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.

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.

NEWSEUM
NEWSEUM.ORG
555 PENNSYLVANIA AVE., N.W., WASHINGTON, D.C.
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: M112
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

2-4:5 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

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 celebrating its bicentennial in 2019, and the party is in full swing! You are invited to help Sweet Home Alabama honor the state’s 200th anniversary at the Operator Reception. The three-year celebration culminates in 2019 with special events dedicated to exploring Alabama’s natural beauty, 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!

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
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

sweethomealabama.org

SCHEDULE
Friday, Jan. 25, and Saturday, Jan. 26
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 Evolution, 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 Evolution, 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!

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.

“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

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BillyGrahamLibrary.org • Reservations required for groups of 10 or more; email LibraryTours@bgea.org or call 704-401-3270 • ©2018 BGEA
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.
The Natural Beauty of Philadelphia

From ancient Japanese beauty to modern wonders, authentic beauty awaits you in the heart of Philadelphia. Unearth the power of cultural exchange through seasonal activities, performances and festivals. Learn and uncover all of Philadelphia’s countless historical treasures.

Explore the possibilities at discoverPHL.com/groups

Customized Itinerary Planning, contact:
Jim DePhilippo 215-636-3312
or jim@discoverPHL.com

PHL CVB
Philadelphia Convention & Visitors Bureau

Get back on the magic bus at ABA MARKETPLACE 2019.

WOODSTOCK 50TH ANNIVERSARY IN CLE.

VISIT THE DESTINATION CLEVELAND BOOTH FOR A CHANCE TO WIN

Book a tour to WOODSTOCK 50TH ANNIVERSARY, August 16-18, 2019, and we’ll help you fill the bus!

Receive:
• $5,000 cash rebate incentive after the trip actualizes
• A tour operator tool kit and marketing support

Contact Destination Cleveland's Group Tour Team:
Jane Tougouma | Tel: 216.875.6607 | Email: jtougouma@destinationcle.org
Denise Krauss | Tel: 216.875.6648 | Email: dkrauss@destinationcle.org

JOIN IN AT ThisisCLEVELAND.COM/GROUPS | #ThisisCLE
ON THE SCENE

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.”
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.
**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
ONLY 10 MINUTES FROM THE ROYAL GORGE BRIDGE

ROYAL GORGE Dinosaur Experience

MOVING DINOSAURS

DINOXP.COM
719.275.2726

FANTASTIC GROUP RATES

INTERACTIVE MUSEUM
DISCOVER WHY OUR AREA IS FAMOUS FOR DINOSAURS
+ GUIDED TOURS, OUTDOOR PLAY AREA, & 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.
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.

Experience Upstate California

Jennifer Fontana, Group Coordinator
(530) 225-4010 | Jennifer@VisitRedding.com
VisitRedding.com/GroupsAndMeetings
Pigeon Forge is the perfect stop for group travelers who want a destination that matches the enjoyment of the journey. With everything from beautiful Great Smoky Mountain vistas, shopping, and show-stopping theatrical performances to arts and crafts, Dollywood and delicious dining experiences, there are plenty of lots-of-fun little somethings for everyone.

PigeonForgetours.com 1-800-285-7557
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.
YOUR GROUP DESERVES OCMD.

CALL NORMA DOBROWOLSKI | 800.626.2326 | OCEAN.COM/GROUP-TRAVEL
MAKE YOUR BROADWAY DEBUT AT AN

EDUCATION SESSION

Room M 109/110  |  Today, January 26  |  4:30–5:30PM

JOIN BROADWAY CAST MEMBERS FROM COME FROM AWAY
FOR A MUSICAL THEATRE SONG & MOVEMENT WORKSHOP

ABA MARKETPLACE
BOOTH 1754