

# Sand & C Scapes



## ALAN'S VIEW

I am very excited to present this special edition of Sand & C Scapes. September 2017 marks the 25th anniversary of Sand & C Travel. The world and our business have changed substantially since our founding in 1992, but we still work on the same basic philosophy of providing quality service to our clients as a single location family owned business, combined with the value of a national travel company through our volume with the travel suppliers and support of our consortium, Travel Leaders Network. This anniversary edition newsletter will look back on our history and summarize the special offers available with key travel suppliers for our celebration.



The Newsletter was delayed due to Hurricane Irma. We hope that you made it through the storm safely, comfortably and with as little personal property damage as possible. As I write this, Hurricane Maria is hitting Puerto Rico. While I know many people are now concerned about travel to the Caribbean Islands, I believe now is the most important time to support the local economies in their time of need.

### *My History with Sand & C Travel*

In 1990, my parents, Chuck and Sandie Rosen, were living in New Jersey. They had been working for Hoffman LaRoche, a pharmaceutical company, for close to 15 years and were ready to semi-retire, by moving away and starting their own business. They decided to move to South Florida to be close to my

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*Appointments are suggested before visiting our office to avoid long wait times.*

sister, Jill, who had moved to Boca Raton a couple of years before. They had no idea what business to get into and investigated everything from boat rentals to an ice cream store. My father met a travel agency owner in West Palm Beach who was looking for a partner and agreed to work with him for a while to learn the business and, if all worked out, eventually invest in the business. That partnership did not work out, but my Dad did gain an understanding of the travel agency business.



My parents bought a home in Indian Spring, and shortly after that heard about a small travel agency for sale in the area called "Alice's Travel". My dad met with the owner and made an offer on the spot. There were a few experienced agents in the office that would help my parents continue to learn about the industry and service clients. My parents were very excited to finally have their own business, and used their names, Sandie & Chuck, to name the agency Sand & C. My sister gave up her career at the Polo Club teaching tennis to join the new family endeavor. We had a couple of great agents in Carole Sy and Elayne Feiertag that would build the

foundation for our agency. Elaine Baron, Barbara Kelenberg, Terry Raushead, Paula Rappaport would join our team shortly thereafter. The early 1990s was a great time to start this business in Boynton Beach. With our location at the corner of Boynton Beach Boulevard and Military Trail we were well positioned to service both the existing and new retirement communities that were popping up in the area. My parents emphasized personal service, which included spending time with clients to ensure they understood their needs, providing additional service including delivering tickets to homes in the neighborhood and providing



extra value with discounts or amenities such as transportation for cruise and tour bookings. They also started offering group trips to Las Vegas on a charter flight departing from Ft. Lauderdale. They offered these trips to community and non-profit groups. They hired buses to take the people to the airport, and went down early Monday mornings to see them off and late Friday night to meet them when they arrived back. With all of these personal touches, they found that the business quickly began to grow.



Meanwhile, my wife Cathy and I had moved from New Jersey to Virginia with our young son. I was working as a Division Controller for a homebuilder. As my parents were nursing their business through it's infancy, we had another child, a daughter who was born in 1994. My employer started having slower sales, and we were getting concerned about my job security. My parents came up to visit for Thanksgiving and floated the idea of us coming to Florida and joining them in the business. Cathy was not thrilled because she hated the heat, but I twisted her arm a bit and we decided to do it. This was a perfect time before our kids were older and settled in school. We came down over



Christmas week and bought a house, ready to move down in March.

Once we moved down and got settled, I started working at Sand & C Travel. I handled the administrative matters, plus also starting taking on my own clients along with the rest of the family. We continued to grow the business and worked with groups. A year later we decided to move our office to a larger store in the same location. We were adding staff and needed the larger space. About a week before we were scheduled to move my parents, Cathy, my children and I booked a last minute cruise on the Big Red Boat to the Bahamas. Cathy and I were very excited as this was our first cruise. On the first night on board my mother took ill. She was rushed off the ship in Nassau the next morning and operated on there. She died a few weeks later from a rare disease call Amyloidosis.



Over the next few years we continued to grow and add staff. The cruise industry was taking off, and we decided to stop the Las Vegas groups to focus



on cruise groups. Being in South Florida, it was great for the clubs to be able to hop on a bus and be taken right to and from the ship. Besides the convenience, it was an amazing value with not having to incur air costs. Although the business was doing well, my father lost interest. With my Mom gone, he did not want to be involved with the agency that they had started together. My sister and I took the reins as he phased out. He had a huge following, so it was quite a transition period of moving those clients to other agents.

As our children started getting older, Cathy was able to take a more active role in the business. She decided to start learning to be agent. With her background in Social Work, she was great at working with people and fit right in. Cathy quickly built up her own clientele. The cruise industry was on fire. In the late 1990s Princess introduced the first mega-ship, the Grand Princess, that changed the industry with amenities such as an outdoor movie theatre. And then Royal Caribbean came out with the Voyager of the Seas, which was unlike anything built before with the Royal Promenade and ice skating rink. People were so excited to experience these incredible vessels.



Our growth trajectory came to a stand-still on September 11, 2001. We were in the office on that dreadful morning, listening to the events play out on the radio. The horrific events of that day would forever change the travel industry. Many of our competitors in the area closed within a year. We cut back our expenses, and working with our great team of agents, got through that difficult period. Within a few years, we were growing again. But by around 2005 Jill was getting tired of the business. She worked at Sand & C since the beginning and wanted a change. So she left to pursue a new career. Sand & C was now in the hands of Cathy and I.

The industry faced another significant challenge in 2008 with the financial crises. Our clients were concerned after their investments lost significant value, and many had to help their children who lost their jobs. Travel

is a form of discretionary spending, and one of the first places that people cut. But even in those tough times, the cruise lines were continuing to invest, and with vessels like the Oasis of the Seas making their debut that the industry would make a strong rebound. What's more, after 9/11 people had a new perspective on what is important in life. People want to invest in family experiences, so when they could afford it they made sure to book a vacation together. While a vacation may be one of the first places to cut, it is also one of the first places back when ready to spend again.



By 2011 we had been in our office for about 15 years, and it was looking worn. What's more, the shopping center was starting to deteriorate as well. With our lease coming up for renewal, we decided it was time for a change. We found a great store that we could build to meet our needs and signed a lease on our current location. For the second time since I joined the business, we were moving. But just like the first time, tragedy struck. Three days before the grand opening celebration for the new office, my father passed away suddenly. The man whose vision gave us the business was gone. We canceled the grand opening.



The agency has continued to evolve since we moved into our new location. While we continue to support the large groups that fueled the growth of our business, we are focusing more today on individual experiences catered to our clients needs. Our clients are interested in quality family time and bucket list trips that create lasting memories. When people are blessed to have the financial resources to travel, they want to invest in vacations that they will remember forever.



Over the years, we have helped our clients travel all over the world. It is wonderful to be in a business that helps people truly make their dreams come true. We recognize that an experienced travel consultant makes the difference in planning a special trip. We have a great staff, some of whom have been with us over 20 years including Elaine Baron, Barbara Kolenberg and Terry Rausch. Others have been with us over 10 years including Jim Fulgaro, Charles Rosenberg Marla Goodman, Debby Lutz, Arnie Lurie, Judy Dow and Phyllis Wasserman. And Helene Cannon, Arlene Ginsberg and Phyllis Reff have also been with us for years now. We feel very blessed to have these wonderful experienced people on our team for so long helping people plan wonderful vacations. And we miss those that are no longer with us because they retired or passed on



including Elayne Feiertag, Rebecca Heyman, Rita Rayner, Irv and Shirley Camp and Adele Bernabei. All of these people were important in making Sand & C Travel what it is today.

And last, but certainly not least, we want to thank you, our clients for your dedication in booking with us over the years. We realize that you have a choice in booking your travel needs. Your vacation is truly precious, and we appreciate the trust you have put in us to make your dreams into reality. And we look forward to serving those needs for another 25 years and beyond.

*Alan Rosen,*  
**President**



# 25TH ANNIVERSARY OFFERS



Sand & C Travel has partnered with our top travel suppliers to provide you with exclusive offers for our anniversary celebration. Spread throughout this newsletter are these specials with each supplier, which will take place between during designated periods between September and December. Take advantage and book these exclusive promotions!

And, save the date for our annual travel show! This year's show will be on the afternoon of Wednesday, January 24 at Westchester Country Club in Boynton Beach. Watch for more details to follow.

**For our anniversary celebration we are also giving away a 7 night cruise!** Entry forms are available in our office or at our show in January, and the winning ticket will be pulled at the show! No purchase is necessary to enter and there is a limit of one entry per household. Complete terms and conditions are included on the entry form. But make sure you enter to be included!



## Celebrity (September 18-30)

Book an Oceanview Cabin or above on 4 night or longer cruises & pick 2 amenities for your cruise from the following:

- Classic Beverage Package
- Pre-paid Gratuities
- Internet Package
- \$300 per cabin on-board credit

*Plus friends and family in your stateroom get half off 3rd & 4th cruise fares*

**Sand & C Exclusive: Book a veranda or above by September 30 on a 2018 sailing and get an extra \$50 per cabin on-board credit!**

Cruise must be booked 9/6/17 – 10/2/17. Offer applies to select 4-night and longer cruises departing 10/1/17 – 4/30/19. Galapagos and certain other itineraries are excluded. 50% Off Savings: Savings applies to the cruise fare of the third and fourth passengers booked in a triple, quad, or family ocean view, veranda, concierge class or suite stateroom. Free Perks Offer: Each of the first two guests in an ocean view through AquaClass stateroom are eligible to receive two complimentary amenities. Other amenities packages are available at an additional charge. Each of the first two guests in a suite receive four amenities (beverage package upgraded to Premium Package). Onboard credit is not redeemable for cash and expires on final night of the cruise. Offer applies to new individual bookings and to staterooms in non-contracted group bookings, is non-transferable, and not combinable with any other offer. Changes to booking may result in removal of Offer. Offers and prices are subject to availability, cancellation and change without notice at any time. ©2017 Celebrity Cruises. Ships' registry: Malta and Ecuador.



## Avalon Waterways & Globus Tours (October 1-15)

Save \$50 per person on select 2018 Globus, Cosmos, Monograms and Avalon Waterways vacations.\*

\*Book a select 2018 Globus (excluding Cuba & Globus Escapes), Cosmos (excluding Cuba), Monograms (6 nights or more) or Avalon Waterways vacation to receive \$50 per person discount off the land price. Booking must be made, under deposit and discount applied between October 1 and October 31, 2017 for travel commencing by December 31, 2018. Applies to new 2018 bookings only. Combinable with all other promos. Offer reliant on space availability. Not applicable to custom tours. Discount will apply to individual members of groups adding a name and non-refundable per person deposit WITHIN the promo window. Not applicable on TBA space. Full cancellation penalties will apply. Additional restrictions may apply; see Travel Terms & Conditions for details. May be withdrawn at any time.





Oceania Cruises (October 16-31)

\$200 per cabin shipboard credit on all new bookings!

Subject to availability at time of booking, new bookings only and cruise line terms and conditions apply. Combinable with other promotions except TZOO.



Tauck World Discover (November 1-15)

One complimentary pre- or post-stay night at the beginning or end of any 2017 or 2018

Tauck World Discovery, River Cruise, Small Ship Cruise, Event, Culturious or Bridges Family Tour.

New bookings only during the booking window. Not combinable with Gift of Time, Take Off with Tauck, or other offers. Certain other restrictions may apply.



Princess Cruises (November 16-30)

Complimentary dining for two at a specialty restaurant for select Caribbean bookings departing January-June 2018!

Subject to availability at time of booking, new bookings only and cruise line terms and conditions apply. Contact Sand & C Travel for specific sailings that apply.



Royal Caribbean (December 1-15)

Book a balcony Cabin or above on any sailing and receive \$25 per cabin on-board credit that can be combined with the best available offer at time of booking.

New bookings only, subject to cruise line terms and conditions.





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**Special 25th Anniversary Edition!**



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