

SFTP—SAN FRANCISCO TRAVEL PROFESSIONALS A History, Then & Now

SFWIT- San Francisco Women In Travel 1928-2006 Founding Members, The Travellarians 1928

Our organization was originally known as the Travellarians, a thirteen-letter word coined by (Mrs.) Kitty Crabtree in recognition of the original 13 travel bureau girls. They also agreed to meet on the thirteenth of each month. Their first outings in 1928 were hosted inspections by the Hotelman's Association in Yosemite and along the Central California Coast. The purpose of the tour was to acquaint them with the hotels and points of interest along the route. It was on May 13, 1928 that four of the ladies including our chapter member, (Miss) Elsie May Kirker, discussed the formation of an organization composed of women while on a 6-day tour from San Francisco to Santa Barbara. This enterprising group of ambitious women were up against the odds in a predominantly man's world.

Their purpose for the organization was to develop a spirit of cooperation, to establish and maintain a means for the exchange of ideas and methods, to afford a mutually pleasurable getting together, and to promote better service to the public, employers and to those for whom the members of this organization would act as representatives.

The Original 1928 Thirteen Charter Travellarians and Patron

- Mrs. Donna Williamson, Hotel Whitcomb Travel Bureau President
- Miss Mildred Bolton, American Express Vice President
- Miss Ina Liebhardt, Peck-Judah Secretary
- Miss Elsie May Kirker, American Express
- Miss LeMoine Wright, Mt. Tamalpais & Muir Wood Railway
- Mrs. Eleanor Beck, San Francisco Convention & Tourist League
(Original co-writer of the Constitution and By-laws)
- Mrs. Mabel Johnson, San Francisco Chamber of Commerce
(Original co-writer of the Constitution and By-laws)
- Miss Mae McKeown, the Fairmont Hotel Travel Bureau
- Miss Mary Murphy, San Francisco Convention and Tourist League
- Miss Mildred Sperry, Californians, Inc.
- Mrs. Kathryn Switzer, San Francisco Chamber of Commerce
- Miss Mary Clifford, Oakland Chamber of Commerce
- Mrs. P.E. (Kitty) Crabtree. Crabtree Travel Service
- Patrons: Mr. Jean Julliard, owner, San Carlos Hotel in Monterey

On June 13, 1929, Elsie May Kirker, as a delegate, attended a meeting in Los Angeles where her mission was to encourage a Los Angeles affiliation to the San Francisco Travellarians. The Los Angeles chapter was subsequently organized with 13 charter members and officially became the Travellarians of Los Angeles. Permission to use the name of Travellarians was sold to the Los Angeles group for \$25.00! On October 5, 1931, the Travellarians filed papers of incorporation to protect the name of the organization.

An article in the Brooklyn Daily Eagle, New York, February 1933, gave a glowing report of the Daily Eagle's dinner meeting with the San Francisco Travellarians... "The liveliest lot of travel specialists you ever saw"! At the time, Stella M. Dill of Berkeley, chairman of the publicity

committee, was corresponding with a Brooklyn group regarding the formation of a New York chapter of the Travellarians.

It must be remembered, the Travellarians worked at a time when it was not in fashion for women to work outside of the home. When World War II began this left the women in charge of many of the offices. The club was suspended from the summer of 1942 until March 1947 in recognition of the war.

In June 2000, (Mrs.) Edith Jones was interviewed for her perspective on the clubs origins and attended a meeting at our invitation and verified the information describing the beginning of the organization, and even pointed to her own image in the photo shown in this brochure. She stated she was very pleased to know that their efforts had not been in vain and expressed encouragement for the continued success of what they (the original 13) had started in 1928.

The yearly history is richly recorded in our scrapbooks with the original history written by Elsie May Kirker in the 1930's. The second rendition of the clubs growth was updated and catalogued in the 1950's. There are several books with newspaper articles, club pictures and other memorabilia, which are displayed yearly at our organization's Annual Business and Initiation Meetings.

***Excerpts from Elsie May Kirker's Original History Document
And Excerpts January 5, 2003 by Ruth Gardner, CTC – American Express Travel
SFWIT Past President, 2002-2003 Club Historians***

The Travellarians didn't stop with their original beginnings but in the year 1967, Blanche Berger and Marian Sullivan, two active Travellarian members, presented their idea to commence an organization for women in the travel industry throughout the U. S. and the world that would be similar in nature to our own club. The idea was accepted with great enthusiasm and through the efforts an eager committee for the next two years International Federation of Women's Travel Clubs (later to become IFWTO) was born in 1969 and continued for 38 years and consisted of chapters in over 90 countries throughout the world, including the U. S., Canada, Europe , Asia and Africa.

Eight organizations attended the founding meeting in Burlingame, California, for what was called the International Federation of Women's Travel Clubs. All the guest organizations joined along with the San Francisco Travellarians to become the charter members of the new organization:

- San Francisco Travellarians
- Philadelphia Women's Travel Club
- Travellarians of Los Angeles
- South by Southeast Travel Women's Club of Miami
- Women's Australian Travel League of Sydney
- Chicago Women in Travel
- 41 Degree/74 Degree Club of New York
- Association of Women Travel Executives of London

In 1977 the organizational name was changed from the International Federation of Women's Clubs to the International Federation of Women's Travel Organizations with the new logo of IFWTO. Other changes in the Federation brought modern clarity of purpose:

- To improve and make more effective the status of women within the travel industry through the exchange of ideas and personal participation (1977).
- To further promote international goodwill and understanding (1977)
- To assist in the development of women's travel organizations in areas where none presently exist (1977).

- To prepare members through professionally and personally oriented educational programs to participate more fully in the positive growth of the industry (travel) (1981).

Also, in the period of innovations and in support of the worldwide women's movements that lasted more than 2 decades, c.1960, the San Francisco Travellarians became SFWIT – San Francisco Women in Travel. Many of the Federation's clubs also took up similar names.

In 1989, SFWIT – San Francisco Women in Travel hosted the 20th Anniversary International Convention. It was attended by 370 delegates representing IFWTO's roster of then 64 member organizations from 14 countries. These conventions continued to 2006 when the 36th annual convention was held in Athens, Greece.

Other Federation innovations continued as its headquarters opened in Phoenix Arizona and annual awards were established: The Spirit Award recognized and honored a Federation member's faithful service; The Berger-Sullivan Tourism Award, honored a person's or company's significant service to the travel industry; The Susan B. Thomas Award was presented to the most deserving Federation organization. As we began the new century, the headquarters moved to Spain and IFWTO had in excess of 3100 members in 60 clubs representing 33 countries!

Sadly, in 2007 the Federation ceased to exist, and informed its membership that due to the many changes in the travel industry and declining membership, it could no longer financially operate.

Never shying from a challenge, under the direction of President Naydine Booth and with original Travellarians like Betty Shanahan and Blanche Berger on SFWIT's 2007 Executive Board, it was decided to update our organization into a new business model to become the premier travel networking organization in the San Francisco Bay Area, serving industry professionals of all genders. Our membership in February 2007 adopted a new Constitution and By-laws which extended our membership to all professions actively engaged in the selling of travel and/or travel promotion. To honor these changes a new name, a new logo and a new Mission Statement were adopted. We are now proudly SFTP – San Francisco Travel Professionals. The new business model will be launched spring, 2007 with our new Mission Statement . . .

SFTP - San Francisco Travel Professionals is an organization fostering the promotion of travel, tourism and hospitality within San Francisco and throughout the world. We are open to all professionals employed in these industries, unified to further the cause of bringing people together through understanding, education and the travel experience here and abroad.

Submitted by Naydine Booth, Blanche Berger & Members of the Executive Board 2007

Founding Board of Directors SFTP 2007

Naydine Booth, President, Park Place Travel

Beth Ringhofer, Vice President, Publishing & Marketing, Roster, Siemer & Hand Travel

Maureen Manuel, Corresponding Secretary, Qantas Airways (Retired)

Stephanie Spears, Treasurer, Blue World Travel

Christina (Tina) Liadis, By Laws, History & Electronic Distribution, Geographic Expeditions

Betty (Ty) Shanahan, Membership, Portal World Travel (Retired)

Robin Morales, Programs and Venues, & Marketing, EmpireCLS Worldwide Chauffeured Services

Blanche Berger, Newsletter, Cable Car Travel Productions

Past Presidents of SFWIT

1928	Donna Williamson	Whitcomb Hotel Travel
1929	Mildred Bolton	American Express
1930	Lemoine Wright	Thomas Cook & Son
1931	Grace Pew	Panama Mail Steamship
1932	Kitty Crabtree	Crabtree Travel
1933	Elsie Mae Kirker	American Express
1934	Natalie Botteon	US Intercoastal Conference
1935	Myrtle Nelson	Yosemite Park & Curry Co.
1936	Laura Robins	Redwood Empire Association
1937	Ruth Fitzer	Greyhound Lines
1938	Lenore Norris	National Automobile Club
1939	no listing	
1940	Stella Dill	National Automobile Club
1941	Louise Lawrence	California State Auto Association
1942-1946	Inactive	
1947	June Ross	Southern Pacific Railroad
1948	Teresa Ted Isasca	Californians, Incorporated
1949	Mildred Keith	Matson Navigation Company
1950	Ruth Fisher	Pan American Airlines
1951	Alberta Frammer Oswald	Southern Pacific Railroad
1952	Ivel Gerdes	Pope & Talbot Steamship
1953	Mozelle Copeland	Greyhound Lines
1954	Dorothy Golen	Scandinavian Airlines
1955	Mary Ann Lockridge Culwell	George Smith Hotels
1956	Frances Jung	American Express
1957	Frances Croy	Milwaukee Railroad
1958	Patricia Morey	Hilton Hotels
1959	Edith Dalle-Feste	Cartan Travel
1960	Yona Pahl	Sabena Airlines
1961	Waun Sheetz Healey	Portal World Travel
1962	Dorothy Wiseman	Furness-Withy Steamship Company
1963	Evelyn T. Mulpeters	The Gray Line
1964	Marion Mathis Peters	American airlines
1965	Blanche Berger	Santa Fe Railroad
1966	Betty Ty Shanahan	Portal Travel Service
1967	Viola Franke	American Airlines
1968	Shellah Jacobs	Cathy Pacific Airlines
1969	Rae Rutledge	Redwod Travel Advisors
1970	Elana Andersen	Hyatt Corporation
1971	Nancy Henry	San Francisco Convention & Visitors Bureau
1972	Lorna Bridges	New Zealand Government Tourist Office
1973	Carol Leone	General Steamship Company, Ltd.
1974	Mildred Pierce	Go, Go Tours, Inc.
1975	Marty Sarbey de Souto	Cal-Farm Travel Services
1976	Mildred Pierce	Go, Go Tours, Inc.
1977	Jodi M. Kuhn	Tradewinds Travel
1978	Hela Campbell	Air California
1979	Betsy Sanderson Caudell	China Airlines
1980	Jodi M. Kuhn	Malaysian Airlines Systems
1981	Ellen B. Metzger	Super 8 Motels
1982	Christine Azevedo	Odyssey International Travel
1983	Sheila B. Hyman, CTC	Henderson Travel
1984	Sheila B. Hyman, CTC	Henderson Travel

1985	Carole Wood	Placerville Travel
1986	Sheila Gorsuch	Hong Kong Tourist Association
1987	Marty Sarbey de Souto	Unique Adventures
1988	Janet M. Denninger, CTC	Close-up Expeditions
1989	Janet M. Denninger, CTC	Close-Up Expeditions
1990	Loretta Lechich, CTC	American Express
1991	Michelle Abrate, CTC	Bryan International Travel
1992	Michelle Abrate, CTC	Bryan International Travel
1993	Janette Rabin, CTC	CTN/Executive Travel Advisors
1994	Janette Rabin, CTC	CTN/Executive Travel Advisors
1995	Stephanie Spears	Rascals in Paradise
1996	Stephanie Spears	Rascals in Paradise
1997	Michelle Warren	Adventure Express Travel
1998	Robin Morales	Australian American Chamber of Commerce
1999	Ruth Gardner, CTC	American Express
2000	Ruth Gardner, CTC	American Express
2001	Dawn Roberts	Hyatt Hotels
2002	Beth Ringhofer	Siemer & Hand Travel
2003	Beth Ringhofer	Siemer & Hand Travel
2004	Beth Ringhofer	Siemer & Hand Travel
2005	Joanie Dragon	El Al Israel Airways
2005	Christina (Tina) Liadis	China Travel Service
2006	Christina (Tina) Liadis	Geographic Expeditions

San Francisco Travel Professionals

2007	Naydine M. Booth	Park Place Travel
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Honorarium

Both SFWIT and IFWTO have honored selected members for their on-going contributions to the travel industry and or to the organizations by bestowing on such individuals Life Membership or Honorary Membership. The following members are award recipients:

Blanche Berger	SFTP	SFWIT	IFWTO
Ernestine Fruits		SFWIT	
Evelyn Mulpeters		SFWIT	
Betty (Ty) Shanahan	SFTP	SFWIT	
Eleanor M. Wilford		SFWIT	
Carole Wood		SFWIT	
Sheila Gorsuch		SFWIT	
Elana Andersen	SFTP	SFWIT	IFWTO
Faye Alexander			IFWTO
Ingrid Oakes			IFWTO
Richard Forster	SFTP	HONORARY SFWIT	

SFWIT Life Membership and Honorary Membership designations are recognized by SFTP for all active members.