

FRI./SAT.

#ABALouisville | ISSUE 1 OF 4

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ABA TODAY

AMERICAN BUS ASSOCIATION | JAN. 25-29, 2019 **LOUISVILLE**

MESSAGE FROM THE CHAIR

VIBRANT LOUISVILLE!

MARKETPLACE RETURNS TO "BOURBON CITY"



Welcome to Louisville, friends! We have returned to a city that is on the move with its one-of-a-kind attractions, urban bourbon trail, and newly renovated and expanded convention center. We are so excited that you have made a commitment to your business by choosing to join us at ABA's Marketplace. As Benjamin Franklin said, "An investment in knowledge pays the best interest," and this week I assure you that investment will pay off. We have an amazing week planned for you, and the networking and business opportunities are in full force. Take your business to the next level with more than 80 educational sessions and special interest council meetings; help raise funds for our scholarship program through the ABA Foundation's Live and Silent Auctions; and connect with old and new friends and colleagues on the exhibit floor, at business appointments, and more. Make sure you take advantage of it all!

KIM GRZYWACZ, CTIS, CIT Signature Transportation
2019 MARKETPLACE CHAIR

Download the Marketplace app to access your real-time appointment schedule. Changes might have occurred since you printed your appointments. *Search for "ABA Marketplace 2019" in the app store.*



AMERICAN BUS ASSOCIATION

VISIT US AT BOOTH #2038

THE MUST SEE IN D.C.

With seven levels of interactive exhibits, including 15 galleries and 15 theaters, see for yourself why the Newseum is the "must-see" attraction in Washington.

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NEWSEUM.ORG

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West Main Street
in downtown
Louisville is home
to several must-
see attractions
in one historic
neighborhood.

SCHEDULE

**Friday, Jan. 25, and
Saturday, Jan. 26**


EVENTS

FRIDAY, JAN. 25

8-9 a.m.

ABA Board of Directors New
Member Orientation
 ROOM: M112

9:30 a.m.-4 p.m.

ABA Board of Directors
Meeting
 ROOM: M112


2-6 p.m.

Registration Open
Sightseeing Tour Ticket
Pick-up

3-5 p.m.

Florida Motorcoach
Association Board Meeting
 ROOM: L001


4-4:45 p.m.

Your First-time STAR
Experience: Q&A Panel
 ROOM: M113


4-5 p.m.

ABA Board of Directors
Executive Committee Meeting
 ROOM: M115


5-5:45 p.m.

Your First-time STAR
Experience: Q&A Panel
 ROOM: M113


5-7 p.m.

Florida Motorcoach
Association Reception
 LOCATION: The Sports and
Social Club, 4th St. Live!

6:30 p.m.

STAR Delegate Happy Hour
 LOCATION: The Sports and
Social Club, 4th St. Live!

7 p.m.

ABA Board of Directors
Dinner
 LOCATION: The Frazier Museum
SPONSOR: Motor Coach Industries

7 p.m.


Louisville at Your Leisure

SATURDAY, JAN. 26


7 a.m.-6 p.m.

Registration Open
Marketplace Floor Open
Foundation Silent Auction


8:30-10:30 a.m.

NAMO Board Meeting
 ROOM: L002


8:30 a.m.-12:30 p.m.

CEO Symposium: Protecting
the Value of Your Business
 ROOM: M112
SPONSOR: ABC Companies

9 a.m.-1 p.m.

Sightseeing Tours
 LOCATION: Market Street
Entrance
SPONSOR: Louisville CVB,
Southern Indiana and Mint Julep
Tours


10-10:45 a.m.

Your First-time STAR
Experience: Q&A Panel
 ROOM: M113


11 a.m.-12 p.m.

Hispanic Motorcoach Council
Executive Meeting
 ROOM: M115


11 a.m.-1 p.m.

Women in Buses Council
Meeting
 ROOM: M108
SPONSOR: Motor Coach Industries

Noon-1 p.m.

BISC Executive Committee
Meeting
 ROOM: M105

1-4 p.m.

ABA's State/Regional
Association Roundtable
SPEAKER: Suzanne Rohde
 ROOM: M112
SPONSOR: ABA

1:30-6 p.m.

Networking Floor Reception
SPEND THE AFTERNOON ON THE
NETWORKING FLOOR CATCHING
UP WITH OLD FRIENDS AND
MAKING NEW ONES.
SPONSORS: Experience
Columbus; Connecticut Office of
Tourism; Nashville, TN; National
Interstate Insurance Company;
Oklahoma Tourism & Recreation
Department; South Dakota;
Tensa; Travel Oregon; and
Travel Portland

OPERATOR RECEPTION

For Operators Only

HAPPY BIRTHDAY, SWEET HOME ALABAMA!

Saturday, 5:30-6:30 p.m.

 Location: North Hall Pre-Function

Sponsored by Sweet Home Alabama


Alabama is celebrat-
ing its bicentennial in
2019, and the party is
in full swing! You are
invited to help Sweet
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diverse people, and rich history. You won't want to miss
this reception, where you will be entertained, inspired, and
treated to delicious food and southern hospitality. Come
experience firsthand what makes Alabama so *sweet*!


**Sweet Home
Alabama**

www.Alabama.Travel

2-2:45 p.m.

Your First-time STAR
Experience: Q&A Panel
 ROOM: M113

3-3:45 p.m.

Your First-time STAR
Experience: Q&A Panel
 ROOM: M113


3-4 p.m.

BISC Orientation Session
 ROOM: M111
SPONSOR: ABC Companies


4 p.m.

Foundation Live Auction
 LOCATION: Foundation Booth

4-4:45 p.m.

Your First-time STAR
Experience: Q&A Panel
 ROOM: M113

5:30-6:30 p.m.

Operator Reception
FOR OPERATORS ONLY
 LOCATION: North Hall
Pre-Function
SPONSOR: "Sweet Home"
Alabama

7 p.m.

Louisville at Your Leisure



The Frazier History Museum is located on Museum Row in the Bourbon District of downtown Louisville.



SEMINARS

SATURDAY, JAN. 26

1:30-2:30 p.m.

101: Social Media For One Year In One Hour

SPEAKER: Heather Lutze

ROOM: M100

SPONSOR: 2019 American Revolution, Jamestown Settlement, American Revolution Museum at Yorktown, Virginia Arts Festival

1:30-2:30 p.m.

102: Customer Service in 2019

SPEAKER: Rhonda Scharf

ROOM: M103

SPONSOR: Maine Office of Tourism

1:30-2:30 p.m.

103: The Social Selling Imperative

SPEAKER: Sima Dahl

ROOM: M104

SPONSOR: New Hampshire Tourism

3-4 p.m.

104: The Mobile Millennial Buyer

SPEAKER: Johnny Campbell

ROOM: M100

SPONSOR: Massachusetts Office of Travel and Tourism

3-4 p.m.

105: Amplify Your Leadership Influence

SPEAKER: Vincent Ivan Phipps

ROOM: M103

SPONSOR: Biltmore

3-4 p.m.

106: Crafting Your Personal Elevator Pitch

SPEAKER: Sima Dahl

ROOM: M104

SPONSOR: New Hampshire Tourism

4:30-5:30 p.m.

107: ABA LIVE Social Media Tour

SPEAKER: Heather Lutze

ROOM: M100

SPONSOR: 2019 American Revolution, Jamestown Settlement, American Revolution Museum at Yorktown, Virginia Arts Festival

4:30-5:30 p.m.

108: Lessons in Leadership

SPEAKER: Rhonda Scharf

ROOM: M103

SPONSOR: Maine Office of Tourism

4:30-5:30 p.m.

109: Selling From A Position Of Power

SPEAKER: Larry Mersereau

ROOM: M104

SPONSOR: Museum of Science and Industry

4:30-5:30 p.m.

110: Broadway Classroom

ROOM: M108

Presented by Group Sales Box Office at Broadway.com

YOUR #ABALOUISVILLE EXPERIENCE



Want to know what your fellow attendees are saying during ABA's Marketplace? Stop by The Hub and check out our Twitter Board. Don't forget to use #ABALouisville in all your social media posts this week and you may win a prize!



One of the highlights of my life... - Brian from Tennessee

"... The Billy Graham Library was very inspirational and encouraging. It was on my bucket list."

Visit Charlotte, N.C., and walk in the shoes of a farm boy who became pastor to presidents and shared God's love with millions. Discover what God can do through any life that is fully surrendered to Him as you explore state-of-the-art exhibits and spend time reflecting in the Memorial Prayer Garden. Admission is free, and the experience is unforgettable. Come—just as you are.

"Come and see what God has done." —Psalm 66:5, ESV

BillyGrahamLibrary.org • Reservations required for groups of 10 or more; email LibraryTours@bgea.org or call 704-401-3270. •

The Billy Graham Library

NEED TO KNOW

DON'T MISS THE OPENING CELEBRATION LUNCH ON SUNDAY!

The Sunday Lunch is a can't-miss event that includes a performance by Louisville's own America's Got Talent contestant

Linkin' Bridge and Kentucky Derby-winning jockey Pat Day. Pat Day is regarded as one of the most successful Thoroughbred jockeys of all time. By 1991, Day had set horse-racing records across the country, earning himself a place in the National Museum of Racing's Hall of Fame. It was in 1992, however, that he achieved that lightning-in-a-bottle moment of winning the Kentucky Derby on a long-shot horse, Lil E. Tee. Day will charm you with stories of his career, but also talk about this year's ABA Gives Back program—the Backside Learning Center at Churchill Downs.



Sunday's lunch speaker Pat Day won the 1992 Kentucky Derby on his horse, Lil E. Tee. It was one of the biggest upsets in the history of the Kentucky Derby.



ABA TODAY

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Rabbit Hole Distillery.



Conrad-Caldwell House Museum.



RABBIT HOLE DISTILLERY:

Take a journey down the rabbit hole—Kentucky's Rabbit Hole Distillery, that is! Immersive tours are available Wednesday through Saturday.

OLD FORESTER DISTILLING CO.:

The newest distillery on Whiskey Row has plenty of history dating back to 1870.

CONRAD-CALDWELL HOUSE MUSEUM:

Take a guided tour or sip on some Victorian tea when you visit this 1895 "castle."

PHOTOS COURTESY OF RABBIT HOLE DISTILLERY; PHOTOS COURTESY OF OLD FORESTER DISTILLERY; TIMOTHY MILLER PHOTOGRAPHY; LOUISVILLE.COM.



FRAZIER HISTORY MUSEUM:
Start your tour of the Kentucky
Bourbon Trail here!

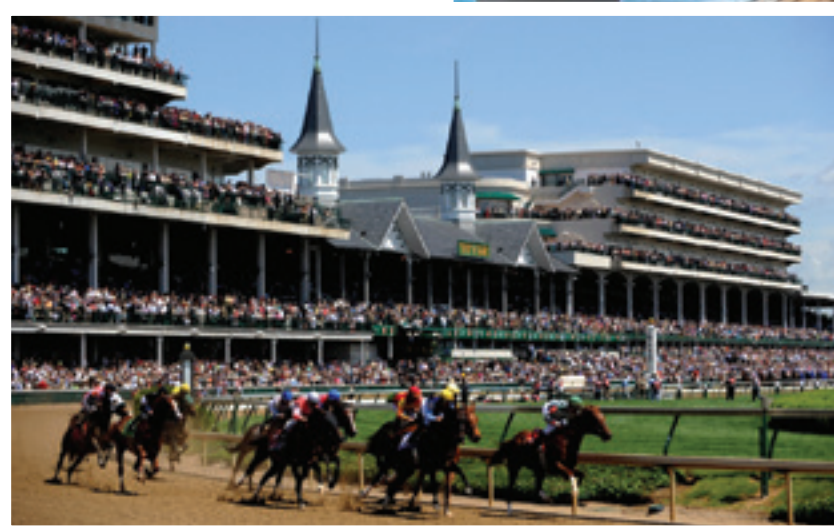
HOT BROWN: Who doesn't like
a famous Hot Brown sandwich
from the historic Brown Hotel?

KENTUCKY DERBY: Enter
to win two tickets to the
Kentucky Derby on May 4 by
purchasing ABA raffle tickets
at Marketplace.



Frazier History
Museum.

Hot Brown at
Brown Hotel.



ON THE SCENE



KMAC Museum.

Stoneware & Co.



KENTUCKY DERBY MUSEUM: Even if you can't make it to the 2019 Kentucky Derby, you'll enjoy a walking tour of the Churchill Downs Racetrack, museum exhibits, and a 360-degree "movie" that will make your heart race.

KMAC MUSEUM: The three galleries in this art museum show off Kentucky's rich craft heritage through education, exhibits, and special programs.

STONEWARE & CO.: Take one of the twice-daily tours offered Monday-Friday at one of the oldest stoneware manufacturers in the United States.

JIM BEAM URBAN STILLHOUSE: The Bourbon Experience in downtown Louisville includes a working distillery, bottling line, and taste-testing.

A FUN DAY IN CAÑON CITY BEGINS HERE

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LOUISVILLE AT YOUR LEISURE

MUSEUMS, DISTILLERIES, ENTERTAINMENT, AND MORE

You'd have to stay months to explore all of Louisville's attractions and restaurants. On Friday and Saturday nights, you'll have time to explore at least a few at your leisure. You'll feel like a VIP thanks to the following attractions that are staying open late and/or offering FREE admission to Marketplace attendees on both Friday and Saturday: Louisville Slugger Museum & Factory, Muhammad Ali Center, Frazier History Museum and Kentucky Bourbon Trail Welcome Center, Louisville Mega Cavern, Bluegrass Karting & Events, Flying Axes, Rabbit Hole Distillery, Evan Williams Bourbon Experience, Kentucky Peerless Distilling Co.

Are you looking for live music and cocktails? Try the **Urban Bourbon Trail**, **4th Street Live!**, **Pin + Proof** bowling alley, **Jimmy Can't Dance**, and **Stevie Ray's Blues Bar**. For the most up-to-date information and specials, visit our "Louisville at Your Leisure" guide found at www.buses.org/events/event/marketplace-2019/schedule2.

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jpannell@tupelo.net



ABA FOUNDATION

HELP FUND A FUTURE AT THE ABA FOUNDATION LIVE AUCTION

Don't miss the ABA Foundation Live Auction taking place on Saturday, Jan. 26, at 4 p.m. at the Foundation Booth. Bid on some fabulous items including a one-of-a-kind group tour of Washington, D.C., and motorcoaches from some of the best manufacturers in our industry, all while supporting the ABA Foundation Scholarship Program.

The ABA Foundation Live & Silent Auctions offer a variety of exclusive packages ranging from group travel packages to vacations and fashion. The Silent Auction ends on Tuesday, Jan. 29, at 3 p.m. Stop by the ABA Foundation booth to see some great items and learn more about our scholarship programs. Visit bidpal.net/abaf to view and bid on all Silent Auction items.



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VOLUNTEER

THANK YOU TO OUR VOLUNTEERS

Did you know that it takes more than 400 volunteers to create a successful Marketplace? ABA's Volunteer Recognition Program is just a small way to express our thanks to recognize all of our members who chose to make the most of their Marketplace experience and volunteer their time during the week.

Each day of Marketplace, a "Volunteer of the Day" will be selected. For every volunteer shift, volunteers are encouraged to fill out a raffle ticket. Each day a volunteer will be selected to receive the prize of a \$150 gift card. At the end of Marketplace week, a "Volunteer of the Week" will be selected from the remaining raffle tickets completed by volunteers for every shift. The prize is a \$250 gift card.

NEED TO KNOW

SHOW YOUR BADGE!

Grab a friend or a new connection and go experience Louisville while wearing your Marketplace badge— you'll receive great discounts throughout the city! The "Show Us Your Badge" program is a special discount program for Marketplace participants to use while in Louisville. Just present your name badge at the participating locations around town to receive amazing discounts and offers from the city's most popular sites, including retail shops, restaurants, and attractions. To find participating businesses, visit www.showusyourbadge.com.



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MEMORIAL DAY**



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DON'T MISS THE ABA LIVE AUCTION

SATURDAY, JANUARY 26TH, 2019

3 NIGHT/4 DAY DELUXE GROUP TOUR PACKAGE WORTH OVER \$35,000*



Memorial Day Weekend in Washington, DC from the Gaylord National

May 25-28, 2019 -OR- May 23-26, 2020

Win this Exclusive Group Tour Opportunity featuring: National Memorial Day Parade with Premium Seating and parade-side lunch served; the National Memorial Day Choral Festival Concert at the Kennedy Center; Memorial Day Party & Dinner Cruise aboard the Odyssey Bateaux; 3 nights at the Gaylord National Resort; 1 Free Ride on the Capitol Wheel; Dinner at Bertucci's & Hard Rock Café; Arlington National Cemetery Tour with tram tickets included; Chesapeake Bay Sightseeing Lunch Cruise and tour of Annapolis including the US Naval Academy by Watermark; the National Museum of the Marine Corps with, *We, The Marines* movie at the Medal of Honor Theatre; Observation Deck at the CEB Tower; Illuminated Monument and Memorial Touring; and Professional Tour Management.



Available in 2019 or 2020. Subject to change. Subject to availability at the time of reservation. Non-transferable. Tour reservations must be placed through MARS and not directly with the partners. No cash value. No credit for any unused portion of donation within any one tour. Excludes alcoholic beverages. Excludes guide gratuity. Void where prohibited. Valid for new reservation tours only. Other restrictions may apply.

See ABA's Live Auction Listing for full details.

ABA NEWS

WOMEN TAKE ACTION

AT SATURDAY'S WOMEN IN BUSES SESSION

The Women in Buses Council (WIB) exists to recognize and advance the role of women in the motorcoach industry through networking, education, and mentoring programs. Lynn Sansone will be the council's guest speaker on Saturday from 11 a.m. to 1 p.m. in Room M108 and will discuss the request for proposal (RFP) process and grant writing. There will be roundtable opportunities to network and share best practices on issues relevant to your business. Lunch is included.

Sponsored by Motor Coach Industries



SEXUAL HARASSMENT STATEMENT

ABA STATEMENT ON SEXUAL HARASSMENT

THERE IS NO PLACE FOR IT AT MARKETPLACE

ABA is dedicated to providing a harassment-free experience for every individual at ABA's Marketplace. We do not tolerate harassment of Marketplace attendees in any form. Any attendee violating these rules may be sanctioned or expelled from the conference without a refund at the discretion of ABA management. Participants asked to stop any harassing behavior are expected to comply immediately. If someone makes you or anyone else feel unsafe or unwelcome, please report it to ABA's management. Harassment impacts everyone, and we will work hard to ensure a positive environment for all.

April through November
GROUP TOURS
Bus Parking | Group discounts | Museum & Art gallery | Tours start at \$10

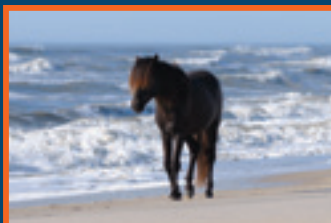
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