TRAVEL

Mort Crim cruise mixes sun, wisdom

M o r t
Crim, former news
anchor on
WDIV-TV,
will play
host to a
AAA Michigan Travel
cruise April
25 to the
E a st e rn
Caribbean,
receiding a

providing a bit of wis-dom along

Crim

dom along with the sur shine.

Crim will host a trip on the Grand Princess, April 25 to Grand Princess, April 25 to May 2, with stops at St. Thomas, St. Maarten and the private Princess Cay. The cost ranges from \$1,418 for an inside cabin to \$2,622 for a mini-suite with balcony.

"I've been on cruises several times before," Crim said. "When my wife (Rence) and I were married, we took a honeymoon cruise."

moon cruise."

Crim is founder and chief executive of Mort Crim Communications Inc. Orim is also a motivational speaker and the author of "Second Thoughts," a book of positive anecdotes drawn from his nationally syncitated radio feature, heard on 1,000 stations around the country.

dicated radio tenture, float on the country.

1,000 stations around the country.

"There will be a book autographing of 'Second Thoughts.'

1 joke that is costs two grand for the book and the cruise is free, 'Crim said.

Crim will be giving a speech on board similar to the speech that he gives to business groups around the country. He will address his deep concerns about the news media and public reaction to news coverage.

"The public is discouraged, cynical and 1 think this is dangerous to democracy,' Crimaid.' I try to put things into perspective."

He said the current political situation has fueled some of the concern he perceives. He said many question the media about their coverage of the

Crim said he doesn't regret for a minute his decision to leave his position as news

anchor.

"Not from day one," he said.
"I miss the people, I have friends there. But it became a question of been there, done that. I was ready for a challenge. It was not done in unger ar haste."

lenge. It was not done in anger or haste."
He said owning his own communications company had been a longtime dream. In the six years since starting Mort Crim Communications, he said the company has been growing steadily and now has 25 full-time employees and numerous free lance writers working on corporate videos, convention planning and other projects.
"I've learned a lot about business and the same values that make a good journalist or editor apply to business," he said.
Crim said he would like to turn his "Second Thoughts" into a series of books and is currently at work on "Second Thoughts". On the uproming cruise.
On the uproming cruise.

Thoughts About Second Chances."

On the upcoming cruise, Crim said: 'Having fun is an essential part of my philosophy. If a person isn't having fun in life, something is out of balance. If we set our minds to it and understand how to do it, we can find something fun for at least mildly amusing's about any job or responsibility! What better place to share some of my ideas than on a cruise ship — a place where practically everyone can have fun."

The Grand Princess has been referred to as 'a floating amusement park' and a floating feast. The 935-foot-long ship offers plenty of options.

On the 18th level is Skywalk. ers Nightclub suspended 150 feet above water and accessed by a moving skywalk. There is a Vogage of Discovery, featuring the latest in virtual reality rides and video games. For more information, contact at AAA Michigan travel agent or call 1.(800)AAA-MICH (222-6424).

Travel agent learns cruising's allure

BY HUGH GALLAGHER STAFF WRITER hgullagher@oe.homecomm.net

February is national cruise

February is national cruise month.

When winter has the north in its icy grip, the idea of a cruise through warm Caribbean waters is very appealing.

In early December, Sandy and Gary Millis attended a Cruise-A-Thon Conference spansored by Travel Trade Publications and Cruise Lines International Association to learn the latest about cruise vacations. Sandy Milis operates the Joyful Journey Travel Inc. travel agency out of her Livonia home.

"People can find relaxation, rejuvenation and excitement, said Sandy Mills about cruising. "There are a variety of new destinations to go to, an opportunity to see many different ports of call and the attractions at the ports of call."

At the Cruise-A-Thon, the

ports of call."
At the Cruise-A-Thon, the
Milises attended workshops and
training sessions, inspected
three ships - the Big Red, Carnival Fantusy and Disney Magic and received an in-depth look at
the Disney combined vacation
sation.

the Disney combined vacation option.

"This was my first Cruise-A-Thon and Travel Trade convention. I was surprised by how intense and thorough the training was," Sandy Milis said. They focused on different types of tours, tour packages available, how to increase market share in the community, niche cruises, home-based agents. It's a growing trend to work from home and belong to a consortium."

Milis had always been the family travel planner and reunion organizer. She also planned conferences for her church. It seemed natural to make a move toward doing travel arrangements professionally. In 1997 she responded to a newspaper ad about a seminar in Ann Arbor.

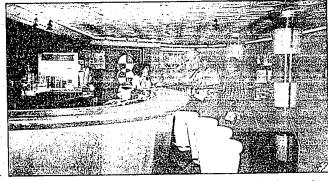
"Within two weeks, I decided this wife what I wented by

Arbor.

"Within two weeks, I decided this was what I wanted to do carding the Market to the training sessions while I was in a wheelehair and on crutches from foot surgery." she said to D June 11, Sandy and her husband will escort a multigenerational cruise on the Disney Magic.

Mills was impressed and

Milis was impressed and inspired by Art Rodney of Disney by



Brew spot: The Common Grounds coffee house is one of many eating places on the

who spoke passionately about how to sell cruises. The Millies got an intensive inspection of the Magic with Matthew Quimet, executive vice president of Disney Cruise Line.

"Disney is aiming at first-time cruisers, seven-day packages with 3-4 days at Disney world, then cruise," Millis said. "They provide a seamless experience. You're met by Disney folks at the airport. At the hotel you get one key that fits your room and your cruise cabin. You are transported by comfortable buses and taken over to the port (Port Canaveral). Because you've already been checked in, you go right to your cabin."

Millis said this "seamless approach is aimed at getting land travelers to go on cruises. Disney has created a cruise ship that's nostalgic and family friendly, two key ingredients to the famous Disney theme parks.

"Disney Magic is a modern-day ship with the looks and style of a

"Diency Magic is a modern-day ship with the looks and style of a traditional line of the '30s and '40s. It's a 'sleek, classic ship," she said.

Passengers are welcomed into a three-story atrium. From there the ship is divided into areas with appeal for different mem-bers of the family. One deck is devoted to children.

The children's deck is divided by age group. The Oceancers



Boon companions: Sandy Milis of Livonia receives some travel tips from Minnie Mouse on board the Disney Magic.

Club is for children 3-8 years old, the Oceaneers Lab is for children 9-12 years old. Common Ground is a coffeehouse for teenagers 13-17 with computers, a CD wall and games.

"The children's area was really impressive with a computer staimpressive with a computer sta-tion, playground and Disney characters to meet them," Milis

Alaska cruise.

For more information, call
Milis at (734) 522-3304.

The trip planned by Milises will include the regular five-year reunion of Sandy's family and her parent's 50th anniversary. But there are openings for the public starting at \$899.

Milis is also working on an Alaska cruise.

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LOWER FARES
Gov. John Engler and Northwest Airlines announced a new,
reduced intrastate fare structure
called "Fly Michigan." The "Fly
Michigan" program offers a 14day advance fare of \$60 each
way for travel between outstate
Michigan and Detroit, a savings
of 35 percent. Walk-up fares
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Detroit are \$130 each way, or a
savings of up to 40 percent. "Fly
Michigan" also offers low intraMichigan fares of \$10 more each
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"This is great news for the
travel industry in Michigan,
said Susy Avery, newly appointed director of Travel Michigan.



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where they vacation and do business."

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TRAIN TRIP
The Bluewater Michigan

Chapter is sponsoring three-day, all-inclusive excursions to Sault Ste. Marie for the Algama Central's Snow Train, Saturday-Monday, Feb. 6-8 and 13-15. The excursions leave by motor caach from Dearborn and Royal Oak and include all transportation, the Snow Train, resort hotel,

baggage handling and all meals including two on the train, one at the Sugar Bowl in Gaylord and one at the Bavarian Inn in

and one at the Bavarian in in Frankenmuth.

The fare is \$325 per person based on double occupancy. For tickets or information, contact the Bluewater Michigan Chap-

ter, National Railway Historical Society at (248)541-1000 or (800)594-5162 or write PO Box 296, Royal Oak, MI 48068-0296. ROLLER COASTER

Busch Gardens Tampu 18 building a new double wooden roller coaster, "Gwazi," sched-uled to open in summer 1999.

