THE BIG STORY

WELCOME, NEW ABA BOARD MEMBERS!

WORKING HARD FOR YOUR SUCCESS IN BUSINESS

ABA's work representing the motorcoach, travel, and tourism industry is done all around the U.S. and Canada, not just at its Washington, D.C., headquarters. The Association’s direction comes from the Board of Directors, whose members hail from all industry sectors.

These dedicated leaders are engaged on all levels—government affairs, education, membership, and communications—to help you succeed. Each year, you vote on these new Board members during ABA’s Annual Meeting.

Please welcome your new 2017 Board of Directors. They are 2018 Marketplace Chairman Terry Fischer, Transportation Charter Services; Associate Members Ian Smart, Motor Coach Industries, and Francois Tremblay, Prevost; and Operator Members Daryl Johnson, J&J Tours and Charters; Bill Torres, DC Trails; Julia Conway, Big Bus Tours; Scott Henry, The Martz Group; Linda Burtwistle, Coach USA; and Ben Blunt, Concord Coach Lines and Boston Express.

The following members have been elected to join the ABA Foundation Board of Governors: Ron Bast, GO Riteway Transportation Group; Jeff Goldwasser, LaFrance Industries; Scott Riccio, NorthEast Trailways/NorthEast Charter & Tour Company; Francis Tedesco, Academy Bus; Colleen Laird, Blue Man Group Universal Orlando; and John Percy, Niagara Tourism & Convention Corporation.

ABA thanks Brad Henton for his service as the 2017 Marketplace Chairman and Butch Beckwith for his many years of service to the Board and as a past Marketplace Chairman. The Board also extends a very special thank-you to Frank Henry and Craig Lentzsch, who were named as honorary Board members.

Download the Marketplace app to access your real-time appointment schedule. Changes may have occurred since you printed your appointments. Search for “ABA Marketplace 2017” in the App Store.

SEE JIMI HENDRIX’S GUITAR AND MORE

LOUDER THAN WORDS

JAN. 13—JULY 31 | newseum.org

CONTRIBUTING SUPPORT HAS BEEN PROVIDED BY HILTON HOTELS AND RESORTS, SOUND EXCHANGE AND ALTRIA GROUP.
**SCHEDULE**

**EVENTS**

Sunday, Jan. 15

7–7:30 a.m.
Ecumenical Service
ROOM: 6
SPONSOR: The Calvin Gilmore Theater, Home of the Carolina Opry

7 a.m.–6 p.m.
Registration Open
Marketplace Floor Open
Foundation Silent Auction

7:30–8:30 a.m.
NBTA Breakfast
ROOM: 3

7:45–8:45 a.m.
Operator Breakfast
For Operators Only
LOCATION: Grand Ballroom
SPONSOR: Myrtle Beach Area CVB and Partners

8:30 a.m.–Noon
NBTA Meeting
ROOM: 5

9–10:30 a.m.
BISC Opening
General Session
ROOM: 26AB
Brought to you by ABC Companies

9 a.m.–12:16 p.m.
DMO/Receptive Appointment Session
LOCATION: Marketplace Business Floor

11 a.m.–Noon
BISC Session: Managing Adaptive Cruise Control, Lane Departure Warnings & Other Emerging Safety Technologies
ROOM: 25A
Brought to you by ABC Companies

11 a.m.–Noon
BISC Session: Diagnosing & Treating Obstructive Sleep Apnea
ROOM: 25B
Brought to you by ABC Companies

11 a.m.–Noon
BISC Session: Self-Driving & Crowd Sourced Operations for Mass Transportation
ROOM: 25C
Brought to you by ABC Companies

12:20–12:45 p.m.
All-Delegate Lunch
LOCATION: Exhibit Hall A
SPONSOR: ABA

1–2:35 p.m.
All-Delegate Entertainment
LOCATION: Grand Ballroom
SPONSOR: ABA

1–4 p.m.
NBTA Breakouts
ROOM: 5 and 26C

2:30–3:30 p.m.
BISC Session: Are You a Party? The NTSB Post-Accident Investigation Process
ROOM: 25A
Brought to you by ABC Companies

2:30–3:30 p.m.
BISC Session: Delivering Online Entry-Level & Refresher Driver Training
ROOM: 25B
Brought to you by ABC Companies

2:30–3:30 p.m.
BISC Session: The Rest of the Story: Motorcoach Crash Analysis
ROOM: 25C
Brought to you by ABC Companies

2:30–5:32 p.m.
DMO/Receptive Appointment Session
LOCATION: Marketplace Business Floor

3–3:45 p.m.
The STAR Experience: Q&A Panel
ROOM: 11
SPONSOR: National Interstate Insurance Company

3–5 p.m.
Betterez User Group Meeting
ROOM: 8

4–5 p.m.
BISC Session: Lowering Your Cybersecurity Threat; Preparing for the Next Generation Attack
ROOM: 25A
Brought to you by ABC Companies

4–5 p.m.
BISC Session: Will Emerging Technologies Be Used for Enforcement?
ROOM: 25B
Brought to you by ABC Companies

4–5 p.m.
BISC Session: The Rest of the Story: Motorcoach Crash Analysis
ROOM: 25C
Brought to you by ABC Companies

4–5 p.m.
BusMARC Orientation Session
ROOM: 26C
Brought to you by ABC Companies

6:30–10:30 p.m.
Space Oddity: Science Rocks! Evening Event
LOCATION: Great Lakes Science Center and Rock & Roll Hall of Fame

---

**OPERATOR BREAKFAST**

*For Operators Only*

**ALL SINGING! ALL DANCING!**

Sunday, 7:45–8:45 a.m.

LOCATION: Grand Ballroom

Sponsored by Myrtle Beach Area CVB and Partners

Join Team Myrtle Beach and the cast from Alabama Theatre for breakfast today. Year after year, the Alabama Theatre is voted the number one music/theatrical venue because of its hot concert acts and huge variety show, ONE. The show ONE features America’s favorite music—country, Broadway, pop, and gospel—hilariously original comedy, and everything in between.

So today’s a great day to get moving with thrilling and toe-tappin’ entertainment, a good cup of coffee, and a solid hot breakfast! Come and have your senses awakened to all that the Grand Strand of Myrtle Beach offers.

---

**CHAIRMAN’S CORNER**

**GET A LEG UP**

Good morning, ABA members! Following a great day of sightseeing and last night’s energetic Dine Around Cleveland, Marketplace is now in full swing! Today we kick off a full day of business appointments and education sessions.

I look forward to seeing everyone at today’s all-delegate lunch. We’ll hear from Cleveland Mayor Frank G. Jackson and be inspired by best-selling author and keynote speaker Josh Linkner. Check your Marketplace app for today’s complete schedule and for details on tonight’s event, Space Oddity: Science Rocks! This evening we’ll visit both the Great Lakes Science Center and the Rock & Roll Hall of Fame to see its brand-new exhibit, Mellencamp.

Swing by the Cleveland booth for cool photo ops and a chance to win an “ABA 2017” guitar! It’s going to be a great week here in abacleveland. See you on the Floor!

BRAD HENTON, CTIS, associate director, Country Music Hall of Fame and Museum
2017 ABA MARKETPLACE CHAIRMAN
A YEAR TO CELEBRATE

2016 was a milestone year for ABA. We turned 90 and celebrated our service to the industry. While we have much to do in 2017 educating a new administration and Congress, let’s look back and see how far we’ve come.

Last year, ABA secured another year of funding for the Intercity Bus Security Grant Program, working with Rep. Dan Lipinski. ABA supported his bill to reauthorize the program and provide $3 million in grant funding.

A huge regulatory win came in August. That’s when the FMCSA said it would consider revising parts of its Lease and Interchange of Passenger Vehicles final rule. Following the May 2015 publication of the final rule, ABA led a strong campaign to have the agency reconsider it. The first indication that ABA’s efforts were succeeding came in March 2016 when the FMCSA said it would delay the rule’s enforcement a year until January 2018. Then in August it said it would reconsider four components of the rule, based on ABA’s efforts.

ABA also successfully lobbied the FMCSA to issue a safety advisory on the use or possession of battery-powered, portable electronic smoking devices (i.e., “vaping” devices) on commercial motor vehicles.

We capped our year when I was appointed to the DOT’s National Advisory Committee on Travel and Tourism Infrastructure. It advises the secretary of transportation on matters relating to transportation’s role in facilitating travel and tourism. I am honored to be appointed to this committee and humbled by the support my nomination received from members of Congress and industry partners.

We also enjoyed victories around the U.S. We helped the California Bus Association (CBA) oppose a bill in that state’s legislature that would have required design changes in California busses. ABA supported efforts to remove provisions concerning motorcoach design (most notably a requirement for a second door).

Here’s the story behind this bill: After a bus crash in Orland, Calif., the NTSB called on the NHTSA regarding motorcoach design, including the creation of a second door. The NTSB also called on the

Continued on page 4
**SEMINAR SPOTLIGHT**

**THE MOBILE MILLENNIAL BUYER**

Johnny Campbell

Millennials are tech savvy and have never really known a world that’s not online. They know they have options and like to be in control of their shopping and buying process. In this program, we’ll learn how millennials use mobile devices to interact with brands and make buying decisions. Join Campbell at 3 p.m. or attend other technology track sessions to work smarter—not harder—for better results.

*Sponsored by Tourism Saskatchewan and Tourism Saskatoon*

---

**GOOD NEWS**

**VOLUNTEER OF THE DAY**

More than 400 volunteers make Marketplace successful. Sponsored by Ride the Ducks Seattle and Shepler’s Mackinac Island Ferry, the Volunteer of the Day program awards a $150 gift card daily to one volunteer. The winner is chosen at random from raffle tickets earned during each volunteer shift.

Gift card winners from Friday and Saturday are Katie Wiley, Shepler’s Ferry (Orientation Center), and Julie Gagnon, Jolly Tours Ltd. (Registration).

---

**NEED TO KNOW**

**STAY CONNECTED**

Complimentary Wi-Fi is offered in the exhibit hall and all meeting rooms during Marketplace week. Thanks, Charlotte, NC, and NASCAR Hall of Fame.

Password = CHARLOTTE

---

**ABA FOUNDATION**

**FUND A FUTURE—WITH A SCHOLARSHIP**

What a way to kick off ABA’s 2017 Annual Meeting & Marketplace! Last night’s auction was a huge success, breaking the Foundation’s records with sales of buses provided by ABC Companies and Motor Coach Industries. For those who donated and those who participated, thank you! It is through your generosity that ABA is able to help educate tomorrow’s industry leaders.

For more information about the Foundation’s scholarships, stop by the ABA Foundation booth. While there, check out the premier packages that are still up for bids in the Silent Auction.

Congratulations to all our auction winners! Without your support and participation, the ABA Foundation would be unable to provide the scholarships that help our future leaders move the industry forward.
Come **experience** the story that’s touched so many.

**Visit** the Billy Graham Library in Charlotte, N.C., and discover how God called a humble farmer’s son to preach the Good News of His love to 215 million people face to face. Retrace his dynamic journey as history comes to life through inspiring multimedia presentations and state-of-the-art exhibits.

**FREE ADMISSION**
Monday to Saturday, 9:30–5:00 • BillyGrahamLibrary.org • 704-401-3200
Reservations are required for groups of 10 or more; email LibraryTours@bgea.org or call 704-401-3270.

4330 Westmont Drive • Charlotte, North Carolina
MAKE YOUR BROADWAY DEBUT AT OUR

BROADWAY CLASSROOM EDUCATION SESSION

JOIN A CAST MEMBER FROM CHICAGO FOR A STEP BY STEP WORKSHOP
TUESDAY 11AM – 12PM NOON

ABA MARKETPLACE BOOTH 1668

WWW.BROADWAY.COM/GROUPS  1.800.BROADWAY x2
SPACE ODDITY: SCIENCE ROCKS!
OUT-OF-THIS-WORLD OPENING-NIGHT FUN

Calling all ABA members—the Rock & Roll Hall of Fame, the Great Lakes Science Center, and Destination Cleveland invite everyone to tonight’s Space Oddity: Science Rocks! It’s a perfectly engineered rockin’ evening at two of the city’s must-see, most group-friendly attractions.

The fun starts at 6:30 p.m. with sumptuous dining stations and drinks at the Great Lakes Science Center. It’s located downtown in the North Coast Harbor area on the shores of Lake Erie. While there, discover the past, present, and future of space travel in the NASA Glenn Visitor Center galleries, do wizardly hands-on deeds at museum exhibits, and enjoy space-glam entertainment.

Then at 8:30 p.m., take a short bus ride (or walk) next door to the Rock Hall. Explore its seven floors to experience “the music that changed the world.”

Dance, dance, dance the night away or catch a special VIP artifact presentation in the Foster Theater. Of course, there’ll be scrumptious food stations, cosmic libations, and sweet treats to make everyone feel like a rock star.

Tonight’s event is presented by Destination Cleveland, the Rock & Roll Hall of Fame, and the Great Lakes Science Center with support from the Music Box Supper Club, Platform Beer Co., Tito’s Handmade Vodka, Watershed Distillery, Melt Bar & Grilled, SharpShooter Imaging, Aramark, Raise the Roof Entertainment, Insomnia Cookies, and Nuevo Modern Mexican & Tequila Bar. The Marketplace 2017 Host City Sponsors are Destination Cleveland, TourismOhio, the Rock & Roll Hall of Fame, the Great Lakes Science Center, the Nautica Entertainment Complex, and TravelCenters of America.
JOSH LINKNER WILL HELP YOU REINVENT YOURSELF

The Sunday luncheon is a must-attend event! Join fellow attendees to kick off the 2017 ABA Annual Meeting & Marketplace! There will be two inspirational speakers. First, Cleveland Mayor Frank G. Jackson will welcome us to Cleveland, a city on the rise.

Then keynote speaker Josh Linkner will challenge you to reinvent yourself so you can grow your business to its full potential. Linkner believes creativity and innovation are the lifeblood of all human progress. He’s spent his career harnessing the spirit of creative disruption.

This successful tech entrepreneur and CEO delivers a clear call to action. His advice is to disrupt your organization by innovating before being forced to by your competition. The riskiest move any company can make, according to him, is hugging the status quo. Even worse, he says that believing the future will resemble the past means taking the fast road to obsolescence. Come hear Linker’s strategy for success, and take your business to a new level.

Sponsored by ABA

Do something different.

For group reservations, please call 410-576-3833 or email groupsales@aqua.org.
Baltimore’s Inner Harbor | aqua.org/groups
We’re for city glitz and seaside charm.

Here in New Jersey, we’re for seeing sights and living history, shopping labels and farm-fresh tables. From America’s most decorated battleship to the world’s first boardwalk, the oldest operating lighthouse to Thomas Edison’s inventive lab, New Jersey has it all. Add in 130 miles of shoreline, amusement parks, cultural attractions and historic monuments, and you’ll find plenty to inspire your group tours. If you’re for good times and great memories, we’re New Jersey—and we’re for your group!

Plan your group tours | visitnj.org/groups or call 609.292.2470
ONLY IN CLEVELAND: Delegates chose from 11 themed sightseeing tours Saturday. Whether they picked “From Bach to Rock,” “Gardens & Grandeur,” or “Girlfriend Getaway,” they saw the best this great city has to offer. Other tours included venues of interest to educators, history buffs, sports lovers, and beer aficionados. Based on the happy faces, it looks like good times were had by all.
HAPPY TO BE HERE: All day long delegates poured into Marketplace. How great it felt to zoom through the registration process! Next stop? The Exhibition Floor to meet old friends and make new ones.
ON THE MARCH (clockwise from top left): Volunteers led the way on the Exhibitor Floor. Canada explored virtual reality. David Norman of ABA partner Kitchen Public Relations offered an Education Bite. Wisconsin got cheesy, and a Cleveland rock trio got wacky. Charlie Neal of Haymarket Transportation and Edythe and Irving Harris of Pro-Tran were all smiles.
SHAZAM: Hoosiers (top left) made friends, and a magician (above) made magic. Retired All-Pro Minnesota Vikings defensive tackle John Randle (bottom left) handed off the ball to a lucky delegate, while Cleveland women (below left) proved they know how to rock 'n' roll.
MEETING WITH SUCCESS: ABA’s councils and seminars bring together the industry’s best minds. Mary Young (above) addressed Women in Buses. Judd Wheeler (bottom right) held delegates rapt with a talk on mobile marketing, while John Kennedy (bottom left) discussed innovations in group travel. William Torres and Liliana Aguilar (below) led the way for the Hispanic Motorcoach Council.
ALL IN FAVOR: State and regional leaders (above) heard from ABA’s VP of Government Affairs Suzanne Rohde (top right). Delegates voted unanimously to approve a slate of new ABA Board members. They heard remarks from Board Chairman John Meier (bottom from left), ABA President Peter Pantuso, and Governance Committee Chairman Tom JeBran.

VIEW MARKETPLACE PHOTOS AT abamarketplace.smugmug.com

WELCOME TO A PLACE WHERE THERE IS ALWAYS MORE TO SEE AND ENJOY.

Bring your tour groups to a place where you can always find new activities. A destination with more shows. More shopping. More arts and crafts. More mountain views. More down-home cooking. A town filled with fun for everyone, every age. Welcome to a detour from the ordinary.

Stop by Booth #1750 to learn more about Pigeon Forge and enjoy Smoky Mountain Pecan Pie.

PIGEONFORGETOURS.COM • 1-800-285-7557
NEED TO KNOW
MEMBER GET A MEMBER WINNER ANNOUNCED

Congratulations to Jim DePhilippo of the Philadelphia Convention & Visitors Bureau for winning the ABA Member Get a Member competition. For his outstanding job of recruiting members, Jim won $1,000! Congrats and thanks, Jim!
Government Affairs

New Administration, New Congress—ABA’s Voice Is Heard

On Nov. 8, millions of Americans cast their ballots and elected businessman Donald Trump, who defeated former Secretary of State Hillary Rodham Clinton. Trump, our nation’s 45th president, is the fifth person to win the Electoral College vote while losing the popular vote.

In addition to winning the White House, the Republican Party maintained control of the House and Senate, losing only a handful of seats. Neither party has controlled Congress and the White House since 2010, so we can expect the GOP to work on passing as much of its agenda as possible while in full control of Congress.

One item on President-Elect Trump’s agenda receiving bipartisan support is his plan to increase federal spending and private investment in infrastructure. ABA’s Government Affairs & Policy team is working with the new administration’s transition team and our allies in Congress to prepare for the next Congress and administration. ABA will ensure that its voice—and yours—is heard on this issue and many others vital to the motorcoach, tour, and travel industry.

Besides preparing for the incoming Congress and administration, ABA and our members must plan for the 58th presidential inauguration on Jan. 20. ABA has key information concerning travel to the area for the event, including security measures and street closures.

To learn more, visit www.buses.org/events/event/2017-trump-inauguration.
ABA NEWS

GET YOUR TSA PRECHECK HERE!

ABA has teamed up with MorphoTrust USA to offer all Marketplace attendees the chance to sign up for TSA’s PreCheck trusted traveler program! MorphoTrust has an RV on the Floor to facilitate the enrollment process. Stop by and sign up for an appointment today!

The PreCheck RV availability times are Sunday to Tuesday, Jan. 15–17, 9 a.m. to noon and 2–6 p.m.

TAG ABA IN YOUR MARKETPLACE SELFIES

Say cheese and remember to tag ABA with the hashtag #abacleveland when sharing your 2017 Marketplace experience! We even have a Snapchat Geofilter for the convention center!

NEED TO KNOW

ABA’S MEMBER GET A MEMBER PROGRAM REWARDS YOU

Receive a $100 Visa gift card for every bus and tour operator member you bring in. Or get a $50 Visa gift card for every travel member.

NOTABLE NEWS

DOWNLOAD THE CLEVELAND APP

Destination Cleveland, the official Cleveland visitors’ app, is your personalized guide to the city’s must-see attractions, restaurants, and events. Find your way around and create your own experience, save your favorite items, and receive insider information on locations to get the most out of your stay here. Download the app at www.thisiscleveland.com/app.

Excited to start our sightseeing tour #abacleveland

Thank you, Terrapin Blue, for the excellent video services during this year’s Marketplace. #abacleveland

We are at ABA Marketplace in Cleveland! Keeping up with travel industry family and travel trends! #abacleveland
At MCI, we take our customers where they want to go with coaches that offer exceptional style, reliability and value, with low total cost of operation. From our North American-made MCI J4500, the best-selling coach in its class, to the Buy America-compliant D-Series, plus the luxury of the Setra brand, we offer exceptional models, all backed by a parts and support network that is driven to excel. And now, teamed with New Flyer, we’re even better equipped to help your business move ahead with confidence. Contact us today to get out in front.

Want to know more about MCI’s story? Check out our new Reliability Driven video at mcicoach.com
Planning a group trip has never been easier—or more fun! Whoever you’re planning for, let us be your tour guide. All you have to do is sit back, relax and enjoy the OC view. There’s literally something for everyone, including:

- Our FREE award-winning boardwalk and 10-mile beach
- 200+ restaurants and non-stop nightlife
- Year-round festivals, concerts and events
- Shopping, wildlife, historical museums and more
- New Harriet Tubman Underground Railroad State Park and Visitor Center

Annual Events

**SPRINGFEST** | May 4 – 7, 2017 | Celebrate spring with four days of delicious food, arts & crafts and live entertainment.


**WINTERFEST OF LIGHTS** | Nov. 16 – Dec. 31, 2017 | Enjoy this award-winning light display throughout the town.

LIFE-SAVING STATION MUSEUM | FESTIVALS - SUNFEST | WILD PONIES - ASSATEAGUE ISLAND | FAMOUS 3-MILE BOARDWALK