



Springdale Traveler

To our Travelers...

Some years ago an author named Spencer Johnson wrote a book titled "Who Moved My Cheese." The story is presented as a fable about dealing with change in both business and personal life. Cheese is found, moved and then found again. Being in the travel business, I like to say that our cheese has been moving at warp speed for years.

It is true, change has been constant for travel agencies across North America, however, the last 12 months have brought more change here at Springdale than any of us would have ever imagined.

In March of 2010, we signed a two year lease securing our existing office space on Downtowner Boulevard. Ordinarily, we would have signed a longer lease but the largest tenant space was empty and the building was for sale. Our thoughts were that this would allow us time to see what happened to the building and would also allow us time to investigate our options for moving elsewhere.

Much to our surprise, in May of 2010, BP purchased the building and planned to use it for their command center. In 10 days, 1200 people moved into a space built for 400, a fence was erected around the entire property, and there were guards at the gate stopping every customer attempting to visit our office. Can you imagine!

To make things even more interesting, several weeks later, 2 executives from BP visited our office and informed us that the property manager for the building had not executed our lease extension prior to BP's purchase of the building and that we would have to relocate our business. By that time I had realized that we could not continue for long operating with guards at the gate so I simply asked how long we had. The response was that we posed a security risk and had to fast track our departure.

I have to say, we were feeling a bit stressed at this point in time, however, long story short, we relocated our offices to 958 Montlimar in two months time. Fortunately, although the move was not anticipated, it has been a huge improvement for both our customers and our employees.

As testimony to the great team here at Springdale, during this same period, we grew our cruise and tour sales by 40% over 2009, landed 3 large corporate, travel management accounts and hosted the single most successful trip in our history to the Auburn National Championship Game. We also just received the Mobile Press Register's Readers Choice Award for the 9th consecutive year and The American Express Rep Excellence Award for the 5th consecutive year. This award recognizes the top 25 performing American Express Representative offices in the United States each year.

In summary, we hope you will come visit us at our new location across from the Outback Steak House on Montlimar Drive. We have never been in a better position to help you find just the right vacation. We are 45 people strong, and have someone with firsthand experience in almost any destination you may want to visit.

**Happy Travels,
The Springdale Team**

2011 Travel Expo



Our 2011 Travel Expo is still in full swing! With a great selection of presentations by travel representatives from around the world, this is your opportunity to learn more about that vacation that you have always dreamed of.

Still to come are presentations featuring River Cruises, Hawaii, Universal Studios, Luxury and Traditional Cruising, and more!

Visit www.springdaletravelexpo.com for more information or to RSVP for an event.

Many events are already filling the waiting list so contact us soon to save your spot!

Cruising from The Big Easy!



Beginning fall 2011 there will be some **BIG CHANGES** happening in the **BIG EASY!**

Carnival Cruise Lines has announced 2 new ships to depart from the port to replace the Carnival Triumph. The Ecstasy, the sister ship to the Carnival Elation and the Carnival Conquest, a much larger ship, will be doing 4, 5 and 7-day itineraries.

Royal Caribbean will also be hosting year round sailings from the fun port of New Orleans on the Voyager of the Seas. This terrific ship will stop in Falmouth, Jamaica; George Town, Grand Cayman; and Cozumel

Sail with Norwegian Cruise Line year round in 2011 on the Norwegian Spirit or, experience the Norwegian Star beginning Fall 2012. Both will be sailing 7-day Western Caribbean itineraries stopping in Costa Maya, Belize City, Roatan, and Cozumel.

The Springdale Traveler will always provide you with the latest news, specials and Springdale Travel exclusive vacation packages. It's your go to spot for the latest and greatest in the world of travel! Visit www.springdaletravel.com or call 251-476-5095 for more information.



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Alabama Crimson Tide versus Penn State



Springdale Travel will be hosting a charter trip to the Alabama/Penn State game on September 9 – 11, 2011. Join us at Happy Valley to see the Crimson Tide of Alabama take on the Nittany Lions of Penn State. The Crimson Tide's first trip to Penn State since 1989 when Bama won 17-16 over the Lions! ROLL TIDE!!!

Travel options include:
2 nights air-inclusive
2 nights land-only

Choose what's best for you and Springdale Travel Sports Coordinators, Debra and Lee Smith will see you there! Space is limited so sign up TODAY!

Click on the link [here](#) to register or contact Debra Smith, 251-414-4663 or debra@springdaletravel.com

ROLL TIDE ROLL!!!!

Low, Low, Low Carnival 7-day Cruise Rates



Take a 7 day cruise from Mobile with **TWO GREAT ITINERARIES!**

On the October 8 and 15 sailings, Carnival and Springdale Travel are offering some amazingly low rates!

The sailing departing October 8 will visit Montego Bay, Jamaica; Grand Cayman and Cozumel, Mexico.

The sailing departing October 15 will feature a brand new itinerary which stops in Cozumel, Mexico; Isla Roatan and Belize. This is a one time opportunity to see these exotic ports from the comfort and ease of the Carnival Elation.

Call your Springdale Travel agent for pricing or more information.

American Express Cardholders, Pay with Points for Travel



MEMBERSHIP rewards[®]

PAY WITH POINTS

Redeem points for travel wherever, whenever and however you want.

- Use Membership Rewards Pay with Points to book travel on any airline,
- anytime with no blackout dates or seat restrictions.
- Use points to book hotels, cruises, and vacation packages, too.
- Don't wait to redeem points. You can redeem as little as 5,000 points and have the flexibility to pay for all or part of your trip.
- While redeeming Membership Rewards points, you can still earn points with your frequent flyer programs.

Terms & Conditions: All Card accounts must be in good standing. Eligible enrolled Card account you designate will be charged. Points will be debited from your program account, and a credit will be issued to your Card account for the corresponding dollar amount. If points redeemed do not cover the full charge, the balance will remain charged to the designated Card account. Minimum redemption of 5,000 points. Permitted returns of items purchased with points that cause a credit on your Card account will result in a point deduction on your program account. These points can be retrieved by calling the Membership Rewards program. Terms and Conditions of the program apply. Visit membershipearnings.com/terms for more information.

Chicago Getaway



Join us as we fly to Chicago for a fun-filled weekend in the Windy City. October 27 – 30, 2011

This package includes:

- Roundtrip air from Gulfport
- 3 nights at the Hampton Inn and Suites located in the heart of downtown
- Breakfast each morning
- Roundtrip airport/hotel transfers
- Metro card for visiting museums and shopping
- Friday evening tour with local guide and Progressive Dining Tour
- Saturday evening – "Gangster" dinner show
- Springdale Travel tour escorts
- Rates as low as \$905 per person

Contact Carolyn Utsey or Debra Smith for more information, 251-414-4663 or 251-414-4613, or visit www.springdaletravel.com/ChicagoGetaway

Springdale Travel – In Mobile and Pensacola
251-476-5095 or 850-434-2543
www.springdaletravel.com



Runnin' With the Jags!



Travel with the University of South Alabama Jaguars to their four season away games in 2011.

All packages include:

- 2-nights at a 4-star property
- Breakfast each morning
- Game day transfers
- Game Ticket
- Luggage Tags
- On-site Hospitality Desk
- Baggage/ Hotel Taxes/ Gratuities
- North Carolina State
 - o September 17
 - o From \$510 per person
- Kent State
 - o September 24
 - o From \$380 per person
- Texas San-Antonio
 - o October 8
 - o From \$410 per person
- Georgia State
 - o October 22
 - o From \$220 per person

Check www.springdaletravel.com/JAGS often to stay on top of the latest information.

Interested in Whitewater Rafting this Summer?



Wilderness River Outfitters offers a collection of whitewater rafting rivers to cover everything you would want in a river vacation. With trips perfect for families of all ages and experience levels to wild and exciting river rafting trips, our professional guides make each experience unique. The Tonsmeire family, formerly of Mobile, has been offering these adventurous trips in the Northwest for the past 40 years.

Idaho's beautiful Main Salmon River and the infamous Middle Fork of the Salmon are two of their most popular trips. They offer all-inclusive prices from \$1363 on the Main Salmon River or \$1620 on the Middle Fork Salmon River.

For more information visit www.wildernessriver.com or attend our informational presentation on March 22. Call 251-414-4617 to RSVP for this event.

What a game! The Auburn-Oregon BCS Championship Game



Several members of our Springdale Travel team recently returned from the BCS Bowl Game. The Auburn Tigers met the Oregon Ducks in University of Phoenix Stadium in Arizona and two chartered planes full of avid fans were there to see it happen.

Springdale Travel filled two charter planes in almost as many days after the announcement that Auburn was going to the Championship game. Nicole Massingill, our accountant, is an Auburn Alum and she was thrilled to be able to escort the group, along with our Sports Coordinators Debra and Lee Smith and Bob Bender!

Springdale Travel will be hosting charter trips to several of the BIG games in 2011. Call Debra Smith if you would like to be one of the first to receive information, 251-414-4663.

Why Choose Hawaii?



Pictured above: Springdale Travel agent, Todd Dubose, on the east coast of Kauai.

Have you ever revisited a destination and found it wasn't as great as your first memory? My recent 52nd trip to the Hawaiian Islands proved yet again that America's Paradise is as great as ever.

With spectacular scenery, a perfect year-round climate, warm and accommodating locals, the broadest variety of accommodations, great Pacific seafood, every active sport you could want, and to top it off, you don't even need a passport.

The islands are your perfect year-round choice for a memorable honeymoon, anniversary, or just a relaxing vacation. As they say on Maui, "Maui No Ka Oi", which means None Better. Most resorts are currently offering great specials with many inclusions. Think of the beautiful Hawaiian Islands for your trip of a lifetime.
- J.Todd DuBose



Receive the “Royal Treatment” in Ireland



Pictured Above: Springdale Travel agent, Linda Bennett, and her niece at Torc Falls in the Killarney Forrest

On a recent trip with Brendan Tours I visited Ireland in late December through early January. The 10 day journey through Irish villages, castles and lovely countryside was wonderful.

Traveling during off season offered the visitor a different view of the beautiful green island that is Ireland. Yes, Ireland is green in winter as well. We can now offer the small, boutique tours of 24 travelers or less and with discounts for American Express card holders. There is no better time to visit Ireland. Brendan treated all of us like royalty and when I stayed the extra night in Dromoland Castle I did truly feel like a queen.

- Linda Bennett

Lake Forest Women’s Club Hosts Springdale Travel Agents



Springdale Travel agent, Stacy Murphy and Marketing Director, Maggie Hudson recently gave a presentation to the Lake Forest Women’s Club. We discussed “What’s New in Cruising” and enjoyed Mardi Gras themed refreshments. The ladies were very entertaining and we really enjoyed getting to know them a little better.

Is there a local organization that you know of that might like to have a presentation by a Springdale Travel agent? We would be happy to talk to your group about cruising or traveling and how to be a “smart and savvy traveler”.

Contact Maggie Hudson at 251-414-4617 or maggie@springdaletravel.com for more information.

Bon Voyage to the Alabama Retired State Employees’ Association



The Alabama Retired State Employees’ Association set sail on the Carnival Elation on Thursday, February 17.

This retirees’ organization cruises as a group nearly every year. It’s a terrific opportunity for the members to socialize and enjoy some R&R.

Springdale Travel agents Ann Meredith and Debra Smith set up a hospitality desk at the Hampton Inn Downtown where the group enjoyed a pre-cruise evening and saw them off to the ship the next day. The theme was Mardi Gras and ARSEA members received beads and moon pies as they left for the ship!

Congratulations to Galyna Henry!



Springdale Travel agent, Galyna Henry recently attained her US Citizenship after several years living and working in the United States.

She passed the test with flying colors answering questions like, “Who is the current Secretary of State?”

We are so proud of this accomplishment and to celebrate we surprised Galyna with a cupcake “brunch” on Monday, February 14.

Good work Galyna! We are so impressed with your months of studying and hard work to reach this goal!