



## *Greetings From The Editor*

Greetings Springdale Travel friends and family! I would like to introduce myself and give you some quick updates on what is going on with Springdale Travel these days.

My name is Maggie Hudson and I am the Marketing Director at Springdale Travel and the editor of this newsletter. I hope that, thus far, you have enjoyed our stories here and learned something from your fellow travelers.

As we move forward into a time ruled by the Internet and its ability to create information overload, we, as professional travel agents, feel more vital than ever. We are taking great strides to attempt to stay relevant in a world where "if it doesn't exist on the Internet, it doesn't exist".

As you know, we introduced a revamped website earlier this year. There are also special efforts being made on Facebook and Twitter, not only as a company but by each individual agent. We are even active on Foursquare as American Express Travel continues to offer our clients special deals and promotions through this geo-locating tool.

In addition, we have finally made the leap to remove ourselves from the antiquated printed phone books and are instead, putting those marketing funds toward the goal of promoting ourselves electronically via search engine marketing and search engine optimization.

My very favorite announcement is that we have a new team member who has joined our Springdale Travel family. His name is Abner and he will be our new traveling correspondent (who just happens to be an adorable ant). He is quite courageous and hopes to join many of you on your exciting adventures. Abner is currently undergoing a makeover and will be introducing himself soon. For those of you who follow our Facebook page, stay tuned there and he'll be making his appearance soon!

<http://www.facebook.com/springdaletravel>

Cheers,

*Maggie Hudson*



## Lifelong Travelers and Friends



Every year Ann Meredith takes a trip with a group of her clients turned lifelong friends. This group of travelers has been traveling together for so long that they have visited nearly every destination on the globe, but they have fun all the same.

This January they sailed on Cunard's Queen Victoria round trip from Fort Lauderdale through the Panama Canal. This glamorous 11-night cruise took them to the ports of St. Thomas, U.S.V.I., Bonaire, Netherlands Antilles and, of course, a partial transit through the Panama Canal.

The stunning, luxurious cruise included four formal nights (one of which the friends turned into their own Masquerade!) and lots and lots of dancing!

This group of lifelong travelers and friends had a terrific time returning to the days of cruising past where, at dinner, ladies wore ball gowns and gentlemen wore tuxedos. And what a handsome group they make!

## Honeymoon Registry



Did you know that Springdale Travel has a bridal registry? It works just like a normal bridal registry but instead of pots and pans you register for memories and moments!

We will even provide convenient shower invitation insert cards upon request. For those brides and grooms who already have many household items that are traditional wedding gifts, what better way to get the honeymoon of your dreams?

For more information visit <http://www.springdaletravel.com/bridal/> or call your favorite Springdale Travel counselor.



# Springdale Traveler

## Never Too Old To Learn



Our agents are proving daily that you are never too old (or too smart) to learn something new.

An important part of keeping our team fresh and alert is to make sure that we are constantly staying on top of the latest training and educational opportunities.

Recently, several of our agents attended a Certified Sandals Specialist, CSS, class held here in Mobile. Linda, Stacy, Marty, Kim and Rebecca are now officially Sandals Resorts Specialists, so be sure to give them a call about great all-inclusive resorts.

Another active student on the Springdale Travel team is Beverly Beckman in our Pensacola office. She recently completed the Princess Commodore training series which is the highest Princess Cruise Line designation that can be earned.

Because our team is regularly training and staying on top of updates and new information, you can rest assured that your long awaited vacation is in good hands. Just check out the [“Our Team”](#) page on our website for more information about the various certifications that our travel counselors have earned.

## Baker HS and Causey Middle Visit Hawaii



Baker High School and Causey Middle recently traveled all the way to Hawaii with Springdale Travel’s Student Groups Department.

They performed on board the USS Missouri and participated in a parade. But these hard workers didn’t miss out on any of the fun! They were treated to a traditional luau, a trip to the USS Arizona Memorial and several of them even got to play along with a local Hawaiian band.

Baker High’s director even put together a video of their adventure. You can check it out here:

<http://www.youtube.com/watch?v=E LpqBG xCPs>

## University of Mobile Hits the City of Light



*Wow. We’ve had such amazing adventures this past week!*

*We have more pictures of the Eiffel Tour than you can imagine. We’ve eaten our quota of French bread, croissants, and pastries. We’ve been amazed by the grandeur and history of such monuments as Notre Dame Cathedral and the Palace of Versailles. We’ve navigated, mostly successfully, metro, bus and train schedules. We have learned how the French make their world-renowned perfumes and we’ve sampled an abundance of chocolate in all forms: liquid hot chocolate from Angelina’s, Chocolate macaroons, chocolate in any form of cookie, and then a bit more of the pure stuff just for good measure. We’ve sung hymns at the American Church in Paris and eaten our crepes in the sunshine in the alleyways of St. Germain des Pres while listening to the sounds of the jazz festival. We’ve studied why so many Americans before us fell in love with the City of Light and we decided, unabashedly, to fall in love with her, too.*

*- By UMPARIS March 23, 2012*

Jahala Woods recently helped students from the University of Mobile travel to “The City of Light”, Paris! They had an amazing adventure and returned better for it. You can read the rest of this terrific blog post and more by visiting <http://umobileparis.wordpress.com/>. What an adventure!

## We’re Runnin’ With The Jags in 2012



Have you always wanted to say “Aloha” on actual Hawaiian soil? Are you an avid Jags fan with season tickets since the beginning? If so, then attending the game between the University of Hawaii and USA Jags is an absolute MUST!

This will be game of the year. And what better excuse to fly away to Hawaii?!

If you’re interested in attending one of the biggest games that the Jags have faced to date, then check out [http://www.springdaletravel.com/sports/jags\\_hawaii.html](http://www.springdaletravel.com/sports/jags_hawaii.html) for more information and to book your spot.

Packages are going fast so book now or forever regret not seeing your Jags play in the Aloha state.





## Have you met Debra Smith?



Student travel is an essential part of every child's education. Travel connects curriculum to reality, practice to performance and classroom to career.

With that philosophy in mind, Springdale Travel's STUDENT TOUR DIVISION was born. Debra Smith founded the department after 25 years in the Mobile County Public School System. Knowing how important hands-on experiences are for students and how time consuming and stressful trip planning can be for all involved; Debra began planning and coordinating performance based and educational excursions, thereby giving the students an educational trip and the teachers, administrators, and parents stress free student travel.

*"There is no substitute for travel; no app, video game, or classroom lesson that can take the place of hands-on-experiences."* – Debra Smith

<http://www.springdaletravel.com/studenttours/>



## Just a Few Reasons to Use a Travel Agent

Our own [Journeys With Jamie](#) found this little gem. Be sure to share it with your friends who are not convinced of the value of a travel agent.

1. You've Googled "Mexico vacation," and come up with 17.8 million responses. Need a little help editing those choices?
2. Remember when you used that obscure website to book your hotel, and when you got there you spent your beach vacation overlooking a parking lot?
3. How many hours were you on hold with the airline when your flight was canceled because of a snowstorm?
4. Did you really mean to spend your honeymoon at that resort whose one tiny pool was filled all day with 12 screaming children?
5. No one explained to you that in July it is winter time in Rio, and so you showed up there with nothing but five Hawaiian shirts and three pairs of swimming trunks.
6. I suppose contacting the Attorney General to resolve the fact that that Internet site has billed your credit card three times instead of once is the only route to take at this point.
7. It was definitely odd that there were no cab drivers at the airport at 3 o'clock in the morning when you finally landed in Costa Rica. Booking a transfer to your very remote hotel would have been a good thing to remember when you purchased your airline ticket and hotel online.

## Meet the Insiders



**Debra Smith** was named an American Express Travel Insider for Student Group Travel. Debra has more than 7 years experience with Springdale Travel leading the Student Groups Department in addition to her more than 25 years with Mobile County Public Schools. As a teacher and a band mom Debra has experience on both sides of the coin in terms of what makes a Student Group successful and enjoyable for all involved. She calls this perfect mix of entertainment and educational content "edutainment" and says that it is the key to making every single trip the best that it can be.

**Marty Harris** was also named an American Express Travel Insider for Cruise Groups. Marty just recently rejoined the Springdale Travel team but has been active in the travel community for more than 17 years. Marty has been on hundreds of cruises and is especially adept at customizing exclusive itineraries to make a cruise so much more than just a cruise. His expertise has won him numerous awards and accreditations including "Top 25 Travel Agents" by Travel Agent Magazine in 2009 and the Accredited Cruise Counselor designation.

## Our Representative Excellence Award Winner in Barcelona



Galyna Henry recently received the American Express Representative Excellence Award which took her on a fabulous trip to Barcelona. Here is what she had to say about that experience.

*"I enjoyed this year's Pacesetters event in Barcelona – the dinners at the Gran Hotel La Florida and Bell Reco, exploring Gaudi's Casa Batllo, and lounging amongst the incredibly hip W Barcelona clientele. I also enjoyed the city tour and the team building (especially the graffiti). Barcelona is a beautiful city. It combines modern and historic architecture in a unique way. A particular highlight for me was visiting Gaudi's Sagrada Familia Cathedral, which is one of the most popular attractions in Barcelona."* – Galyna Henry

Galyna can be seen above in front of the Casa Batllo building in Barcelona.

