
HARRY’S GIRLS AND AUXILIARY
KEEP HISTORY ALIVE

History often repeats itself. During the 1948 Campaign a corps of young ladies donned Harry Truman newsprint design dresses, carrying Mason jars collected much needed funds for Harry Truman’s re-election campaign. They were called Harry’s Girls and are featured in Democracy At Work: The Official Report of the Democratic National Convention.

In 2003 the need arose for a corps of goodwill ambassadors to meet scholars and presenters coming to the first annual Truman Legacy Symposium. A group of women volunteered to serve as our hostesses for these very important guests. Coincidentally, they chose the name Harry’s Girls as the name of their informal organization.

Each year in May or June they volunteered to greet our symposium speakers and on more than one occasion husbands have been drafted into service.

In 2008, the group greatly expanded as did their role with the Little White House. Previously, their primary function had been hosting our symposium scholars. They now have taken on an active role in searching antique shops and the internet for missing furnishings for the restoration of the house. They have designated funding for certain

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We're no strangers to competition. In fact, when we first went into the trolley business in Key West, our competitor was none less than the World Famous Conch Tour Train. At the time, the Conch Train was owned by a billion dollar conglomerate listed on the New York Stock Exchange. Who were we to go up against such a formidable power with a brand name dating back to 1958 and virtually unlimited resources?

What we were was a small company with an eye toward doing one thing: satisfying our guests. This leads me to pose a current question to those of you in HTA: relative to competition, what has changed?

We are facing formidable challenges to virtually each of our companies in every city in which we operate. In Key West we are looking at the possible entry into the market of a Duck tour and probably another trolley company. In St. Augustine, our competitor is owned by a Canadian conglomerate, the owner of which is one of the five richest people in Canada. In Savannah, there has been no abatement of being the target that every other tour company is shooting at. In this very saturated market. In Washington, we have two new double-decker bus companies hot on our heels and challenging every move we make. In Boston, it is no different. There is a new “Super Duck” and “Upper Deck” trolley company that is, again, owned by a company with huge resources. In San Diego, while we don’t have the same level of competition as in our other four cities, we are competing in a down market caused by the friends and family guest ridership decline due to troop deployments in this big military town. What are we to do?

It has been interesting to me over the past month or so to be approached by general managers on different levels and talking about such things as price competition, second day tour options, value adds, differentiating equipment and a virtual laundry list of other things that the “other guys” are doing that we need to challenge. My first reaction is, of course we should compete on all these levels, and then I think of what got us to “the dance” in the first place.

With no small effort, we have established Historic Tours of America tour companies as THE LEADER in the sightseeing industry. We are observed, copied and studied probably more than any other sightseeing company in North America. You can see our thumbprint on many of the operating strategies attempted by other companies, including the free map, the on-off tour, the equipment and so forth. Strangely, or maybe not so strangely, no one has risen to the challenge. I can think of no company in the United States that offers a tour with such comprehensive attention to delighting our guests. We make it very difficult to qualify for and deliver the ultimate product by way of our front line CASTmembers and we honor our commitment with a 100% money back guarantee. This may look easy to others but, as we all know, it is far from being easy at all.

In short, it occurs to me that in this time of increasing competition (which is highly unusual during a recessionary period) our strongest competitive asset is doing exactly what we have been doing for the past 30 years... delivering the best tour available to our customers. At one time I used to use the expression in our brochures, “The best tour, anywhere, at any price... guaranteed.” It takes a certain amount of chutzpah to say such a thing and even more to back it up with a 100% money back guarantee, but that’s how I feel. If I was faced with a buying decision that included another tour option with a second day pass and a free visit to Bob’s Biggest Ball Of Twine against spending the same amount of money for simply the best tour on the market, there is no question what I would do.

With this being said, I think our biggest challenge in this competitive atmosphere is to somehow, in every way we can think of, make our guests and our vendors aware of the value of quality. We need to make them aware that it is not a matter of price but a question of value. Of course, the best way with our vendors is through our vendor representatives who visit these people on a regular basis and with whom they have established personal relationships of trust and loyalty. The other way with our guests is to use the third party recommendation that we are garnering through our program of getting positive comments put on Trip Advisor. I hope you have taken the opportunity to review these for it is a strong message of someone else saying who we are and what we do.

It’s 2010 and a brand new year. I know that all of us are going to do everything we can to make it the best year in our history.
projects like the re-upholstery of living room chairs, the framing of paintings and purchasing trees and plants for the restoration of the 1949 gardens.

One member donated a dozen Adirondack chairs that have proven to be a huge hit with our guests. Every day groups of visitors can be seen enjoying the Key West sunshine and engaged in conversation with themselves before or after our tour. It certainly has created a delightful park like setting for the Little White House. Two other members donated an elegant china and crystal service for twelve to be used when we host very important guests. Yet another member donated a 5 gallon silver plated punch bowl. The only way to describe it, is WOW! All these gifts to the Little White House become property of the State of Florida and enhance the collection and presentation of the Little White House.

Today they are known as Harry’s Girls and Auxiliary and as can be seen from the photo below now include a number of men as well. All are dedicated to making the Little White House as presidential and wel-coming as possible. Mrs. Jane Vetter is the current president, and coincidentally a native of Missouri, just like Harry Truman.

BOB WOLZ
General Manager, Harry S. Truman Little White House

New crystal service.

New adirondack chairs.

Silver plated punch bowl.
With the flip of a switch, two million twinkling white lights burst into life over the Historic District of Saint Augustine on November 21, 2009. This sudden burst of light was the official start of the 2009 Nights of Lights display, now entering its 16th year as a holiday tradition for the city. With each passing year the display grows bigger as more businesses and private homes join in the celebration of the season. The lights will shine until January 31, 2009, giving visitors to the city two months to enjoy the display.

The Nights of Lights display in St. Augustine is a beloved city tradition, right up there with the Christmas Parade and Fourth of July fireworks. Every year on the Saturday before Thanksgiving, crowds of locals cram themselves into the Plaza to see the traditional flipping of the switch. What most folks don’t realize is that two switches are activated, one for the central Christmas tree and one for the lights throughout the rest of the city.

Winding their way through the lighted trees and lampposts are the orange and green vehicles of Old Town Trolley Tours Holly Jolly Trolley. Each vehicle sports LED Christmas lights around the roof perimeter while upbeat holiday music streams from the speakers. Guests are equipped with complimentary 3-D glasses that transform the lights into snowflakes and stars as they progress through the city. The tour route includes three stops where coupons attached to the glasses can be redeemed. The first stop also offers complimentary hot apple cider and cookies at Potter’s Wax Museum. Be sure to look out for Santa’s Elves behind the table!

Tours begin nightly from the Visitors Center on West Castillo Drive and tickets are available at all Old Town Trolley sales locations throughout the city, as well as online at www.trolleytours.com. The trolleys depart approximately every 15 minutes from 6pm until 8pm. The Holly Jolly Trolley will be running on both Christmas Eve and Christmas Night.

This past November St. Augustine was proud to play host to the Historic Tours of America General Managers conference. The general managers from all six cities (Key West, Saint Augustine, Savannah, Washington DC, Boston and San Diego), along with the principal owners of the company and an assortment of executives gathered at the Courtyard Marriott to review the year, plan new strategies, training on new equipment and get ready for the year to come. Conference participants were able to sample some of St. Augustine’s best restaurants, check out the Old Jail and the Florida History Museum, and take a trolley tour of the Nation’s Oldest City. Hosting the conference this year was a great honor and we hope that all the participants had a good time during their stay.

This November was also a time for Thanksgiving as across the nation Americans gathered to eat turkey, watch football and fall asleep on the couch as soon as the pumpkin pie is gone (that could just be my family now that I think about it). We all know the story of the First Thanksgiving...Pilgrims, Plymouth Rock and Native Americans. At least most of us think we know the story. In reality, the first documented Feast of Thanksgiving in the New World was held right here in the Nation’s Oldest City on September 8, 1565. That was the date of St. Augustine’s founding by Pedro Menendez and as the story goes (and is recorded in documents from the era), the first thing the settler did after getting off their ships was to say Mass of Thanksgiving and then staged a feast, inviting the area’s native Timucuan tribe to join them. Unfortunately, because this Spanish colony was isolated from the more numerous British colonies shortly to form in the north part of the continent, it is the story of the Pilgrims that made it into the history books and ensured that the Thanksgiving we celebrate is in November rather than September. Just remember the next time you carve that turkey that the real Thanksgiving was two months earlier.

Continued on the next page...
Another local holiday tradition stepped off this past Saturday, the Annual St. Augustine Christmas Parade. Boy scouts, Girl scouts, rescued dogs, high school bands and Santa Claus himself paraded down San Marco Avenue in a raucous display of holiday spirit. Right in the center of everything was Old Town Trolley Tours. Once again, various groups chartered our vehicles to act as their floats. In addition Vendor Rep Cindy Stavely filled our wedding trolley with enthusiastic vendors and participants. We managed to snag a prime spot just ahead of Santa Claus himself. In Italy, I had finished high school and had two years of college, but in America, they put me in eleventh grade. I got married a month after graduation. One of my teachers threw a wedding shower for me in school. Can you imagine a bunch of seventeen year-olds bringing pots and pans to school?

My new husband, John, and I moved to Boston, had two kids, and moved to Santa Rosa, California to get away from the snow. In 1993, I moved to Key West to get away from John. San Francisco wasn’t big enough for the two of us.

I got a job at the Conch Tour Train. I remember that smell of popcorn—it felt so right! Next, I became manager at La Concha Gift Shop. I managed six different Key West stores before being promoted to Visual Presentation Specialist, my position today.

I’d planned to stay in Key West only a few years, but I liked Tropical Shell and Gift, and now fifteen years later, I’m still here. Tropical Shell & Gift feels like a big family.

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CITGO AND HIS TAKE ON TUNA CASSEROLE

Greetings and salutations from Washington, DC. When Abe Burgos contacted me to come up with a recipe, I knew exactly which one I was going to use. Basically this recipe is an old family recipe, my momma used to make me when I was just a kitten. Nothing is better than Tuna Catterole.

INGREDIENTS

- 2 cans Campbell’s Condensed Cream of Mushroom Soup
- 4 cups medium egg noodles, cooked and drained
- 1 cup of milk
- 2 tablespoon dry bread crumbs
- 2 cups frozen peas
- 1 tablespoon butter, melted
- 2 cans of cat food (you may substitute tuna instead of cat food)

DIRECTIONS

1. Stir the soup, milk, peas, cat food, and noodles in a 3-quart casserole.
2. Stir the bread crumbs and butter in a small bowl.
3. Bake the cat food mixture at 400 degrees for 30 minutes or until hot and bubbling. Stir the cat food mixture. Stir it really good. Sprinkle with the bread crumb mixture.
4. Bake for 5 minutes or until the bread crumbs mix is golden brown. Enjoy!

VENDOR SPOTLIGHT

Hilton San Diego Bayfront
SAN DIEGO, CALIFORNIA

This month I would like to recognize the Concierge team at the new Hilton San Diego Bayfront. The Hilton just celebrated their first anniversary on the beautiful waterfront of San Diego Bay and have been great supporters of the Old Town Trolley since they have opened. Old Town Trolley Tours added a new stop at the Hilton last April and they have been filling our Trolleys ever since. The staff consists of Karin, Lydia, Mikel, Leah, Bryan and Stacy. The hotel itself is situated across the street from the San Diego Convention Center and Petco Park on one side and the amazing San Diego bay on the other. The Hilton has 1190 guest rooms, incredible restaurants such as Vela and the Fox Sports Grill as well as a first class spa called Spa Aquazul. The hotel was constructed so that the lobby is on the second floor and every guest room has some type of amazing view of San Diego. Thanks to the staff at the Hilton San Diego Bayfront for all their great support and partnership.

ROD LABRANCHE
Old Town Trolley Tours of San Diego
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.
Greetings and salutations from the Nation’s Capital City!! Although as I write this right now, Cherry Blossom is just around the corner and will be here any moment now. As I get older, time seems to go quicker. Especially the busier I get. And busy busy busy is my middle name. Abe Busy Busy Busy Burgos, Safety Officer.

Currently we are hiring and are going to start training new tour conductors. As the new tour conductors come into our realm which we lovingly refer to as TrolleyWorld, I am only going to get busier. We have lost a few conductors, and frankly I’m getting sick and tired of seeing Grumpy’s face in the morning. I’m ready for new blood. I’m ready for new ideas. And I’m ready to get the show on the road with training.

Also very busy busy is David Orr, our Vendor Representative. This year he is playing Santa Claus delivering goodies to all the good vendors throughout the city. This year’s gift was a creative one. With flu season upon us, the gift was a bottle of hand sanitizer with the Old Town Trolley logo along with Old Town Trolley mints, post-its and various other goodies. He delivered them all without the help of elves, reindeer, or a flying sleigh. He’s our Santa, baby!

Our Director of First Impressions, Tracy Howard, has also been busy. She is not only our office greeter, but she’s our office interior designer. Tracy has been invaluable with her sense of style. Right now, she’s in the process of decorating the most visited areas of our office. She has decorated our briefing room with holiday cheer. She has also decorated our reception area with holiday charm. Next is the bathroom. Onward ho!

The We the People tour has taken off this season and I have full belief that this season will be the best yet. We the People Constitution Experience has been growing ever since it started 8 years ago. There are some new changes that are in place that have improved it over previous years. We feel the more local students experience their own neighborhood, the better.

We have partnered up with Aleethia Foundation providing tours for the Wounded Warriors at Walter Reed Army Hospital and National Naval Hospital in Bethesda, MD. As of the print date, we have done one to rave reviews. We look forward to do many more. We’ll keep everyone posted to future outings.

Our CAST is trying to stay busy during the winter. We always know that the Cherry Blossoms trees will bloom any moment now. Just because we are slower ridership wise, we have no time to be complacent.

Happy Holidays to each and every one of you.
Happy Anniversary!

St. Augustine Cookie Program
ST. AUGUSTINE, FLORIDA

Frosty the Snowman himself was in St. Augustine to help spread Christmas cheer. Frosty and his elf friend (Cindy pictured on the left) passes delicious treats out to all of our industry partners in the community. On the right, he is with Operations Manager, Ed Swift IV.
Old Town Trolley of Boston gets into the Holiday spirit each December, participating in a few traditional holiday events around the city. This year is no exception.

For over 10 years, we have donated trolleys to the Mayor of Boston for his annual Macy’s Enchanted Trolley Tour and Tree Lighting Ceremonies. This year’s event was December 5th, 6th and 7th. Traditionally, two of our trolleys get transformed: decorated in wreaths, bows, and other holiday adornments. One trolley gets transformed into a Holiday Kitchen on wheels. Then off they go, transporting the Mayor of Boston, Boston City Counselors, and their families as they travel to 16 Boston neighborhoods, over a three-day period, to light each neighborhood’s Holiday Tree. Also traveling with this merry contingent is the Macy’s “Holiday Wagon” with the “official” Macy’s Day Santa (yes, the same one you see on TV during the Macy’s Thanksgiving Day Parade). It’s a great time for all and a highly anticipated event for each area of the city.

Driving this year’s trolleys were our Training Officer, Sue Pye, Lead Conductor Michael “The Professor” Chandler, and conductor David Fleming. Unfortunately, this year Boston Mayor Thomas Menino was recovering from knee surgery and was unable to attend the event, so the ceremonial “light switch flipping” duties went to the respective city counselors from that neighborhood.

On the same weekend (Sunday, December 6th) we also donated six trolleys for The Laboure Center’s 19th Annual Christmas House Tour. The Catholic Charities Laboure Center of South Boston provides comprehensive health, educational, and social services to residents in South Boston and surrounding communities. The center serves more than 5,000 infants, children, teens, families, and elders each year. Our trolleys did a continuous loop from noon until 5pm around South Boston, stopping at beautiful homes exquisitely decorated for the holidays. Homes included: multiple fireplaces, handcrafted woodwork and mirrors, granite counter tops, deck spa tubs, city and ocean views, contemporary and antique furnishings, all complemented by holiday decorations. People could walk from home to home or hop on the trolley for door-to-door service. Refreshments were also available at most homes and at the Laboure Center. The trolleys and admission to the homes were free to all.

Another yearly holiday event we donate trolleys to was on December 7th. Each year the Boston Celtics teams up with the Boston Medical Center to throw a holiday party for hospitalized children from their Pediatric Hemotology program. Our trolleys pick up approximately 80 children at the center, give them a small tour of the city and then bring them to Dick’s Last Resort restaurant for an afternoon of food, fun, balloon animals, face painting and holiday cheer. Many of the Boston Celtics make an appearance, as well as Santa Claus who then distributes presents to all the kids. It is heartwarming to see these children, who haven’t had many bright days recently, wear ear-to-ear smiles as they meet their sports heros and their favorite jolly old elf.

Celtic and NBA future hall-of-famer Ray Allen playing santa to one of the children.

Sue Pye and Jeff Semeraro were the elfin conductors bringing these children back and forth from the hospital.

We also participate in Boston’s “First Night” activities. For the 34th year, on New Year’s Eve, Boston hosts a myriad of events we call “First Night,” ranging from concerts, art exhibits, firework displays, open houses, ice sculptures, a family festival for children, and the...
FAMOUS FACES

THOMAS MENINO
MAYOR OF BOSTON

The hardest part of this task of coming up with a “Famous Face” for Boston is choosing only one to write about! We decided to write about Thomas Menino. He is the current Mayor of the City of Boston and is also the longest serving Mayor in the 185 years of the City of Boston. I know what some of you are thinking: Boston has been around since 1630, but for the first couple of hundred years Boston was a town and didn’t actually have a Mayor.

Thomas M. Menino was born on December 27, 1942 and is a life long resident of Boston; he grew up in the Readville, Hyde Park neighborhood of Boston and still resides there now. Married in 1966 to Angela, the pair have two children and six grandchildren. He worked as an insurance salesman before getting into politics. He attended UMass Boston, and received his degree in 1988 in community planning.

Mr. Menino served as a City Councilman for nine years and was City Council President in 1993. As such he was next in command to be mayor in Boston and was Acting Mayor for 4 months after former mayor Ray Flynn became Ambassador to the Vatican. Menino was elected in November of 1993 to his first full term as mayor. He is the 53rd Mayor of Boston. On July 3rd, 2009, he became the longest serving Mayor in the history of Boston and in November was elected to an unprecedented 5th term as Mayor.

During his years as Mayor, Menino has been known to be very approachable. In fact, in a recent survey, about 60% of Bostonians have said that they have personally met, spoken to or shaken hands with the Mayor. The Children of Boston love him as well as he personally attends kid’s events all over Boston including Christmas tree lightings, City sponsored summer camp events, to library and school, book readings. His focus on children might account for his longevity as Mayor, as adults who met him as children are now voting for him.

As member of the United States Conference of Mayors he served as President from 2002-2003 and worked hard for homeland security and public housing availability.

In 2004 Tom Menino helped to bring the Democratic Convention to the City of Boston and that same year was a finalist in the newly created World Mayor Award. This is an award that looks at mayors from all around the world to acknowledge their love, spirit and hard work for their cities.

The Mayor in 1995 launched the nation’s first Main Street Program, a successful project that has brought new life to neighborhood business districts and has served as a model for other cities and towns across the country.

Thomas Menino is very easy to approach and talk to and he loves to get out among the people of Boston, I have personally worked with him for several years driving the trolley on his annual Macy’s Enchanted Tree Neighborhood Lighting Tour. I have enjoyed watching his grandchildren as they are growing up and the warm welcome that I receive from the mayor and his family every year. I guess the coolest thing about Mayor Menino is that he is always there for the people of Boston and works hard to solve both the little and big problems that Bostonians may encounter.

SUE PYE
Old Town Trolley Tours of Boston

Old Town Trolley Lights up Boston for the Holidays
Continued...

Old Town Trolley Tours of Boston

Boston’s Mayor, Thomas M. Menino

Driving the parade trolleys this year were conductors Steve “Clark” Kent, Jen “J” LaBarre, David Fleming and Michael “Bear” Giobbe. Also on New Year’s Eve (noon till 10pm) we will be provided a free shuttle along Boston’s waterfront areas for anyone who wishes to stay out of the cold while traveling back and forth from the First Night activities in Boston’s new “Seaport District” and the Faneuil Hall/New England Aquarium areas. The trolley shuttle service is sponsored by the Boston Harbor Association.

Each year OTT Boston also provides trolleys to Holiday lights events in the towns of Somerville, West Roxbury and Uxbridge Massachusetts.

So, once again it shows that even though the winter makes Boston a cold place in December, Old Town Trolley’s warm, holiday hearts keep everyone toasty.
Here in Paradise we are celebrating the Holiday and the coming of our busy season. Cruise ships arrive nearly every day with thousands of happy refugees from the cold and ice in other parts of our country. At this time of the year, the visitors are easy to distinguish from the locals: if it is 70 degrees here, they are wearing tanks tops and flip-flops, and we have our sweatshirts on over our uniform shirts.

Our Head Driver Bill McIntyre and driver Glenn Evans are putting new drivers through their paces, readying them for the challenges of navigating our narrow streets with a 65-foot long train. Veteran drivers are constantly reminded why our terrific mechanics have placed five mirrors on these trains: because we seem to be invisible to novice scooter drivers, bicyclists on a ride for the first time since third grade and keen-eyed shoppers spotting that perfect tacky t-shirt on the other side of the street.

This fall we bade a reluctant farewell to our long-time mechanic Jason McClantoc. A fixture in our Roundhouse for nearly 50 years, Jason was the go-to guy for a million problems on our trains; he had seen it all a thousand times before. We had a terrific party in Cleveland, our secondary Train storage area across the street from the Round House. Our chefs outdid themselves with an amazing feast for Jason’s family and co-workers. Jason lives just down the street, though, and we plan on seeing his face on a regular basis.

We had the usual grand buffet for Thanksgiving, presided over by Magda, the Gift Shop manager. Her team put together the turkey and the rest of the staples, and the table groaned under the weight of contributed side dishes. The best part was the following day, Continued on the next page...
when the leftovers were presented for the makings of towering sandwiches.
Our trains were a huge hit in Key West’s Holiday Parade. Driver John Yarborough and his wife Joyce were perfect as Mr. and Mrs. Claus. Wide-eyed children were convinced that they were looking at the real thing. Even in his CTT uniform, John gets looks from our visitors. We tell that driving the train is Santa’s day job.
Driver Gary Zimmerman was the focus of a promo piece for FOX4’s Morning Blend out of Fort Myers. Gary posed in front of his train, playing his guitar and chatting with the interviewer while the cameras rolled.
We look forward to the New Year and our busy season here in Paradise.

Holiday Cheer Continued...

CHRISTINA HARRISON
Assistant Manager, Gator Bob’s Trading Post

The six people I would like to have dinner with are Peter Abelard, Dante Alighieri, Thomas Aquinas, Anselm, Pope Gregory I and Charlemagne.
My five favorite movies of all time are The Boondock Saints, Anything Monty Python, and Darby O’Gill and the Little People.
The four foods I refuse to eat are Bleu cheese and cottage cheese. I’ll try everything else at least once.
Three things I am terrified of are spiders, burning to death and suffocation.
My two favorite books are The Count of Monte Cristo by Alexander Dumas and The Letters of Abelard and Heloise by Peter Abelard.
The one thing I would do to make the world a better place is to teach everyone how to smile.
Have You Ever Hung Lights on a Palm Tree? We do.

BY: CEDRIC HUMPHREY
Old Town Trolley Tours® of Key West

The beginning of the holiday season in Key West means that our busy tourist season is around the corner. Thanksgiving at Old Town Trolley is celebrated with a feast for all employees. The Mallory Square booth is transformed from a break room into a restaurant. Two people in the booth at the same time find it difficult to maneuver because of the abundance of food. It is a festive, family atmosphere.

The Christmas parade takes place in early December. The theme for the decoration of the trolley this year was “Christmas in New York.” Conductor Curry Houston, has been the designer of the artwork that adorns the trolley for two years. Family and friends climbed aboard this year to throw candy, have fun and wish everyone Happy Holidays. Other organizations charter trolleys for their transport, so we are well represented with several vehicles in the parade.

When the Christmas lights go on the houses of the island it becomes time for the holiday light judges to board a trolley and make their decisions. Every year employees of HTA and members of the local electric utility make the choices for the best decorated homes of Key West. The “Holiday Lights” tour is a popular way for various groups in the Keys to view these homes.

Christmas is coming with a...feast. The mechanics of OTT are the greatly, appreciated chefs for our holiday meals. Everyone helps with the needed chores because we are a family at mile marker zero on US 1.

The new year brings the snowbirds, as well as an increase in foreign tourists. Americans visit the island for a vacation; the Europeans come here on holiday. We welcome all to our tourist based economy. Happy Holidays to all from Key West.

The Today Show from Camp Eggers
KABUL, AFGHANISTAN

Dalia Angelosanto’s daughter, Denise, is stationed at Camp Eggers in Kabul. Here, she’s pictured next to the Today Show’s Matt Lauer. This is Denise’s second deployment to Afghanistan where she is a warrant officer.

The Conch Tour Train was featured on FOX 4 news out of Ft. Myers during the first week of January. Pictured here is engineer Gary Zimmerman, is being interviewed for the piece.
**CONCH TOUR TRAIN**

**October:** Conductor: Mike Summers • Sales Rep: Kevin Delahanty • Supporting: Cristie Thornton

**November:** Conductor: Bob Lutz • Sales Rep: Kevin Delahanty • Supporting: Bryan Lewis

**December:** Conductor: Tommy DeFrancesco • Sales Rep: Joyce Dalhberg • Supporting: Joseph Hilts

**KEY WEST**

**October:** Conductor: Michael Pappas • Sales Rep: Rocky Daleo • Supporting: Cesar Moreno

**November:** Conductor: Michael Pappas • Sales Rep: Jack Sibley • Supporting: Bridget Woods

**December:** Conductor: Louie Cabrera • Sales Rep: Steve Burress • Supporting: Jason Sisco

**SAN DIEGO**

**October:** Conductor: Don “Kaye” Kaye • Sales Rep: Barbara Harrell

**November:** Conductor: Jim Fraley • Sales Rep: Craig Tolson • Supporting: Elliott Gonzalez

**Of the Year:** Conductor: Don “Kaye” Kaye • Sales Rep: David Mahl

SEALS: Capt. Darrel McNurlan & First Mate Linda Florentino • Supporting: Saul Alba

**SAVANNAH**

**September:** Sales Rep: Rob Guyot • Supporting: Robyn Jones

**October:** Conductor: Jerome Roberts

Sales Rep: Mindy Rosemund • Supporting: Mark Walker

**November:** Conductor: Rom McCain • Sales Rep: Calvin Thomas

• Supporting: Susan Holleman

**Of the Year:** Conductor: Jerome Roberts

Sales Rep: Tamika Knight • Supporting: Mark Walker

Rookie: Dennis Morrison

**ST. AUGUSTINE**

**October:** Conductor: Kevin Rose • Sales Rep: Rhonda Stenroos

Supporting: Jason Smith, Melinda Vargas and Jeff Kline

Historyteller: Chelsea Hilding

**November:** Conductor: Gail Price • Sales Rep: Sherry M. Pope

Supporting: Larry Alameda • Historyteller: Anna Meade

Golden Pickle Award: Pam Reed

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**PET OF THE MONTH**

**Moogie P. Kitty Kat**

SAVANNAH, GEORGIA

Hello! My name is Moogie P. Kitty Kat, aka, “Big Kitty” and my mommy is Quinn Martinez, Sales Coordinator for Old Town Trolley Tour of Savannah. My mommy rescued me when I was a kitten and I decided to stay with her because she treats me so well. I am a four year old tuxedo tabby cat that loves to play in any old box, not the vet box, and big grocery bags. I love to wake my mommy up so she gets to work on time and love to wait for her as she comes home from a long day. She even lets me go to Pet Smart with her so I can tease all the stinky dogs. My mommy rules! (even though she has put me on a diet)
Old Town Trolley & SEAL Tours of San Diego was awarded the CoolCalifornia Small Business award Wednesday, December 2nd in Sacramento. Norm Niles was presented the award for our efforts to reduce energy and protect our environment.

CoolCalifornia’s mission is to provide all Californians with the tools they need to take action to protect the climate and keep California cool by developing partnerships with other organizations seeking to empower Californians to improve the state’s future and protect its environment. The founding partners include state government agencies, universities, and Next10, a nonprofit organization.

“For the last 20 years, Old Town Trolley Tours has provided entertaining sightseeing tours. Using 27 trolleys and 5 “boats on wheels” amphibious vehicles, we give tours to approximately 400-1,000 people per day,” says Norm Niles, facilities manager. “We are a small business but believe it’s important for our company to do what we can for the environment.”

“Parent company Historic Tours of America, CEO Chris Belland, has spearheaded the environmental movement in the community of Key West, Florida, where our company is based. He has instituted companywide “green” policies, including changing trolleys to run on propane and “boats on wheels” to run on bio-diesel, which were major steps in working toward clean transportation. The environmental impact of using these alternative fuels results in a reduction of more than 300 tons of carbon dioxide emissions annually. As CEO Chris Belland puts it, “It is small things like this that add up to environmental awareness for our company and people who visit our locations.”

Additionally, in partnership with our local utility company, SDG&E, a complete lighting retrofit of our facility has helped save about 9,000 kilowatt-hours of electricity annually. We also instituted a can, bottle, paper and scrap metal recycle program. In August, we switched from a bottle drinking water service to a tap water filtration system all to save energy and reduce our carbon footprint. Maybe most importantly, the company is working to change employees’ habits and mindsets to promote reducing waste and recycling at home, and getting the message out to the general public through communications efforts.

**Trolley Tours**

The trolley business also did well in November exceeding sales and ridership goals. Who can blame people for wanting to come to America’s Finest City during our sunniest month! Helping out with our ridership was the group sales to the real estate agent conference – the National Association of Realtors - close to 800 trolley and SEAL tickets were purchased. Thank you Erica Frost, Group Sales Manager, for keeping our vehicles rolling in the off-season. The Trolley also participated in the Veterans Day parade as it has in the past. To honor our vets, we will be adding a new sticker to our vehicles - “Veterans Business of the Year,” which we won in 2008.

We capped off the summer season with a conductor appreciation breakfast meeting and a BIG thank-you for a job well done.

December - we are looking forward to a busy holiday season with our two big college bowl games, Poinsettia and Holiday Bowls, and participation in the Family Fun Festival associated with the Big Balloon Parade.

Continued on the next page...
SEAL Tours

Beginning November 1 through March, the SEAL Tour will be operating Thursday through Monday with Tuesdays and Wednesdays closed. As always, this will depend on weather conditions as well as extreme low tide days which affect our ability to access the bay. Winter time is the only time that low tides affect our tour schedule.

November was an incredible month for the SEAL. We literally blew our goal out of the water (no pun intended). We have maintained three captains and two first mates. In addition, we have several other CASTmembers cross-training to fill in when needed. The off-season is when we all put on many hats! Mark Keeler, Head SEAL, will be taking over extra responsibilities including scheduling, script revisions/updates, vehicle inspection schedule, and follow-up on maintenance issues.

Mark Keeler, Head SEAL

The SEAL in the Veteran’s Day Parade.

2009 Mother Goose Parade

The Mother Goose Parade is the largest parade in San Diego County and the largest of its type west of the Mississippi. Each year, the parade attracts thousands of spectators to the streets of El Cajon, California to view the parade for free on the “Sunday before Thanksgiving”.

Well over 100 colorful and exciting parade entries come from a variety of cities throughout the United States to share in the excitement that is part of the Mother Goose Parade. Each year they are proud to present a line-up of spectacular motorized floats, glorious marching bands and drill units, eloquent equestrians, animated clowns, special characters, special guests, performing artists, celebrities, giant helium balloons, specialty vehicles, and of course, Santa Claus. Every parade entry is specially selected to bring enjoyment to children and adults alike.

San Diego SEAL tours participated by providing transportation for the Chula Vista Park View Little League All Stars baseball team and their family. Chula Vista Park View became the first Little League World Series champions from San Diego County in 48 years by defeating Taoyuan, Taiwan, 6-3, in South Williamsport, Pennsylvania on August 30th.

Balboa Park December Nights

San Diego’s favorite kick-off to the holiday season, took place for the 32nd consecutive year on Friday and Saturday, December 4th and 5th. In the spirit of the holidays, participating Balboa Park museums open their doors free of charge from 5:00 to 9:00 p.m. both evenings. The largest free community

Continued on the next page...
festival in San Diego, December Nights is expected to attract more than 300,000 visitors over two days.

Entertainment and holiday cheer are all part of this classic San Diego celebration—including food from around the globe at the International Christmas Festival at the House of Pacific Relations Cottages; unique gift shopping at the museum stores and with the artisans of Spanish Village; international choirs, musical and dance presentations from the San Diego Junior Theatre, San Diego Civic Youth Ballet and others.

Old Town Trolley was very well represented during the December Nights event. We had 20+ trolleys shuttling thousands of people over the course of the two day festival. In addition, we had a booth located inside the event (a corner booth nonetheless) where we spread the word about our Hometown Pass Program. The program was very well received and the locals seemed to love it and couldn’t wait to sign up! We sure were busy and mercifully the rain remained at bay for both days. Can’t wait ‘til next year!

San Diego Safety

by Bob Ross; Safety Officer

OTT - San Diego YTD 2009 accident experience is about the same as the previous year but the percentage of “at fault / preventable” accidents is down and our goal is to finish the year with fewer total accidents / incidents.

Annual refresher training for Fire Safety / Fire Extinguisher and Powered Industrial Lift Truck was completed in October and November.

We have been implementing the recommendations made during our onsite safety evaluation by Liberty Mutual and the HTA HQ Safety Team. As of this writing all of the Old Town Market recommendations, most of which involved uneven surfaces, transitions, and steps, have been completed and the Trolley / SEAL recommendations are either completed or in process.

We repositioned the attachment point of the passenger assist handles on the trolley doors to make the handles longer.

One of the major changes involved installation and use of a mirror check station. We discovered there was too much overlap between the mirrors and we realized the convex mirrors on the trolleys were smaller than the recommended size. They also needed to be repositioned closer to the flat mirrors. This started a domino effect. First the convex mirrors were replaced with larger ones and repositioned directly below the large flat mirror. To provide a clearer line of sight to the mirrors the side front windows were replaced with a solid clear window. This gave us the opportunity to standardize the location and labeling of emergency exit windows in the trolleys. We also added new emergency exit identification and operation signage. The mirrors were relocated to the inside of the mirror arm to increase clearance and provide a wider viewing angle. During the process we realized some of the trolley seats adjustments had become inoperable so they are being repaired or new seats are being ordered.

On the SEAL side of
El Dia de los Muertos, ‘The Day of the Dead’ exhibit at the Old Town Market.

Every autumn, Monarch Butterflies return to Mexico for the winter protection on the oyamel fir trees. The local inhabitants welcome back the returning butterflies, which they believe bear the spirits of their departed. The Spirits to be honored during Los Dias de los Muertos.

El Dia de los Muertos, ‘The Day of the Dead’ is a traditional Mexico holiday honoring the dead. It is celebrated every year at the same time as Halloween and Christian holy days of All Saints Day and All Souls Day (Nov 1st & 2nd). Not to be confused with the American Halloween, Dia de los Muertos is not a sad or scary time, but instead a time of remembering and rejoicing good memories of family and friends that have passed away. Family and friends will visit grave sites, clean them and adorn the grave with pictures, flowers, food & drink, statues of saints, and holy and religious icons and artifacts.

Cool California Small Business Environmental Award continued...

things the bow cameras that clear the “blind area” under the front of the vehicle between what is seen in the bow mirrors and what is seen over the hood were relocated 18 inches higher to provide a greater field of vision. The camera monitor was also relocated to provide a better viewing angle for the driver.

Dia de los Muertos
(Day of the DEAD)
by John Savage; Old Town Market Leasing Manager

Leah, the “Smart” Baker
KEY WEST, FLORIDA

Anyone who knows Leah Benner is aware that she plays on a Bocce team and that she is a great cook. What you may not know is that on Saturday November 14th, she got up early in the morning and created a fabulous Spiked Pumpkin Pecan Cake, entered it into a contest to benefit “Smart Ride & AIDS Help” and then won both the Amateur and Coveted People’s Choice Awards! Hats off to Leah and her great baking skills. Hey Leah, what was that part about “spiked”?

Iron(wo)Man
ST. AUGUSTINE, FLORIDA

On Nov 9th 2009 in Panama City Beach 2,400 people from all over the world entered the waters of the Gulf. The Florida IRONMAN contest had begun. By the time they finished the participants had swam 2.4 miles, biked 112 miles and ran 26.2 miles. At Old Town Trolley Tours of St. Augustine, we are proud to know one of the participants by name. Tamora Thompson, daughter of Alice Thompson, Sales Rep at OTT St. Augustine, completed the IRONMAN contest in less than 14 hours. 13 hours 50 minutes and 15 seconds to be exact. She placed 59th in her age group. Great Job Tamora! Alice and her son where there to cheer Tamora on throughout the race, strategically positioning themselves at points where they knew she would need their encouragement, and of course at the finish line. What a great accomplishment Tamora has achieved and I am sure you would all agree a giant Kudos goes out to her. We are so very proud of Tamora and I know her mom is as well, and we are also very lucky to have Alice as one of our CASTmembers.
SAFETY FIRST

Winter Driving Safety

BY: JIM LAMBERSON
National Safety Officer, Historic Tours of America, Inc.

Greetings CASTmembers. The holiday season is upon us with many distractions as we rush to finish up the last minute shopping. While doing this I want to remind everyone to maintain their safety awareness while driving and not get in a rush. Watch your personal safety and security as you move about parking lots looking for that distracted other driver and the mugger who is looking to relieve you of those gifts you just purchased. Watch for the slip, trip and fall hazards that accompany the winter season such as ice on sidewalks, steps, driveways, and parking lots. In the barns, watch for the water puddles that may occur due to melting snow or rain that has been tracked in or fallen from the under carriage of a Trolley. Safety, Safety, Safety, it is everybody’s responsibility. Think safety for we want to see you all back after the New Year all safe and sound. And to welcome in the winter season, I want to leave you with the following message from the National Safety Council concerning Winter Driving Safety.

The NSC Offers Tips for a Safe Winter Driving Season

Itasca, IL - With the official start of winter just around the corner, many people are dreading poor winter weather conditions. Icy roads, high winds and lack of road salt can make driving and maintaining a vehicle through the winter a challenge.

The National Safety Council offers these vehicle maintenance tips for a safe winter driving season:

• Check wipers and replace them if they show any signs of damage or aging. Also, check tires for wear. If a tire’s tread is less than 1.6 mm, the tire needs to be replaced.
• Only use winter or rubber floor mats specifically designed for your car. Mats flipped upside down or piled on top of one another can interfere with the pedals while driving.
• Check oil and other fluid levels. Only use the viscosity of oil called for in the owner’s manual.
• Make sure windshield washer fluid contains antifreeze. The wind chill of air moving against the windshield at even 30 mph can cause many washer fluids to freeze.
• Inspect the battery for corrosion, cracks, loose terminal connections and loose hold-down clamps.
• Update the emergency equipment in your car. Items to store include tire chains, a window scraper, a bag of sand or salt, flares, folding triangles, a small shovel and jumper cables.

Even if your vehicle is prepared for the winter, poor road conditions require sound judgment, patience and flexibility. Drive with caution and be sure to accelerate and brake gently. Leave plenty of distance between your car and others. Before traveling in bad weather, ask yourself, “Is this trip necessary?”

From the Risk Management Department and National Safety Office, we hope everyone has a happy and safe holiday season.

If You Only Knew...

JOHN SAVAGE
Leasing Manager, Old Town Market

The new Market Leadager is John Savage. John is a native Californian, born in Riverside and came to San Diego in 1984. John attended the University of San Diego and majored in Psychology, played college football and graduated in 1987. John was a trolley conductor when first hired in June of 1998. John became the Leadager Safety officer in 1999. A year later, John and his wife decided it best he step down and become a full time stay at home father for their two children while his wife was the main bread-winner for their family. John continue working for the trolley but in a part-time conductor position. Last year, John approached me about Leadager opportunities and said his children had grown now and he was ready and available when and if another Leadager position become available. This past year, John worked full time as a conductor and SEAL guide. He participated in a sub-planning group when we were developing the new tour route and script that included Little Italy. John is well respected and valued by the other Leadagers and his own peers. John is off to a great start with already filling the two vacant kiosk carts that have been vacant for nine months. I am confident John will be successful in his new position.

The six people I would like to have dinner with are my wife and two kids (we always have family dinners to stay connected), Albert Einstein (his blend of science and humor would be great), and Walt Disney (creativity and business, something we in this company can appreciate)

My five favorite movies of all time are Casino Royal (the new one), The God Father series, Roman Holiday (I am so going to get grief over this), Lawrence of Arabia and Indiana Jones

The four foods I refuse to eat are Brussel sprouts, lima beans, sauerkraut and any thing you see on Survivor.

Three things I am terrified of are separation from my family, separation from the water, and separation from my dog.

My two favorite books are Anything from Patrick O’Brien or David McCullough.

The one thing I would do to make the world a better place is have everyone take their jobs seriously, but not themselves.
All of our copy paper is made from 100% post-consumer waste. We buy it by the pallet of 20 cases—for every case we purchase, a tree is planted. Added bonuses—a pallet of 100% recycled paper (rather than non-recycled paper) saves:

- 13 trees
- Enough water for 273 eight-minute showers
- The energy needed to power an average American household for 37 days.
- 18.5 thirty-two gallon garbage cans of solid waste.

If You Only Knew...

DEE CAPAS
Manager, Gator Bob’s Trading Post

The six people I would like to have dinner with are Audrey Hepburn, Cary Sean, Robin Williams, Ben Affleck and Pierce Brosnan

My five favorite movies of all time are Lord of the Rings, Beautiful Mind, Sabrina, Thomas Crown Affair and Kingdom of Heaven

The four foods I refuse to eat are Not much out there I would not eat.

Three things I am terrified of are snakes, burning to death and rats.

My two favorite books are Angels and Demons by Dan Brown and Plain Truth by Jodi Picoult.

The one thing I would do to make the world a better place is make health care free for all.
November/December 2009

Continuing Hard Work Through to the New Year!

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

No sooner than you can say “trick or treat”- season is drawing to a close and it is time for us to start getting ready for the holidays. For some, this means buying gifts, decorating trees, etc.- for Old Town Trolley Tours of Savannah’s CAST this means off-season strategy, QC’s on vehicles, budget preparation for our General Manager and, of course HOLLY JOLLY HOLIDAY TROLLEY TOURS! All of these must be done in short order, because once the ball drops and 2010 arrives, we have about 45 days until we are super busy once again. So, no time to sit idle and drink egg nog, we’ve got WORK to do!

Immediately upon the beginning of November, our operation went into full on Holly Jolly mode. Marcie (OM), Kenny (Safety/Training) and Joycee (Group Sales) began preparation and training in earnest for a launch date right after Thanksgiving. All the while we were finalizing the last details on the newest addition to the Historic Tours of America family of tour and attractions, and an exciting new chapter in the most popular Ghost Tour in Savannah (if not the world)- Perkin’s & Son’s Chandlery. This awesome storytelling experience was previewed to our CAST on November 11th, and opened to the public the following day- to great response. Guests step inside this spectacular attraction and meet with the Chandler, an individual doomed and bound to his old ships supply warehouse for eternity. While there, he recounts some of the greatest haunted legends and lore related to River Street. That’s where the magic starts, but certainly not the end of it. While hearing these tales, guests will truly get to “EXPERIENCE” the stories, as their senses of sight, hearing, smell and touch are engaged. It is a truly unique experience that no one else in Savannah can offer. The CAST was extremely enthusiastic about their preview, and as of this writing, the guest feedback has been overwhelmingly positive. Thanks to all (Monte, Lee Ann, Ernie, Andy, Scott, Ryan, David, et. al) who made this newest chapter in our operation possible.

Soon after, we took a breath while we celebrated and gave thanks for all of our blessings. We celebrated Thanksgiving as we have every year previous, by delighting our guests. We are one of a handful of operations that remain open in the city on Thanksgiving day, and boy, do our guests appreciate it. For that matter, so does our CAST, as we roll out one heck of a spread. Highlighted by our Maintenance Managers deep fried turkeys (donated by the company to our CAST) and supported by a wonderful potluck prepared by the rest of the CAST, everyone ate well and got to enjoy a bit of the Thanksgiving festivities at work. Everything was delicious as indicated by the lack of leftovers!

By the end of the month we were ready to give a little Holly Jolly to the world! We once again renewed our partnership with the Davenport House and the Historic Savannah Foundation as we bring guests into the beautiful home for a glimpse of the holidays in the 1820’s. We also continue to visit the Savannah Candy Kitchen, and of course, welcome back special guests like Fireball, our resident reindeer, our helper elves, and of course, ol’ St. Nick himself. David, Rick, Mark and Bill in our maintenance staff did a spectacular job on the trolleys this year, truly outdid themselves.

In lock step with our Holly Jollyness- our city has come alive with holiday festivities. Starting with the Holly Days event featuring snow making in the squares and ice skating on Broughton Street, to the Christmas Parade (we had two entries this year), and the tree lighting, Savannah truly embraces the holiday spirit and redoubles our already healthy servings of southern hospitality. We also donated a trolley this year to the Savannah Development and Renewal Authority for

Continued on the next page...
transportation of the judges in the holiday window decorating contest, the Downtown Business Association in the parade and the Holiday Tour of Homes for the Downtown Neighborhood Association. No one can say that the ol’ Orange and Green has ANY Grinch in their midst.

All the while, we continue to carry our wonderful guests through our beautiful city. We continued a great fall with fantastic numbers in October and November, and hope the trend continues moving forward until we get back to Valentine’s Day and start the insanity all over again.

On behalf of our General Manager, Charlie Brazil, our Leadagement Staff and our entire CAST, we wish you a MERRY holiday and a PROSPEROUS New Year. Thanks to all for all you do to delight our guests, EVERYDAY. See you in 2010!!!

The six people I would like to have dinner with are my husband, my grandparents, my mother-in-law, Ellen Degeneres, Tina Fey, and Lucille Ball.

My five favorite movies of all time are Elf, White Christmas, A Christmas Story, Young Frankenstein, and old Rock Hudson/Doris Day flicks.

The four foods I refuse to eat are veal, lamb, scrapple, and lobster (if you have to pick a live one out of the tank makes me feel like an executioner)

Three things I am terrified of is the “thing” under the bed, roaches, and sudden noises

My two favorite books are books by Mary Higgins Clark and Steven Koonz.

The one thing I would do to make the world a better place is making long term effects of a plan more important than the instant results.