

## Moostash Joe Tours *By Bryan Maschmeier*

In 1975 if you wanted to visit Oktoberfest in Germany you could have done a nine day tour with / all expenses paid, including airfare, for \$595.00. This was the first tour that Joe Spellerberg, aka "Moostash Joe" arranged. To know Moostash Joe better, you have to understand that his love for music was not his full time job. His full time job was working as the plant manager at Wimmers in Dodge.

Moostash Joe had a polka band called The Moostash Joe Polka Band. He was also a radio DJ on KHUB in Fremont and as a matter of fact he still hosts the Moostash Joe Polka Show every Sunday on 1340AM KHUB at noon as he has been doing for 60 years now. While Joe and his band members toured all over the Midwest playing great polka music in 1975 Moostash Joe and his band members decided they wanted to go to Oktoberfest in Germany and see if they could play there as well. While planning the trip, they decided to invite their audiences wherever they were playing and his listeners on the radio. That first trip to Oktoberfest, 50 people joined them. In 1976 they did it again and 150 people joined and then in 1977 300 people went with Moostash Joe and his polka band to Oktoberfest.

It was after the 1977 trip to Germany that Joe realized he needed to invest full time in the newly created Moostash Joe Tours. From 1977 to 1990 Moostash Joe tours offered trips all over the world. Some of the countries visited included Czechoslovakia, China, Mexico, Russia and just about every place in between.

Beginning in the early 90s, Moostash Joe thought there would be a demand for domestic motor coach tours as well. So he booked his first motor coach tour. Joe and his family did their first motor coach tour to Minden, Nebraska for a two day/one night trip to tour Pioneer Village. This wasn't a vacation for Joe so much as it was a research trip to plan other motor coach tours. As Joey Spellerberg, Joe's oldest son and current president of Moostash Joe tours puts it, "They didn't have Google back then. Dad had to research and plan everything. He had to plan the route, visit the hotels, restaurants and surrounding areas prior to booking a tour. He was always on a scouting trip."

Since that first tour to Pioneer Village in 1990, Joe did tours to The Black Hills and Branson, Missouri. They now do over 100 motor coach tours a year. The motor coaches pick up the tourist in Fremont, Omaha, Lincoln and Norfolk and have destination tours that last from one days to fifteen days and covers most of North America.

There are four or five companies in Nebraska that offer motor coach tours. Spellerberg believes Moostash Joe Tours are the best because of the due diligence they put into every tour. They realize that they are not selling a trip but they are selling a service. "Anyone can hop in their car and travel to any of these destination so we have to make sure we offer more than just the travel", says Spellenberg. "The trip starts when they get on the motor coach. We have activities, games and more to make the trip

more than just a trip. We make it an experience they won't forget", Spellerberg continues.

Moostash Joe Tours has over fifteen employees. These include drivers, tour directors and customer service positions. In 2013 Joey Spellerberg came on board and he and his wife Ashley decided that the first thing they were going to change was updating it for the next generation. Spellerberg sees his role as a steward of the company and wants to continue the same business principles that his father perfected over the last 41 years which is giving the best possible service available.

In 2013 Moostash Joe Tours moved into their new office on the north end of the Getzschman strip mall at 1742 East 23rd Ave N. Ashley Spellerberg took on the challenge of designing and decorating the new office. Throughout the modestly appointed office you get a quick view of where you can go with Moostash Joe Tours. The walls surround you with rows and rows of folders for the many trips that are scheduled. And if you want to know what Moostash Joe really thinks about the tours they provide, you could say "the writing is on the wall". On the wall of the beautifully designed conference room of their new office it's stenciled in big letters "Our mission is to help people experience the majesty and wonder of God's creation through travel!"

Spellerberg says "traveling with a group creates an immediate bond, simply due to the experiences and memories you'll share together! On our tours, you come on the coach as strangers and leave as friends. We have many examples of where people met each other for the first time on one of our tours and now they have become good friends and schedule their tours so they can go together".

Spellerberg is very quick to recognize that it takes a great team in order to maintain the same excellent service that his dad started 41 years ago. From his wife Ashley to Nancy Watters and the youngest Spellerberg, John, all contribute so much to ensure that the customer receives the best experience possible. ■



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**Joey Spellerberg**  
President



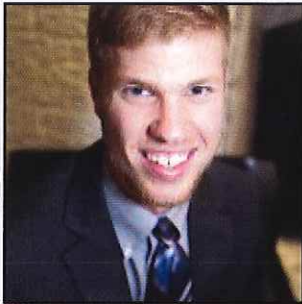
Joey is the son of Moostash Joe and grew up in and around the business. He graduated from the University of Alabama at Birmingham (UAB) and is married to Ashley. Joey and Ashley have a daughter named Sarah, and are expecting their second daughter in September and they reside in Fremont Nebraska.

**Ashley Spellerberg**  
Vice President



Ashley is from Birmingham AL and graduated from Auburn University. She is married to Joey Spellerberg and was a 1st grade teacher prior to joining Moostash Joe Tours. She is very excited about helping you have the best experience possible!

**John Spellerberg**  
Vice President



John is the youngest son of Moostash Joe and brother of Joey. He is a recent graduate of Creighton University in Omaha, Nebraska, and recently received his Master's degree in Business Administration, also from Creighton University. An avid golfer and fisherman, John would love to hear about some of your stories!

**Nancy Watters**  
Office Assistant



Nancy is from Ames, NE and graduated from Midland Lutheran College in Fremont, NE. She has worked in the banking industry for over 20 years, and brings her fantastic people skills to help you find the best tour for you! Nancy is involved in her church, and has 2 pets, Kitty and Rolo that keep her very busy! She also plays clarinet in the North Bend Community Band. We are very excited to have Nancy be a part of our team!

