

Anthony (Tony) Jones (aka ALJ)

Worked with EO	from 1964 to December 1993
Age on joining EO	22
Nationality	British
Role at EO	Founder, owner and CEO
Expeditions/Brief Encounters etc. led or taken	Asia, Africa, South America, Central America, Borneo, Darien Gap, <i>Gypsy</i>
Why did you want to work for EO?	
Occupation before joining EO	British army
Occupation after leaving EO	
Now living in	Pokhara, Nepal

Then photo(s)	Now photo(s)
 <p>Tony Jones (1964)</p>	 <p>Harry Marsh, Tony Jones, Alison Bennett (Encounter Overland reunion, Wales, May 2018)</p>

Memories or anecdotes

In 1963 the name 'Encounter Overland' was created by Harry Marsh and myself as a title for an entity needed for banking purposes etc. There was a false-start to the first trip ending in a vehicle fire and personal injury in Germany. Then, in the same series 2 L/W Land Rover, the first successful trip to Kathmandu with a group of eight setting off in October 1964. (This is well recorded in a daily log kept by Harry.)

After this trip I eventually returned to UK via the Trans-Mongolian Railway having been in the Everest region with Ed Hillary and for five months witnessing the Vietnam War. I then lead a trip of US students for an outfit calling itself Trans-Continental during which I happened to meet up with a Karakoram climbing trip using an ex-military Austin K9. Which got me thinking!

The name Encounter Overland was used again in 1967; Alison Bennett, Stuart Jenkins and myself setting off with a group of fifteen in two Austin K9's. On return to UK in January 1968 we were invited to park up at Wren Park in Bedfordshire. The Rumball family (owners of Wren Park) showed considerable interest and Rob, already known to Stuart, (their paths having crossed earlier on Trans-Continental trips in Turkey) became directly involved. This, plus a first office in London (12 Egerton Gardens S.W.3), helped put E.O. on a well-founded business and practical footing though with many changes of directors and with dramas and crises along the way.

My own involvement was to be until 31st December 1993. Thus I was to play at least some part in such as Trans-Africa beginning Dec. 1969 and planning the first ever South America trip of its kind in 1972. EO Johannesburg and San Francisco offices were incorporated at around this time. There was the evolution of vehicles and there was the creation of Brief Encounters - not least N.W. Pakistan, Coral Island Safari and white-water rafting (leading to the subsidiary Himalayan Encounters) and too The Darien Gap and Borneo. There was the acquisition of Sundowners, first the European operation, then the Australian marketing network. There were also tragic events none worse than the murders in Zimbabwe in July 1983.

If asked to identify my specific roles, there are perhaps two in particular: I was to be the creator of the image of EO, most clearly represented in the annual brochures. I also helped to foster a company culture reliant on quality leadership based on training and accountability.

To summarise, I think I can be described as a fully active CEO certainly including the blunders and an ambivalence to 'the bottom line' etc. and yet also an author of what was the vision of company priorities and strategy. By extension, it might be said, there was to be Encounter Overland's major role in shaping the philosophies and representing the achievements of this unique era of Adventure Travel.

ALJ Kathmandu 1st June 2018