

2011 YEAR IN REVIEW

As we come to the end of 2011 and rounding the corner into 2012: No Holds Bar, No Limits, No Restrictions - Its' FULL SPEED AHEAD!

Steve Job said it well...

*"You can't connect the dots looking forward; you can only connect them looking backwards. So you have to trust that the dots will somehow connect in your future. **You have to trust in something - your gut, destiny, life, karma, whatever.** This approach has never let me down, and it has made all the difference in my life."*

Apple had to learn to improvise, adapt and overcome. And there was no Sameness or Conformity. Just like Apple, we at Cruise Planners want to be different. We don't want to abide by all the rules, we want to be rebels. We're the square peg in the round hole, we want to see things differently. We want to imagine, create and be a little on the crazy side.

And... We believe that in 2011 we DID just that!

The industry as well as the world is evolving and we must do so too.

- Did you know that every 6 1/2 minutes a person checks their mobile device (and some do so more than others- and you know who you are!)?
- 5.2 billion People own mobile devices and 5 billion app's are downloaded... And **NOW** Cruise Planners can play in that space.
- With eREZ Mobile, you can work your business right off of your smart phone and our CP iPhone App ("Cruisitude Finder") has put you in the 21st Century...and the best part is **its FREE to you!**
- We took major strides this year with our technology, with launching eConnect, you now have the ability to book cruises AND Access America in eREZ "LIVE"...So, what does this mean for you?? No more double entry- and its easy.
- How about our new Facebook Fan page management tool...giving you a professional presence, helping you stay connected and again...we absorbed the cost of this incredible tool.

These are just a few of the new programs that launched in 2011, and we're telling you now that in 2012 - WE ARE NOT STOPPING! We can hardly wait to introduce the new web program, with not only a NEW look and feel, but incredible features as well with Social Media integration, a video player, anchored search bar, and unlimited use of Regisweb to name a few - we are just so excited with the evolution bringing YOUR business to the next level. It's ALL about YOU!

We hope that you see that Home Office has been working hard this year to not only bring you the latest and greatest technology, but also programs to help you compete in the market place. We want to give you the BEST opportunity to Win!

IT'S FULL SPEED AHEAD IN 2012!

CP EXECUTIVE TEAM



Tom Kruszewski, Vicky Garcia,
Michelle Fee and Brian Shultz

**WISHING OUR CP FAMILY A VERY HAPPY
HOLIDAY AND PROSPEROUS NEW YEAR.**

MICHELLE, VICKY, TOM AND BRIAN

"I'm convinced that about half of what separates the successful entrepreneurs from the non-successful ones is pure perseverance." Steve Jobs

CRUISE & PLANNERS 

2011 AWARDS

- **Norwegian Cruise Lines Franchise Agency of the Year**
- **7 Magellan awards** - more than any other travel company in the industry! Magellan Awards from Travel Weekly honor the best in the travel industry and are bestowed upon travel organizations that represent the highest standards of excellence



- **3 Gold Magellan Awards for Marketing Campaigns**
 - Bucket List
 - Family Travel
 - WLCE
- **1 Gold Magellan Award for Direct Mail**
 - The Cruise Planners Magazine
- **1 Gold Magellan Award for Training**
 - Business in a Box - training program
- **1 Gold Magellan Award for Customer Travel Insurance Program**
- **1 Silver Award for Travel Gift Registry**
- **RCI's Home-based Agency of the Year 4 Years in a Row!**
- **American Express Rep Excellence Award**
- **Entrepreneur - Best in Class (8 years in a row)**

TOUR AWARDS

- **American Express Vacations 2011 Globe Award Winner**
- **Funjet's 500 Club GOLD member (up from last year)**
- **Platinum Award from the Globus Family of Brand**
- **Platinum Award Apple Vacations**



ADVISORY BOARD

2010 Advisory Board Members

Angela DeDomenico	Joel Wilder
Carol Zwerner	Michael Consoli
Charlie Bouchard	Tom Kleefisch
Chris Cardona	Jeremy Lee
Diana Bogart	Rick Carlson
JJ Kuykendall	Virginia DeDad

Millionaire's CLUB

2010 Millionaire's Club

Nancy Bogert	Merci Cantwell
Giancarlo Bruno	Tony Lostumbo
Julie Irovando	Connie & Brett Saunders
Bob Zweig	Amy Baker
Michael Consoli	Ken Madden
Paul Parker	Dale Arroyo

HO STAFF ANNIVERSARIES

5 Years

Chrissy Fee started with Cruise Planners in May 2006

CP AGENTS' ANNIVERSARIES

5 Years

Maureen Acciaioli, Michelle Allen, Carmen Arzon, Ethel Atanassov, William Baker, Liane Beck, Paula and Paul Belletiere, Fran and Brian Boggs, Mary & David Celec, Virginia Dedad, Karen De Lorenzo, Michele Dixon, Dara Dudish, Ellie Dulude, Catherine Erickson, Dorothy Flannery, Betty Haas, Jack and Kirsten Herklotz, Harry Hicks, Mary Kathryn House, David Kauffman, Charlotte Lawson, Roy and, Linda Lazenby, Carolyn Leibowitz, Michelle Lopez, John Manning, Monique Minnick, Donna and Harold Monsen, Doug O'Donnell, Caryl Olson, Bill & Linda O'Neal, Melinda Peters, Mary Prentkiewicz, Carol Rice, Karen Robinson, Staci Sanford, Evelyn Santos, Connie & Brett Saunders, John Sawh, Teresa Shivers, Barb Shulman, Ken Sudduth, Eileen Tener, Michael Tietjen, Kristen Vanderwater, Anthony Verile, Charlie Wahlberg, Michael Walling, Sarah White, Melodie Williams, Anessa Yates, Chris Yoest

10 Years

Susan Apt, Barbara Arendt, Dennis Bonade, Tracy & Bruno Bonetti, Brad & Michele Clure, Reba & Byron Chrisler, Martin Case, Jeff & Kim Dorsey, Dale Fulgham, Julie Green, Suzanne Greenberg, Jayne Halley, Sandra Heasley, Linda Holmes, Sydney Hosking, Tim Kangas, Anthony Klang, Tom and Anne Kleefisch, Sherry Leybovich, Patricia Lyons, Linda Maloney, Suzanne Mason, Betty McClenan, Mel Mendelsohn

15 Years

Julie Aliseo, Nancy Bogert, Jeff Ehret, Sue Goodboy, Susan Husbands, Nancy James, Becky & Joe Krupski, Dotti Martin, Steve & Carol Osgood, Sherry Pace, John Powell, Louise Sanders, Chuck Sanno, Becky Strecker, Barbara Yospe, Patti McGinnis, Vern Reynolds

I.T. UPDATES

The I.T. team has been very busy this year – rolling out amazing new technology and upgrading features to “everything CP” in order to enhance the usability of our systems. Below is a list of what I.T. has accomplished this year:

February – we rolled out the single opt in feature for email subscribers

Before this change, a client would have to first enter their email address and then acknowledge (via an email) that they agreed to be opted in. This was referred to as “double opt-in.” With this new change, we require only that the client enter in their email address and then a code of numbers. After that they are opted in. We call this “single opt-in.”

April – eREZ 2.0 was launched!

eREZ 2.0 was a huge release. We took all the great feedback from you and re-engineered all of the system to make it faster, more efficient and easier to use overall. With that we introduced several critical new features. Here is a short list:

- We improved the import tool such that it was more flexible and capable of importing more complex files
- We created account messages which allowed us to send messages to our agents with important updates and notifications
- We created Help Central as a central repository of information managed by Cruise Planners Home Office
- We created “Find a Cruise” which is your one-stop location for information about sailings...including special groups, Mariner Club sailings and other special amenities
- We enhanced Generate Lists to give more flexibility and options to refine your lists
- We enhanced Segments giving you the ability to give the segments some “Brains” to help organize and categorize your clients
- We enhanced the Calendar, providing better performance, more organization and more information about your clients activities and special events
- We enhanced the eCards by providing a “visual list” which allowed our agents to better see what they were sending before they actually sent it
- We enhanced the invoice, giving more options and a new “preview” mode to see exactly how the invoice would look before you printed or emailed it

April – Beta testing of eCONNECT (live booking) was released to volunteer beta testers

eCONNECT is our new tool which allows you to book cruise travel directly through eREZ. For years, we were striving to make eREZ the central location for all business management for our agents. Adding eCONNECT allowed you to find the right sailings for your clients, do all the pricing research and then BOOK. Our team of beta testers went through it with a fine-tooth-comb so that when we released it to the masses it did all that was necessary to conduct business.



April – we enabled web program page sorting enhancements

A common request was the ability to control pages on the websites. We created a convenient tool which gave you complete control over the order that pages would appear in on your sites.

May – we integrated RegisWeb into eREZ for seamless data transfer

Another long-overdue feature, we created the ability for RegisWeb to talk to eREZ. Now, when your registrations are all done and the bookings have been secured, you can easily transfer all that data into eREZ. This tool saves you dozens of hours working with tedious paperwork.

May – we added the “Special Sales” section to eSOURCE

Our awesome sales department worked closely with us to create a new section of “offers” which we call Special Sales. Within special sales are all the offers that we collect throughout the week. We post all the offers, be it for cruise or tour or any other type of travel, in one, central location which makes it much easier for you to find and get all the necessary details.



July – Bridal Registry program released & integrated into websites

Working with a great new partner, we added banners and links to your websites which allowed your customers to access great bridal and celebration registries.

July – eCONNECT finishes beta testing and goes live for all users

After a few short months of testing, our beta testers gave us their stamp of approval on eCONNECT, our online booking engine. And with that, we began rolling out the tool for all agents. The feedback we received was tremendous and it was really cool to see the bookings coming through this tool. We worked very hard for many months to deliver a great product and it was very rewarding to see how much everyone embraced it.



August – eSOURCE re-design launched, to have the same “look & feel” as eREZ

eREZ 2.0, when it launched in April, not only gave great, new functionality but it also gave a “spruced up” look. So, we decided to do the same with eSOURCE. We wanted to make things more consistent and organized in eSOURCE so we went through the layout and sprayed it with some cleaner and the result was something that was not only easier on the eyes, but also easier to use.

September – Web program dashboard released

Another exciting release that we had was the Web Program Dashboard. We knew that it confused some of you as to where you would need to go to do certain things. Something’s were done at the “back” of your website, some were done in eSOURCE and still others were done in eREZ. With the release of the Webprogram Dashboard, we standardized all of that so that you can login just once and then manage your entire business. The new dashboard was also designed to set us up nicely when we moved on to the new Web Program that is launching in 2012.

October – eREZ mobile was released for smart phone & PDA users

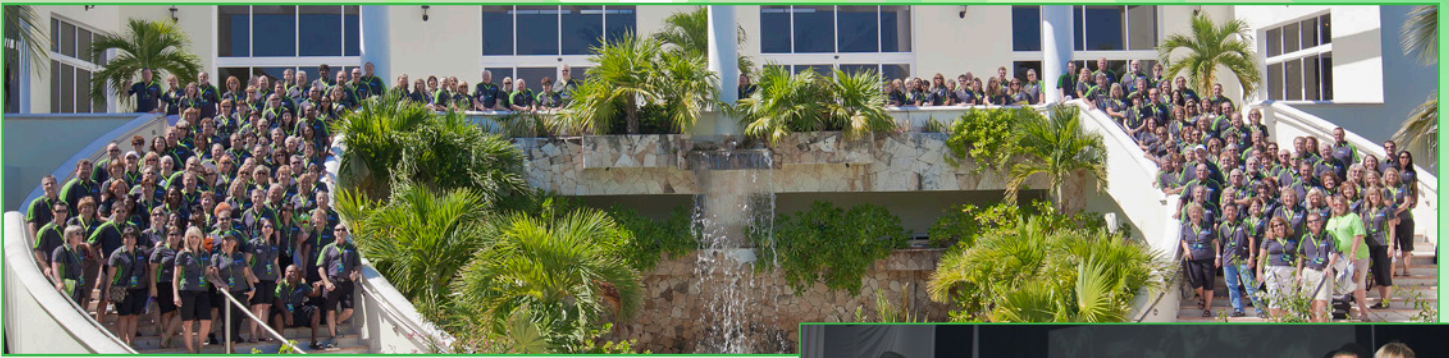
With eREZ mobile we took eREZ off the PC or laptop and put it in your hands. Did you know 31% of all Americans own smart phones... we did. And we also knew that having access to critical client and reservation data in the palm of your hand was not a luxury...it was essential. With eREZ mobile we provided you with YOUR data no matter where you were. From client information, to reservation details, to finding a sailing to even our special sales, eREZ mobile was a complete mobile offering of our software. We believe it really takes our franchisees to the next level.

CONVENTION 2011

Full Speed Ahead was our convention theme, which merely means-Look ahead (Not behind) and kick your business into gear!

For the first time ever, we had a land based International convention at an all-inclusive luxury resort in Riviera Maya, Mexico at the El Dorado Royale. And boy did they roll out the RED CARPET for Cruise Planners, it was amazing.

Our Keynote speakers were, Dondra Ritzenthaler- SVP Celebrity Cruises and Ellen Bettridge- VP of American Express. These ladies helped kick off the incredible week. Shauna Hoffman from WhoDunit Productions - gave a compelling presentation about "theme-based" groups and everyone walked away with a comprehensive plan. One thing new this year was our vendor round tables-kind of like speed dating! 50 vendors, 4-minutes, NEXT!



Some of the favorite presentations were our panels-three in all. "River Cruising", one of the hottest niche markets in the cruise industry; it gave insight to all the different companies and what they offer to our potential clients. The "Executive Cruise Panel"-brought all the BIG GUNS from each cruise line to the stage and shared the vision of cruising in 2012. And one of the most talked about was our "Millionaire's Panel" where Michael Consoli, Nancy Bogert, Bob Zweig, Connie Saunders, Julie Irovando and Paul Parker graciously shared their "secret sauce" to success. It was awesome!

Breakout sessions were a huge success, from *Learning How to Give a Presentation*, *Video Marketing*, *Mastering a Perfect Cruise Event*, *Social Media*, *Building and Capitalizing on your Relationship with your BDM*, *Making Networking count*, *Success is NOT an Accident to Kicking your Business up a Notch...* plus many others...

We announced 18 different programs, new features or packages that we created in 2011 to help you grow your business. One agent said "It's like you turned on a fire hose with all that you unveiled." Needless to say, everyone had a great time and walked away with more ideas and new concepts to building their businesses and of course new friends.

Can't wait till next year, where we will be on the 2-Night Celebrity Reflections + 3-Nights TBA. Get Ready, Convention 2012 is going to Rock!



Angel Notion is the only medical non-profit clinic located in the Playa del Carmen area, Quintana Roo, Mexico. They serve the needy in the communities along the Mayan Riviera with medical care, surgery, education, and dental care, along with many specialties and alternative medicines. They have provided heart surgery for almost 200 children, provided cleft palate surgery for over 100 children, and tested thousands for diabetes.

WE WERE PROUD TO RAISE OVER \$15,000 AND BROUGHT 100+ BACKPACKS TO THE ANGEL NOTION NETWORK IN MEXICO.

WAY TO GO CP'ERS!



The Wyland Foundation has helped children and families around the nation to rediscover the importance of healthy oceans and waterways through public art programs, classroom science education, and live events.

CP CARES DONATED \$9,000 IN 2011

NEW BOOKING OPPORTUNITIES FOR 2012

Completely Packaged Vacations – Exclusive to Cruise Planners

What is CP Vacations?

- A completely packaged cruise vacation with exclusive value-added deals at competitive rates that clients can't get on their own! We secured special rates with several cruise lines on select sailings, and packaged it up with different vacations options (hotel, transfers, shore excursions, airfare, etc).
- Each package has been custom designed to offer the best value at the lowest cost to the consumer. Gone are the days when you have to sell cruise + vacation add-ons separately.



This program will give you EXCLUSIVE deals to sell to your customers.

- Huge Savings for your customer
- More Commission to YOU! – You are paid on the Whole package – NCF's and all.

Find out more by clicking on eSource > Special Rate Programs > CP Vacations

Interline Rates

Sell Interline Rates with Royal Caribbean, Celebrity and Azamara and earn 16% commission!

Who qualifies for the rate program?

- Airline Employees: a current full-time employee of either a domestic or international commercial airline
- A current employee of Federal Express (FedEx) or United Parcel Services (UPS)
- A current employee of Astar Air Cargo
- A current employee of Airborne Express

Full program details on how to book these special rates are located on eSource > Special Rate Programs > Interline Rates



Throughout 2011, the group team shared with you the many sales opportunities available with Home Office groups. We share helpful hints and rate advantages via The HOt Group Corner.

We added new Group Space with various River Cruise companies, ETS holy land programs and most recently Trafalgar. The team continues to look for ways to make it easier for our Cruise Planner agents to book into groups and provide a competitive edge in the marketplace.

Look for other group opportunities in 2012 such as Theme Cruises, Land Tour Groups and more!

FINANCE

2011 was another active year for improving systems so that you, our franchisees, can get commissions proactively paid as quickly as possible and get your issues addressed timely and accurately. And BOY have we been busy—in just the last twelve months the finance department processed over \$15m in commissions and expect to process even more in 2012. Plus, we also paid out **\$390,000** in override monies to YOU our agents—the largest amount we've ever paid out in the history of Cruise Planners! It just shows that bookings are strong and agents businesses are much more lucrative.



We now have a certified QuickBooks advisor on staff who can answer questions you may have regarding your QB general ledger software package.

TOURS

**SALES UP
38%
IN 2011!**

Do you realize that you can sell EVERYTHING your clients ask for?

2011 has been a banner year with our land partners!

Many of you have embraced this segment of travel and the numbers show it.

In addition to trying to streamline the preferred partners, we have selected a number of new partners this year to make sure you are working with the very best vendors.

New Vendors added in 2011:

- Avanti Destinations – Europe FIT trips
- Europe Express –Europe FIT trips
 - Both partners sell air, car, hotel, and rail all over Europe. This helps you keep the entire booking with one vendor when selling a cruise or you can just sell an independent land tour to Europe.
- ETS (Educational Travel Services) who specialize in Religious Travel and trips to the Holy Land.
 - Christian based and Jewish heritage tours available



CP 2011 Travel Awards:

- AEV's Golden Globe
- Sandals Star Awards
- Funjet's 500 Club GOLD member (up from last year)
- Platinum Award from the Globus Family of Brands

We do not want you to think of this as CP changing its focus, but rather enhancing it!

AccessAmerica® Travel Insurance & Assistance

- Policies sold are UP over 22% in 2011
- Over 22,000 policies were sold in 2011!
- Bookings processed via eREZ has grown to 57.4% in the 4th qtr.

Enhancements made in 2011 included:

- Product enhancements to automatically include business reasons for cancellation
- Cancel Anytime option added to Worldwide Travel Protection Product
- Elimination of the non-commissionable application fee
- Added ability to book AA within the eREZ tool- eliminating double entry

Your commitment to protecting your clients and their travel investments is a true testament to your professionalism!

TRAINING



The big reveal...CPU is getting a facelift!

Launched in November 2009, CPU is now two years old and is growing every day. We are very proud to announce the NEW look and theme of CPU...launching in the first quarter of 2012.

CPU will now adopt a "TV channel" theme that will allow users to easily click from channel to channel in a much more organized fashion (no more "floors" and "subfloors"). You'll be able

to expand the viewing screen and also see when you've graduated from one level to the next in real time! Those are just a few of the new enhancements to look forward to in 2012...more exciting news to come!

Did you know?

- There are over 500 CPU graduates in the Freshman, Sophomore, Junior and Senior Track levels.
- You have 163 courses to date to choose from (and this number is constantly growing)!
- Over 75,000 tests have been taken on CPU since its launch in November of 2009.
- More than 600 webinars are available in CPU for on-demand access, and 180 of them were hosted live and recorded this year.
- CP's Training Program including CPU won the most prestigious travel industry award for the second year in a row - the GOLD Magellan Award from Travel Weekly. This is like winning an Academy Award in the travel industry!



New 2011 Programs

You may have noticed some new sections within CPU this year, and we hope you're taking advantage of them. Here's a recap of a couple of new major sections and programs:

Ports & Destinations - This section within the Preferred Supplier Institute provides you direct access to various tourism boards, FAQs about specific areas including sightseeing, tour options, local culture, currency, cuisine, weather, visas, special needs access, and many other useful tools to use when researching and booking travel for your clients. It is a work in progress and will be expanding to a large variety of different ports, cities and countries in 2012 for your convenience and access.

VIP & Preferred Shopping Program - This is a new 'value add' program that will allow you to provide special offers and free gifts to your booked clients when shopping ashore during their cruise. You should already be familiar with our new partnership with Effy Jewelers, where you can offer your clients a free sterling silver and gemstone jewelry set just for booking with you. Look for more of these partnerships in the future.

COMING SOON

Here's what you can expect to see in the near future in CPU:

MBA & PhD Tracks - The Masters and PhD Tracks of CPU are coming soon in 2012. After the final two tracks are live, we will also launch the Certified Cruise Planners Expert program (CCPE). Get ready - this is the BEST OF THE BEST in certifications - recognized by CLIA.

New Agent Training Classes - We continue to update and improve our New Agent Orientation Trainings that are held six times per year in Fort Lauderdale. If you haven't been in a while and are considering coming back for a "refresher course" - come on down! We would love to have you. So much has evolved in the way of technology that we encourage our existing agents to come back and attend again. Our goal continues to strive for the best possible training experience for all agents to ensure success in their home-based businesses.



BUSINESS DEVELOPMENT

We thought we'd use the 150 years of experience this team has to help you grow your business. So, in 2011, our Star Coaches began making quarterly outbound calls making sure you were aware of upcoming enhancements to technology, new promotions, marketing efforts, webinars and ensuring you had the support necessary to be successful.

Training Webinars

We wanted to add additional training sessions for our new franchisees and so now you can participate in some of these after training webinars:

- American Express Programs
- eREZ
- Get Your Group On
- Access America

Weekly Sales Focus

We added our Weekly Sales focus designed to help you build your business. We provided helpful hints on group specials, tour promotions, and upcoming cruise sales events.

With eCONNECT and other eREZ enhancements, Access America changes, iPhone apps and mobile eREZ, Interline rates, WOW events and other exciting initiatives, the team had a very busy year. Together, they reached out to our Cruise Planners agents more than 100,000 times: 50,000+ emails, 30,000+ phone calls, 75+ webinars and over 1,000 coaching sessions!

CP Vacations

Not only was Business Development busy helping you increase sales, they were looking for ways to help you be more competitive. In November, we launched CP Vacations = Completely Packaged Vacations which offers exclusive packages to destinations your clients frequent: Alaska, Hawaii, Europe and the Caribbean. Your clients can enjoy incredible savings while you earn higher commissions. Try one of our Alaska Cruise Tour packages with 1 night in Anchorage and 2 nights in Denali or maybe a tropical paradise package in Hawaii with 2 nights in Honolulu along with a 7 night Hawaiian Islands cruise. Thank you Jude, Gary and Laura for all your hard work and dedication to launching this great product.



MARKETING

Just like an Olympian track and field team is comprised of the best high jumpers, the best runners, and the best hurdlers, we have the best talent available to continue to provide you with award winning creative and fresh marketing for each initiative so your Cruise Planners is top of mind with existing and prospective clients. Your marketing team covers the gamete from direct marketing to social media, to branding and other marketing initiatives.

Full Sails

Marketing designed a total of 26 direct mail pieces in 2011. Overall a total of 23,245,000 full sails reached the market this year. One of the biggest advantages this program provides is your ability to make one-to-one contact with your past customers and prospects with a professionally designed piece, with the Cruise Planners AND American Express Logos - it's a priceless tool for you.



The Cruise Planner Magazine



The Cruise Planner Magazine is published 2 times a year reaching 125,000 existing and prospective clients with each publication. The Summer/Fall issue which dropped this July was 28 pages in total, up from 24 pages for the last several years. It was the first time we went with a "theme", in this case, "Cruising Meets Cuisine"...which carried through the magazine, tying in culinary photography, recipe's and some offers from the cruise lines which complemented this effort (Spa credits, etc.). This issue also introduced your clients to QR Codes, which present a new "option" for the reader to engage with you in more ways than just the paper it's written on. The QR codes, included links to online content, which is scanable with a smart phone...including things like fully printable menu's and/or recipe's one would experience on a cruise, destination videos, to even the Captain of the Allure of the Seas sharing how they named the restaurant 150 Central Park. Really cool stuff!

We are NOT stopping there! The coming 2012 Winter/Spring issue has again upgraded to a new format and design, and is now printed in 32 pages...all for only .65 cents per magazine. The theme for this issue is the kick-off of "What in the World Would You Like to Do?" campaign. "Engagement" is the core element of the campaign. We are taking an enhanced visual approach to include more QR Codes to invite the reader to scan these and hence, engage further with you. The key objective is to convey a scope of experiences with offers to inspire prospective travelers to contact YOU, their Cruise Planners' travel advisor.

WEB MARKETING

Travel Registry

The Travel Gift Registry is not just a registry for honeymoons and other celebratory travel. It's a complete marketing program that has been created and available on ALL WEB PROGRAM PARTICIPANTS websites.

- Allows you to provide your clients with an additional service utilizing today's hottest technology, Social Media, directly from the your Cruise Planners' website
- Creates new business opportunities from friends and family of the client and organic web searches
- Builds client loyalty from the initial stages throughout their traveling life
- Providing you with not just a travel gift registry but a TOOL BOX to help you market yourself: continuous training, multiple collateral material, ads and SEO web presence.



Romantic tourism and celebration travel is big business. In a competitive environment, we've created a solid program that differentiates YOU from everyone else.

Travel Resources

We've put all the information your clients will need in one section with great links to:

- The Centers for Disease Control and Prevention (CDC)
- Money Converter
- The Federation Aviation Administration (FAA)
- U.S. Department of State
- And weather widget



Land and Tour Page

Land and Tour Vacations page with content from our preferred partners and a TOUR REQUEST FORM.



American Express Travel Services Representative

The Travel Benefit & Services "white-label" button was added to the Pay with Points and Mariner Club pages.

The site was created especially to link directly from your own website to the white-label site that highlights the different benefits, services and offers available to American Express Cardmembers when they BOOK THROUGH YOU!

WEB MARKETING



AddThis added to your Cruise Planners' blog.

You're blogging. And we're providing blog content for you every week. This functionality adds traffic to your website by making it easier for your readers to SHARE your content. Remember, sharing is caring!

Facebook Program

We have recently partnered with Process Peak to develop personalized Facebook business pages to help engage your customers and prospects as well as ensure you build a strong, thriving business. This program is at NO COST to web program participants.

The program offers three options to choose from, with three distinct levels or "tiers" of Facebook "landing pages."

All three of these programs enable Home Office to post to your wall on your behalf ensuring consistent and relevant communications to your fans. Postings will include travel related news, offers and events.

The program includes:

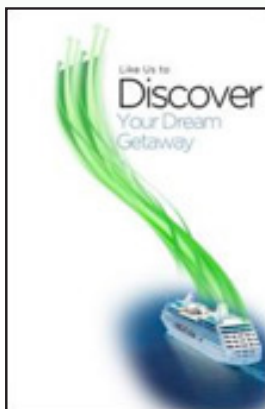
- A Facebook Account/Page designed specifically for your location. If you don't already have one, this option is available and is titled using "key words" to ensure optimization. (Key Word Optimization makes it easy for prospects to find your web page through popular search engines.)
- In the event that you already have a Facebook page, this option allows you to transition your existing web pages over without losing any of your existing fans or content.
- Personalized Dashboard: The Dashboard allows you to monitor your wall, and gives you a "snapshot" of how you are performing. These performance metrics allow you to compare your performance against other locations, better manage your time by scheduling posts, grants you access to suggested content for posting*, provides access to a multi-media library and more!

*This is ideal for those of you who simply do not have the time to manage content posted to your Facebook fans. The Home Office will be messaging and can post content on your behalf. You will still have the opportunity to post your own local information through the dashboard.)

Upgraded Features include:

- Lead Generation Form: Enable Facebook fans to request a vacation package and join your marketing database.
- A banner link that drives traffic to your web site to book a trip
- A Custom Application: This enables your customers to provide trip reviews and recaps. As your library of testimonials expands it will provide an additional resource to your potential customers to research your available trips, as well as to review positive feedback from satisfied customers. Imagine having your own TripAdvisor on Facebook!

Plus, Home Office can design a custom profile image for your new page.



CUSTOM BRANDED
LANDING PAGE
(OVERLAY)



STANDARD PROFILE IMAGE
(4 designs to choose from)

CUSTOM
PROFILE
IMAGE

iPhone App - Coming Early 2012

CruisitudeSM Finder is a comprehensive consumer cruise vacation app that provides detailed information for over 30 cruise lines including river cruises. As a web program participant, the app will have your contact information. You can also have the ability to add your own offers.

Additional Features:

- Cruise search
- Request a quote
- Over 30 cruise lines and river cruises
- Thousands of itineraries
- Images of ships, rooms, ports
- Stateroom descriptions and images
- Deck Plans
- Hot Deals-last minute savings, American Express benefits
- Language Translator
- Trip Planner-Set up reminders based on cruise date
- Share through social networking sites
- Postcard-send a picture postcard while on vacation via email or social media
- News Ticker- exclusive offers
- And more.



PROGRAMS

Agent Incentives

2011 saw the launch of several new American Express initiatives. Win with the Card provided an agent incentive with opportunities to win over \$12,500 monthly and a grand prize of \$15,000.



Congratulations to Sharon Viotto who was an August Winner!

Agent Tools/Programs

In 2011, many of our agents took advantage of Mariner Club sailings and American Express Groups, but the most popular again was the Pay with Points Program with over 25 million points redeemed this year!

And beginning November 2011, American Express announced the ability for all agents to redeem their clients points via the AextraWeb. Just take the mandatory Membership Rewards Pay with Points training, score 100% and begin accessing the Pay with Points tool.

Dedicated Staff

And to help you with all those American Express benefit questions, AextraWeb help and Pay with Points redemption, we now have a dedicated staff available 7 days a week.

NEW FACES



Kristen Hart, Graphic Designer

Kristen joined the Cruise Planners marketing family in July. Trained as a fine artist, Kristen's graphic design features strong visual communication and typography fused with organic beauty. Her professional experience includes creating award winning graphic design for The Golf Channel network, ABC network, FOX network, The Tribune Company, The Orlando Magic, Walt Disney World, Disney Cruise Line and Harley Davidson. When she's not creating stellar work for Cruise Planners, you'll find her wailing on the electric guitar in some blues bar.



Annette Hogan, Senior Director of Marketing

Annette brings industry wide recognized expertise in performance based, integrated sales and marketing. Having worked with industry icons such as Sabre, Amadeus, Delaware North Companies, and Royal Caribbean Cruises. Comes from a long family history in travel and has experienced trotting around the world since birth! She is trilingual and multicultural, and loves spending time cooking and entertaining family and friends



Kevin Munnely, Software Developer

Kevin was born in New York and raised in South Florida where he has spent most of his life, aside from his college years in Orlando. He has been programming for over 10 years and he also comes from a background in advertising. When he's not at work he can usually be found playing guitar, attempting to cook, or obsessing over college football. Go Knights!



Olaf Olen, Quality Assurance and Support Specialist

Olaf Olen joined Cruise Planners in June of 2011. His background and passion is in Information Technology and Customer Service. Olaf takes care of all desktop support, agent support, and various projects. Not only does he work hard, he likes to have fun at the same time! He has worked for various corporations before like Nortel Networks, Memorial Healthcare System, and Windridge Yachts just to name a few. During his free time he likes to go Air boating, 4x4-ing, Fishing, Boating, and traveling with his 2 children and wife.



Mirna Plana, Program Coordinator

We are very fortunate to have Mirna with Cruise Planners. Mirna brings over 25 years of experience in the travel industry with most of those working for American Express, Celebrity Cruises and Norwegian Cruise Line. Talk about a great fit. Not only does she love cruising but she brings with her valuable knowledge of all the American Express card products. Mirna recently graduated from Phoenix University where she earned her Bachelor's Degree in Marketing. She loves spending her weekends down in the Florida Keys with her husband, sons and grandchildren. Oh, and did we tell you how crafty she is?



Diana Riel, Director of Strategic Partnerships

Diana joined Cruise Planners in January. She brings over 25 years of experience in the cruise industry specializing in groups with Royal Caribbean, Celebrity Cruises and most recently Costa Cruises. She oversees the Business Development team, Groups and our American Express Programs. Diana was born and raised in South Florida and is a huge Florida Gator fan. She loves spending time on the water either boating, cruising, diving or just relaxing with her son Daniel and her husband Bill. If not on the water, you can find Diana at the nearest shoe store, probably buying a pair of black shoes.



Cynthia Shobe, Program Coordinator

Cynthia joined our team in January. She also brings over 25 years of experience in the travel industry specializing in cruise operations with Celebrity Cruises and Hurtigruten and most recently working with AAA. Cynthia is known as our "Inspector Gadget" as she has a crafty sense of finding a needle in a haystack. Cynthia loves to ride her "Honda Davidson" on weekends with her husband Curtis. On Sunday nights, you can find her at Café 27 or the Hard Rock, where she loves to spend time with her family and friends on the slots.



EXECUTIVE TEAM

Michelle Fee, CEO and Co-founder
Tom Kruszewski, CFO
Brian Shultz, VP, Technology
Vicky Garcia, Executive VP Sales & Marketing

HOME OFFICE STAFF



STRATEGIC PARTNERSHIPS GROUPS

Diana Riel, Director of Strategic Partnerships
Mirna Plana, Program Coordinator
Cynthia Shobe, Program Coordinator



Diana Riel, Director of Strategic Partnerships
Francisco Vargas, Group Manager
Sonia Duenas, Group Manager



BUSINESS DEVELOPMENT

Christine Quinn, BD Specialist
Jude Civil, BD Specialist
Ali Colombo, BD Manager
Fifi Almonte, Operations Project Coordinator
Gary Spadaccini, BD Specialist
Kathy Bardaji, BD Specialist



MARKETING

Amy Daley, Marketing Coordinator
Chrissy Fee, Web/Graphic Designer
Diego Meeroff, Marketing Manager
Teresa LeClair, Online Content Manager
Annette Hogan, Sr. Director of Marketing
Chrissy Fee, Web/Graphic Designer
Kristen Hart, Graphic Designer



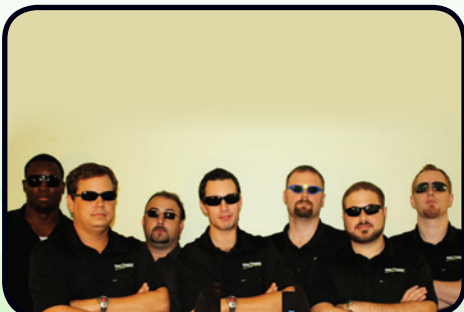
COMMUNICATIONS

Robin Schuertzmann, Receptionist
Grace Vargo, Director of Operations
Daniela Ochoa, Mail Room Coordinator
Nicole Narine, Mail Room Manager



FRANCHISE SALES

Meche Roeder, Franchise Development Coordinator
Dan Hicks, Director of Franchise Development
Laura Martin, Franchise Development Specialist
Don Luria, Franchise Development Specialist
Dan Chiafair, Franchise Development Specialist
Diane Chiafair, Franchise Development Specialist



I.T.

Mark Eccleston, Quality Assurance
Olaf Olen, QA and Support Specialist
Brian Shanahan, Systems Administrator
Phillip Guerra, Sr. Project Manager
Patrick Verrier, Software Developer
Brian Shultz, VP, Technology
Jeff Payanis, Software Developer
Kevin Munnely, Software Developer



ACCOUNTING

Rose Fontizard, Accounting Specialist
Susan Speranza, Accounts Payable
Lisa Dunkley, Accountant
Eileen Lisnoff, Accounts Receivable, Franchise
Tom Kruszewski, CFO
Jocelyn Smith, Accounting Support
Lisa Clayton, Accounting Manager
Karen Lucas, Controller



TOURS, TRAINING AND PROGRAM DEVELOPMENT

Laura Blanco, Director of Tours/Sales
Cathy Kusuma, Director of T&P Development
Debbi Dunn, Training Development Specialist

