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### Jenni's Farewell Letter

What a busy spring it's been in the Groups Department. In an effort to be more "green," we're in the process of moving our resources online. What does that mean for you? Faster and easier access to recruitment tools! See page 3 for details.



In March, we also welcomed first-time Group Coordinators to our London Convention, where Go Ahead presented recruitment tips to first-time group leaders. Many enjoyed tour elements to expect in the future, like a three-course dinner and sightseeing tours.

Spring also ushers in change. Moving forward, I have a new role within EF Education, Go Ahead's parent company. Heidi Durlfing, long-time colleague and friend, will step in as your new Group Sales Manager.

It's with great fondness, I thank our loyal Group Coordinators. I've shared wonderful travel stories with so many of you! I hope you will continue to share those stories with Heidi and everyone at Go Ahead. I look forward to hearing about your future success!

Warm regards,  
Jenni

### A Note from Heidi

Hard to believe this year is half over! I hope you've had a great year so far. I am excited to move into this role. In 2004, I started with Go Ahead as a Tour Consultant. For the past 3 1/2 years, I've managed our Individual Sales team. Now, I'm excited to focus on you, our Group Coordinators and our valued travel partners, to help you reach your travel goals.



As peak travel season arrives, I reflect on my first trip abroad. It was a summer in Italy. Nearly every day, I walked to get gelato. I soon discovered bacio, my favorite flavor, and the proverbial travel bug. Ever since, I've channeled my passion of travel into a career.

I'm excited to work with you personally, as you recruit travelers for life-changing tours of world discovery. I hope to meet some of you at our Israel or London Conventions!

Happy travels,  
Heidi

P.S. Be the first to glimpse our tours with NEW names! See page 4.

## London Convention Gallery » March 5-9, 2009



Larry and Laura Glenz at Windsor Castle



Parliament, home of the famous Big Ben



Shirley Miller, Peyton Chang & Sharon Newton



Ilse Sears at Buckingham Palace



The incredibly constructed London Eye



Renee Andrini and Deborah Melahn

## Join us at our Israel Convention » July 9-17, 2009

Our next convention is nearly full! But, if you've led a group with us in the past and have a tour booked for 2010, you may qualify to attend. Call us right away at **1-800-438-7672** to learn more.

Booked your first group tour for 2010 or in the process of recruiting one? If so, we'd love to invite you to our **2010 London Orientation Convention**. Stay tuned for dates and more details, coming soon!



*For many years and many tours, Go Ahead has taken my group on incredible adventures. The best places, best people, and wonderful memories. We are always safe, always get our dollars' worth, and always sign up for the next tour!*

Kim Collins  
Group Coordinator

## Recruiting Tools

From flyers and posters for your selected tour to business cards, we're here to help you recruit travelers. Now, we're pleased and excited to introduce a new recruiting tool—**your very own Web site!**

Think of it as your online office, able to take inquiries 24/7, 365 days a year. In a matter of days, we customize a tour site for you. It's really that easy! Call us to activate yours.

Then, share the Web address with potential travelers, put it on your Facebook page, and watch how effective it can be.



## Recruiting Tips

**Finding the best value for your hard-earned money** is more important now than ever before. And, as you know, traveling on a tour offers the best bang for your buck. Here are five ways to boost your recruitment efforts:

1. Place an ad in your local newspaper.
2. Post your tour on Facebook, and invite others to join.
3. Spread the word with flyers and business cards we can make for you.
4. Write an enticing blurb, and ask friends, colleagues and your local newspaper editor to publish it in their newsletters or blogs.
5. Host an informal "Discover the World" get-together and share photos and videos. Make it an exciting picnic or potluck theme.

Have recruitment ideas and tips?  
Share them with us!

We may pass them on in a future  
*Globetrotter*.

Email us at  
**groups@goaheadtours.com**  
or call **1-800-438-7672**.

**What's New**

For more information, click the tour name to view each tour's Web page.

**Spiritual Tours**

Rejuvenate mind, body and soul in gorgeous surroundings.

[Moorish Spain & Morocco](#) NEW name!

[Egypt & Jordan: Tour of the Ancients](#) NEW name!

[Lourdes, Fatima & the Way of St James](#)

[Iceland: Reykjavik to the Glaciers](#)

**America Tours**

Rediscover the U.S. from national parks to historic trails.

[Coastal New England & the Revolutionary War](#)

[California's Coast: L.A. to San Francisco](#) NEW name!

**Special Event Tours**

A once-a-year event is always a not-to-miss a crowd pleaser.

[Celebrate Oktoberfest](#)

Sept. 16 2009, and Sept. 22, 2010

[The Christmas Markets](#)

Dec. 9, 2009, and Dec. 1, 2010

[Wildebeest Migration](#)

July-Sept. 2009 & 2010

**Best Value Tours**

These two popular tours offer the best value for your hard-earned money!

[Turkish Adventure](#)

Witness the traditions of the Sufi mystics and savor flavorful cuisine in the ancient capital of civilization.

[Costa Rica: San Jose, Arenal & Guancaste](#) NEW name!

Immerse yourself in stunning scenes in world-renowned beaches, rainforests and pastoral landscapes.

