wanted to do with the rest of my life, career wise.

Again, fate intervened. During my days at the Oldest Store Museum, I made friends with many local tour guides and hospitality industry employees. Amongst those was Cindy Stavely, our Vendor Rep. Cindy happened into the restaurant one morning; we hadn’t seen each other (outside of Chamber of Commerce events) for several years. Little did I know where that morning bagel stop would lead. Several days later, she returned...and suggested that I stop in to see Denny Axlen, then St. Augustine’s GM.

When I met with Denny, he offered me my current position, as Charter Assistant. I’ve been here three years, and am enjoy every day of this job. I have the opportunity to see people in the industry that I’ve known for years, the chance to work with wonderful guests, and I have made some wonderful friends amongst our OTT CAST. And, I have the opportunity to invite visitors to enjoy the beautiful city that I am proud to call my hometown. In my mind, it’s like coming home.

Fun Photos

International PowWow
Orlando, Florida

Rod LaBranche, Director of Sales, attended the International PowWow conference with Shawn Ford, Historic Tours of America VP of Int’l and Domestic Sales, in Orlando. Rod and Shawn met with many tour operators from all over the world over the course of three days. The overall buzz was that business is starting to come back. It was a very positive show as they got to showcase all that HTA has to offer.