



## On the Road

March. The bursting of spring – and the whirlwind of book touring for us. We almost missed sending this newsletter amidst all the fervor. We normally send this to you around the 20<sup>th</sup> of the month, so as to not compete with all the other monthly newsletters that come out during the first half of the month. You can only read so much of this stuff!

We have done four television appearances, two radio shows, interviewed for a couple of newspaper articles, done five signing/presentation events – and still have more to go. Of course, to make all this happen, the calls, emails, providing of information and follow-up is incredible. Any of you who have worked in advertising or PR knows what I'm talking about. So much for a relaxing vacation!

But, amidst all this, it is the people who discover *Live Your Road Trip Dream* and our words of encouragement and solid ideas that make it all worth it. We love talking to people about taking their own journey and helping them resolve their issues blocking their way. It does seem that everyone has a road trip dream.

Live Your Dreams!

**Phil and Carol White**



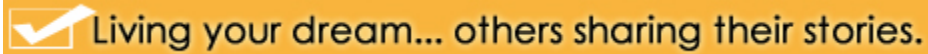
## Another Opportunity

Marketing *Live Your Road Trip Dream* is so fun – we learn something new, or get a new idea almost every day. But we sure didn't see this idea coming.

While vacationing with friends at a time-share location, the general manager of the facility saw our book and wanted a copy. Pretty soon their marketing manager was involved and also loved the book. She purchased a dozen copies for her sales people – after all, people who buy time-shares obviously love to travel – and they often travel by car. This just reinforces something we say. A road trip can be an RV experience – but it can also be an automobile trip, perhaps

moving from time-share to time-share, and adding in other lodging types along the way.

We talked about a variety of ways that we can work together, so perhaps another whole set of road tripping fans is about to be tapped. We'll keep you informed as the ideas come to fruition.



## Reader's respond with their road trip plans

Last month, I asked you to share your stories for summer travel, and several of you did. Since Judy was the first brave soul, here is her story printed with her permission. I hope I get to meet her at one of our signings this week in the Phoenix/Tucson area.

You asked for travel plans for the upcoming season. We live in Phoenix, and here are ours plans.

We plan to explore the four corners area, the Navajo and Hopi reservations, and the Grand Canyon in May for a couple of weeks.

Our big trip of the year begins on June 28 when we will head to Santa Fe. We have tickets for the Santa Fe Opera on July 1 and 2. From there we will head north, continuing to Yellowstone, Glacier, and into Canada to Banff, Lake Louise, Jasper and then continue all the way to Alaska. We plan to explore until August 28, when we have reservations on the car ferry from Skagway, Alaska down to Bellingham, Washington. We plan to take the Pacific Coast highway all the way back down to southern California, then head across route 10 to home, arriving in mid September.

We have tried for three years to get to Alaska, and something always got in the way. This year it's Alaska or Bust, as the saying goes!

Our RV is a Roadtrek 190 van/camper. It's sometimes a bit cozy, but for us it's just the perfect size, and is great for exploring all those nooks and crannies that the larger RV's cannot go to!

We would love to hear from people who have done the Alaska adventure. Any tips, advice or just wonderful memories would be most welcomed. Many thanks. (Contact Judy at judypiemme@aol.com with your ideas for them)

Love your website!

Best wishes,  
Judy Piemme



## Boomers afraid of retirement?

As we have spoken to people, an interesting thing has happened. Our message has really expanded to encompass the whole "reinventing retirement" or "phase II life" issues. As everything in the boomers lives, they are changing the face of retirement.

A Del Webb study a couple of years ago uncovered that 45% of boomers say that travel will be their #1 expenditure in retirement, and travel related companies are getting ready for the boomers. ElderHostel has started a new program called Road Scholars that is targeted squarely at the more adventurous, independent and wealthier boomers. The cruise industry is including things like climbing walls on their ships and planning shore excursions that include hiking, biking, kayaking and other more adventurous options. The internet has spawned a whole group of sites that have trip planning help (like us!) to assist those independent research-oriented boomers to "do-it-yourself."

What we are finding is that there is a whole group of boomers who are actually AFRAID of retirement – they say they will never retire, or not until they are "old" – because they can't conceive of our parents retirement – golf and the rocking chair! Well, quite frankly, neither can we. What we advocate is to find your second life. Planning a long trip like we did, is only the beginning, and a great way to help figure out what your "phase II" plan might include.

Boomers are intent on giving meaning to their lives, and up until now, work has been that primary identity, and many are unsure what else there is, so they just plan to continue doing what they are doing. We believe there is a whole new set of experiences to be explored in the second half of our life. Over the next several issues of the newsletter, we'll explore some of these ideas. If you have thoughts to add to the conversation, please send them along, and we'll include them.

## More Road Tripping Information

### Travel Technology Options

One of the questions that comes up most frequently is what type of internet connectivity should I have for our trip? So, here is a quick review of the basic ways to access the internet in a mobile connection (not at a fixed land base (ie DSL or cable TV internet)

- **Dial-up** - slow, but can access from any telephone line - just plug in and dial. Some carriers provide lots of local dial up numbers (AT&T has over 400!) and most also provide some 800 service for a fee. This is good to have as a back-up service when you can't access anything else. AT&T provides such a service for \$5.95 a month + \$.99 an hour when you need to use it. I'm sure others have similar services.
- **Cellular Modem** - slow, but using an adaptor kit of some type (called a modem kit) you can access any place you have cell coverage. Unless a particular company has put restrictions on it,

you can access the internet from ANY cell company's service, regardless of who *your* carrier is. You have a physical connection from your cell phone to your PC.

- **Cellular Data Service** - this has no connection to your cellular phone or cellular phone carrier. You may have the same carrier for both, but it is not necessary. Faster than the above options, you have a card in your PC that accesses the internet directly. You don't even have to HAVE cell service to have this. Totally separate. This service costs about \$40-60 a month. Unlimited service. No minutes to worry about. The coverage area for the carrier who provides the card/service to you has no bearing on where you can connect. You can connect ANYPLACE you can get a cell signal -- regardless of carrier who is providing the signal. Now, you may get varying speeds depending upon the carrier, but cellular signal + data internet service card = connection. Even driving along.
- **Wi-fi Service** The newest and the best value. Good speed, easy to use and becoming very easy to find. Must have a wi-fi card in your PC - virtually all new PC's have them, and many older ones can be retrofitted. Costs for service range from "free" (the location is paying for it - like Starbucks, libraries, etc.) to \$30-40 a month, depending upon the situation. You can buy service for a few dollars for a day (like in an airport) to subscription services like through SBC -- but usually restricted to that company's Hot spots.
- **Satellite** - Expensive to buy and to have service. Fast, but must be able to get your satellite link-up (problem in trees, etc.) but really great service. There are a couple of major providers. I've never used this, so don't know as much about it. One of our subscribers, Daniel Bray, is an expert. Can only use it when satellite is up - so can't be used driving down the highway. Cellular data service can be used driving along (please, don't try to drive and use! -- I've seen that, believe it or not! -- in LA, where else!)

 Tell Us What You Think

### Send us your tips and questions!

Always feel free to [email us](#) with your road trip questions or tips, or thoughts about the book. We'll be printing some of your comments in the months to come.

### Where have your dreams taken you?

Please [send us](#) your travel pictures taken on your road trip dream. We want to share stories of trips that were inspired by reading *Live Your Road Trip Dream – Travel for a year for the cost of staying home.*

### Upcoming Appearances

Find details on our [website](#) for these appearances:

April 22-23 - Wordstock, Portland, Oregon

May 1 - AAA - Lake Oswego & Beaverton Branches

May 2 - AAA - Clackamas Branch, Portland, Oregon

May 3 - AAA - Downtown Portland, Portland, Oregon

May 10 - Portland Community College, Sylvania Campus, Portland

May 11 - AAA - Gateway & Eugene Branches - Eugene, Oregon

May 17 - PMA - University, Washington, DC

Until next time.. Keep Dreaming...