PRESIDENT’S MESSAGE

WELCOME TO GRAPEVINE!

MARKETPLACE REUNITES IN TEXAS

We are so excited to be back with our friends and colleagues in person again. It has been a long two years, but we have arrived in Grapevine, Texas, for ABA’s 2022 Marketplace, and we are ready to get back to business. This week is about you and your business. We have curated speakers to discuss topics that will help you get back on track; our appointment floor will be bustling with partners who want to book business; and our networking events are the perfect way to reconnect with people you have not seen in a long time. We have done our best to provide you with everything you and your team needs to reset and refocus. Whether you are attending our council meetings or education sessions, visiting the networking floor, or participating in our Busworld North America event, you will know that ABA is here working for you. I look forward to enjoying all Grapevine has to offer while catching up with you this week. We are thankful for your support and participation. Have a great Marketplace!

PETER J. PANTUSO, CTIS
PRESIDENT & CEO, AMERICAN BUS ASSOCIATION

Do you have a smartphone or tablet and want to have Marketplace information all in one place? The 2022 Marketplace app gives you quick access to your business appointments; research databases; interactive floor map; schedules for events, transportation, and education; and the ability to create your own personal schedule of events and notes. Download the Marketplace 2022 app from the app stores.
### FRIDAY, JAN. 7

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<th><strong>REGISTRATION</strong></th>
<th><strong>NETWORKING FLOOR</strong></th>
<th><strong>SIGHTSEEING TOURS</strong></th>
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<tr>
<td>Registration Open for Badges, New Registrations, Name Changes, Foundation Afterglow Ticket Sales</td>
<td>Networking Floor Booth Set-Up 8 a.m.-6 p.m.</td>
<td>Sightseeing Tour Ticket Pick-Up 8 a.m.-6 p.m.</td>
<td>ABA Foundation Silent Auction Bidding Open 8 a.m.-6 p.m.</td>
<td>Marketplace Service Center Open First-time STAR Delegate Assistance 2-6 p.m.</td>
<td>General Session 1-2:30 p.m.</td>
<td>ABA Board of Directors Executive Committee Meeting 4-5 p.m.</td>
<td>Registration Open Vendor Displays 7:30 a.m.-5 p.m.</td>
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<td>Your First-time STAR Experience: Q &amp; A Session 4:45 p.m.</td>
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<td>ABA Foundation Purses for a Purpose...and Accessories Too! Raffle Open 8 a.m.-6 p.m.</td>
<td>Networking Floor Sightseeing Tours 8 a.m.-6 p.m.</td>
<td>Sign in to the Silent Auction!</td>
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<td>Breakout Sessions 3:15-4:45 p.m.</td>
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SATURDAY, JAN. 8

NETWORKING

REGISTRATION
Registration Open for Badges, New Registrations, Name Changes, Foundation Afterglow Ticket Sales 7 a.m.-6 p.m.
Grapevine Registration Desk Convention Center

NETWORKING FLOOR
Networking Floor Reception 1:30-6 p.m.
Sponsors / Atlantic City-Meet AC Circle Michigan
Deadwood Chamber of Commerce Experience Columbus
Nashville CVC
National Interstate Insurance Co.
Oklahoma Tourism & Recreation Department
Virginia Beach CVB
Virginia Tourism Corporation
WeTravel

SIGHTSEEING TOURS
Sightseeing Tour Ticket Pick-Up 7-8 a.m.
Longhorn Marble Lobby Sponsor / Grapevine CVB

ABA FOUNDATION
ABA Foundation Silent Auction Bidding Open 7 a.m.-6 p.m.
Sign in to the Silent Auction!

“Sweet Home” Alabama Operator Reception 5:30-6:30 p.m.
Longhorn Exhibit Hall Sponsor / Sweet Home Alabama

SPECIAL EVENTS
ABA Foundation Purses for a Purpose…and Accessories Too! Raffle Open 7 a.m.-6 p.m.
ABA Foundation Live Auction 4 p.m.

MARKETPLACE SERVICE CENTER
Marketplace Service Center Open First-time STAR Delegate Assistance 7 a.m.-6 p.m.
Networking/ Business Floor Sponsor / Louisiana Office of Tourism

ABA’S SPECIAL INTEREST COUNCILS
American Motorcoach Council Meeting 12-1 p.m.
Dallas 3-4

ABA BOARD OF DIRECTORS
Board of Directors Meeting 9 a.m.-12 p.m.
Dallas 5-7
ABA Board of Directors Dinner 7:00 p.m.
Dallas 1-2

PARTNERS
NAMO BOARD MEETING
8:10 a.m.
Palomo 1

TRAILWAYS
Trailways Breakfast 8-9 a.m.
Grapevine A
Trailways Meeting 9-11 a.m.
Grapevine A
Trailways Awards Luncheon 12:30-2 p.m.
Grapevine A

EDUCATION
BUSINESS

SOLUTIONS TO TACKLING THE NATIONWIDE DRIVER SHORTAGE
MODERATOR | ERIN DUCHARMET
PRESENTED BY THE DRIVING FORCE

1-2 p.m.

1001 | Using Technology to Increase Revenue & Mitigate Risk for Group Travel
Speaker | Bud Geissler
* Ft. Worth 5-7
Sponsor | GroupCollect

1002 | The Mindset of a Sales Warrior
Speaker | Jason Forrest
* Austin 1-3
Sponsor | Le Mars, IA–Ice Cream Capital of the World

1003 | How to Understand What Others Want
Speaker | Brian Parsley
* Ft. Worth 5-7
Sponsor | Visit Williamsburg

1004 | Get Found on Google! Strategies to Get More Customers from Search Engines
Speaker | Chris Cheetham-West
* Austin 1-3
Sponsor | Smithsonian’s National Air and Space Museum

1005 | Creating Urgency
Speaker | Jason Forrest
* Ft. Worth 5-7
Sponsor | Le Mars, IA–Ice Cream Capital of the World

1:30-2:30 p.m.

1:30-2:30 p.m.

3-4 p.m.

4:30-5:30 p.m.

ABA FOUNDATION
ABA TODAY | FRIDAY/SATURDAY 2022 | 3
OPERATOR BREAKFAST
For Operators Only

OPERATOR-ONLY BREAKFAST
Sunday, 7:45–8:45 a.m.

Location: Texas Ballroom
Sponsored by Tennessee Tourism

The theme of this year’s breakfast is “gratefulness” as we are all thankful to see our industry come back to life after the challenges we have experienced. We will celebrate Tennessee’s Southern gospel roots with a performance by the acclaimed McCrary Sisters—daughters of the legendary Fairfield Four.

The McCrary Sisters sing a unique style of gospel. Influenced by classic soul, Americana, blues, and R&B, these sisters bring an indescribable joy to singing. The quartet is part of the “house band” at the Americana Music Honors and Awards and provided backing vocals for the song “Choctaw County Affair” on Carrie Underwood’s 2015 album Storyteller and “Do Right By Me” on Margo Price’s 2017 album All American Made.

NEED TO KNOW

NETWORKING FLOOR RECEPTION
Saturday, 1:30–6 p.m.

Location: Networking Floor

Grab a drink and meet all of ABA’s sponsors and exhibitors who make Marketplace possible. Catch up with old friends and meet new ones as you tour the Networking Floor. The ABA Foundation Live Auction will take place during the Networking Reception at 4 p.m. at the Foundation Booth.

Sponsored by

Atlantic City-Meet AC
Circle Michigan
Deadwood Chamber of Commerce & Visitors Bureau
Experience Columbus
Nashville Convention & Visitors Corporation
National Interstate Insurance Co.
Oklahoma Tourism & Recreation Department
Virginia Beach CVB
Virginia Tourism Corporation
WeTravel
TACKLING THE DRIVER SHORTAGE
WITH THE WOMEN IN BUSES TASKFORCE
Saturday, 1–2 p.m.
Location: Grapevine 1–2

The driver shortage is the most important issue to our industry today as we work toward recovery from the COVID-19 pandemic. Join ABA’s Women in Buses Driving Force Taskforce for a workshop on tackling the driver shortage.

NEED TO KNOW
GET CONNECTED
Wi-Fi Username: ABA
Password: nyc2022!
Sponsored by NYC & Company

You won’t find this handwritten poem by Bono in the Rock and Roll Hall of Fame.

Bono’s poem is in the Billy Graham Library in Charlotte, N.C., where you’ll also find letters from presidents and movie stars. Quick to share the Good News of Jesus Christ with anyone, Billy Graham had a message that transcended culture, age, politics, and race—and touched celebrities, sports legends, world leaders, and people just like you. Bring your group to the Billy Graham Library and invite them to see for themselves. The Library is part movie, part exhibit, and totally inspiring.

©2021 BGEA A ministry of Billy Graham Evangelistic Association
The Library will be closed through late spring 2022 as we work to create a new visitor experience. 
ON THE SCENE

GRAPEVINE SHOPPING. Conveniently located just two miles north of DFW International Airport, Grapevine Mills is an indoor mall with shopping, restaurants, and entertainment.

SLOANE AND WILLIAMS WINERY. Enjoy live entertainment and music while drinking wine at the Sloane and Williams Winery tasting room, located in one of the oldest buildings in Grapevine.

DOWNTOWN GRAPEVINE SHOPPING. Find one-of-a-kind treasures at the quaint, locally owned boutiques in Historic Downtown Grapevine.

NASH FARM. Nash Farm offers adult and student group tours that include hands-on activities and demonstrations of historic skills and trades.

LAKE GRAPEVINE FIREWORKS. Lake Grapevine is roughly 8,000 acres and home to parks, trails, and numerous outdoor activities.
GRAPEVINE VINTAGE RAILROAD. The Grapevine Vintage Railroad takes groups on unique themed rides and excursions on authentic 1920s Victorian coaches throughout the year.

HARVEST HALL. Harvest Hall is an innovative food and entertainment destination featuring global cuisine from such restaurants as Spuntino, a classic Italian restaurant, and a vibrant nightlife scene at Third Rail.

GAYLORD TEXAN RESORT. You’ll want to return to the Gaylord Texan Resort with your family and friends when you have more time to enjoy the 10-acre Paradise Springs Water Park, indoor garden atriums, spa, and fitness center.

VINEYARDS. Grapevine is home to the Urban Wine Trail and GrapeFest, the largest wine festival in the Southwest.
AT YOUR LEISURE

GRAPEVINE AT YOUR LEISURE

DON'T MISS THE FIREWORKS

Explore Historic Downtown Grapevine on Saturday evening when the Grapevine Visitor Shuttle will be running non-stop routes between the Gaylord Texan Resort’s Group Tour Lobby and Historic Downtown Grapevine from 6:30–10 p.m. Enjoy live entertainment and a variety of cuisines in many Grapevine restaurants along Main Street.

After dinner, head to the Gaylord Texan Resort’s Glass Cactus Night Club, with its perfect vantage point for our special fireworks show taking place at 9:30 p.m. on Saturday over Lake Grapevine. The Glass Cactus is free to all guests staying at the Gaylord ($12 cover if staying elsewhere). Enjoy music, dancing, or just catching up with your ABA friends. This event is a cash bar.

Inspire miles of smiles for your tour group with hundreds of unique attractions conveniently located in one beautiful mountain town. Stunning views, shows, Dollywood, down-home cooking, arts, crafts and much more make us a destination to remember.

PigeonForgeTours.com  1-800-285-7557

NEED TO KNOW

STAR DELEGATE INFORMATION SESSIONS

Friday, 4–4:45 p.m.
Saturday, 3–3:45 p.m.
Sunday, 11–11:45 a.m.

Location: All sessions will be held in Dallas 1–2.

Is this your first Marketplace? Are you wondering how to make the most of your time in Grapevine? Don’t worry, we’ve got you covered. Make plans to attend the STAR Delegate Q&A Sessions. We’ve even included a tour to help you get familiar with the Marketplace layout.

ACTUALLY,
YOU CAN PLEASE ALL THE PEOPLE ALL THE TIME.
It’s Time to Believe in Magic Again

J.K. Rowling’s

Harry Potter and the Cursed Child

All the spectacle. All the adventure. All the wonder. Now in one thrilling afternoon or evening.

Group sales box office at Broadway.com

Group tickets are now available through September 4, 2022 by calling 1-800-BROADWAY x2 or visiting groups.broadway.com
Network with your colleagues and learn more about what is happening in industry regulations and trends.

**WOMEN IN BUSES DAY**
Friday, 1–6 p.m.

*Location:* Ft. Worth 5–7, Austin 1–3, and Ft. Worth Foyer

Join the Women in Buses Council for a day of sessions, networking, and reconnecting with women throughout the industry.  
*Sponsored by Motor Coach Industries*

**AFRICAN AMERICAN MOTORCOACH COUNCIL**
Saturday, 12–1 p.m.

*Location:* Dallas 3–4

Join ABA’s newest council to hear an update on future council plans.

**HISPANIC MOTORCOACH COUNCIL**
Saturday, 12–1 p.m.

*Location:* Palomino 1

It has been two years since the HMC has met in person. Now it’s time to catch up and discuss recovery plans.

**SCHOOL BUS COUNCIL**
Saturday, 1–2 p.m.

*Location:* Dallas 1-2

The school bus industry received Coronavirus Economic Relief for Transportation Services (CERTS) funding but is working to receive more—and the Biden administration wants to see electronic school buses on the road. How does the industry make that happen? What does the future of the school bus industry look like?

**BUS MAINTENANCE & REPAIR COUNCIL**

*Sponsored by ABC Companies

**Off-site Meeting**

**Sunday, 9 a.m.–3 p.m.**

*Location:* Buses will leave from the Convention Center. Loading will begin at 8:45 am.

**First Stop: Lone Star Coaches**
Tour and Education Session presented by Texas DPS and BusMARC on Level I Inspection and Top 10 Roadside Inspection Violation.

**Second Stop: Prevost Service Center**
Tour and Education Session presented by Prevost on “How to Perform a Preventative Maintenance Inspection & Safe Vehicle Lift Operations.”

**MARKETPLACE FLOOR BYTES**
Monday, 11 a.m.–5:30 p.m.

*Location:* Exhibit Hall, Networking Floor

11 a.m.-12 p.m. | ABC Companies
12:12–3:30 p.m. | Bridgestone/Firestone
3-4 p.m. | Temsa
4:30-5:30 p.m. | Motor Coach Industries

**BUS INDUSTRY SAFETY COUNCIL**

*Sponsored by ABC Companies

**Joint Session with Busworld North America**
Sunday, 3:30–5:30 p.m.

*Location:* Dallas 5-7

**Orientation & Floor Tour**

**Sunday, 5:30–6 p.m.**

*Location:* Dallas 1-2

**BISC & BusMARC Joint General Session**

**Monday, 9–10:30 a.m.**

*Location:* Grapevine 1–2

**Breakout Sessions**

**Monday, 11 a.m.–5:30 p.m.**

*Location:* Grapevine 1–2, Grapevine 3–4, Dallas 5–7

(See app for sessions)

**Tuesday, 9:30 a.m.–4 p.m.**

*Location:* Grapevine 1–2, Grapevine 3–4

(See app for sessions)

**General Session**

**Tuesday, 4:30–5:30 p.m.**

*Location:* Grapevine 1–2

Join us for session recaps; Busing on the Lookout update on human trafficking; and a presentation by Uplift Technology on the ROI, impact, and experience of ADAS on motorcoach operations.
ABA NEWS
ABA COUNCIL MEETINGS
AT A GLANCE
Network with your colleagues and learn more about what is happening in industry regulations and trends.

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Friday, 1–6 p.m.
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Join the Women in Buses Council for a day of sessions, networking, and reconnecting with women throughout the industry. Sponsored by Motor Coach Industries

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12-12:30 p.m. | Bridgestone/Firestone
3-4 p.m. | Temsa
4:30-5:30 p.m. | Motor Coach Industries

BUS INDUSTRY SAFETY COUNCIL
Sponsored by ABC Companies
Joint Session with Busworld North America
Sunday, 3:30–5:30 p.m.
Location: Dallas 5-7
Orientation & Floor Tour
Sunday, 5:30–6 p.m.
Location: Dallas 1-2
BISC & BusMARC Joint General Session
Monday, 9–10:30 a.m.
Location: Grapevine 1–2
Breakout Sessions
Monday, 11 a.m.–5:30 p.m.
Location: Grapevine 1–2, Grapevine 3–4, Dallas 5-7 (See app for sessions)
Tuesday, 9:30 a.m.–4 p.m.
Location: Grapevine 1–2, Grapevine 3–4 (See app for sessions)
General Session
Tuesday, 4:30–5:30 p.m.
Location: Grapevine 1–2
Join us for session recaps; Busing on the Lookout update on human trafficking; and a presentation by Uplift Technology on the ROI, impact, and experience of ADAS on motorcoach operations.

THREE MUSEUMS. THOUSANDS OF STORIES.
DIVIDED BY CONFLICT. UNITED BY COMPASSION.
301-695-1864 / civilwarmed.org
National Museum of Civil War Medicine
Don’t miss the ABA Foundation Live Auction taking place on Saturday at 4 p.m. on the Networking Floor. This year we will be featuring a Harbor-to-Harbor: Washington, D.C. and Baltimore Group Tour Package for up to 50 persons; an Alaska National Parks Escorted Land Tour for Two; Turbo Images Bus Wrap; Eight Bridgestone R249 Motorcoach Tires; a Gretsch Guitar, signed by Brad Paisley and Kane Brown; a Martin HD-28 Guitar; a VIP Weekend for Two to the 2022 Carolina Country Music Festival in Myrtle Beach, S.C.; and The Ultimate NASCAR Experience with Prevost.

The ABA Silent Auction, which runs through Tuesday, has great packages and adventures for you, your family, and tour group. Check it out on the Bidding for Good app at biddingforgood.com/abaf on your smartphone.

Don’t miss the Purses for a Purpose ... and Accessories Too raffle. Stop by the Foundation Booth and check out the beautiful, donated bags and accessories. Purchase as many tickets as you like to increase your odds of winning! Winners will be announced at the Tuesday lunch.
Busworld North America is back at Marketplace and focusing on green and safe transportation for the bus and motorcoach industry. Make time to catch these can’t-miss sessions.

Sunday, 9:30-10:30 a.m.
Location: Dallas 5-7
The State of the North American Motorcoach Market

Sunday, 10 a.m.-12 p.m.
Location: Austin 4-6
Understanding the Customer Journey from Booking to Drop Off: Session 1
Fee required.

Sunday, 3:30-5:30 p.m.
Location: Dallas 5-7
Effective and Efficient Cleaning and Sanitizing Buses and Coaches
Joint session with Bus Industry Safety Council.

Monday, 10 a.m.-12 p.m.
Location: Austin 4-6
Understanding the Customer Journey from Booking to Drop Off: Session 2
Fee required.

Monday, 11 a.m.-12 p.m.
Location: Dallas 5-7
Advanced Driver Assistance and Autonomous Driving Solutions for Motorcoaches
Joint session with Bus Industry Safety Council.

Monday, 3-4:30 p.m.
Location: Dallas 5-7
How Green Can the Motorcoach Industry Go Panel Discussion
Joint session with Bus Industry Safety Council.

ABA STATEMENT ON SEXUAL HARASSMENT
THERE IS NO PLACE FOR IT AT MARKETPLACE

ABA is dedicated to providing a harassment-free experience for everyone at Marketplace. We do not tolerate harassment of 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.

OPENING CEREMONIES
OPENING CEREMONIES
DON’T MISS THIS MUST-ATTEND LUNCH

Sunday, 12:30–2:30 p.m.
Location: Texas Ballroom
Sponsored by Norwegian Cruise Lines and ABA

It has been a long time since we have been together, so let’s celebrate at the Sunday lunch!

Catch up and eat with old friends and new colleagues as we listen to the amazing voice of Blair Robinson from the Texas Music Project; hear from Peter Pantuso on where we are heading in a post-pandemic world; meet the amazing Audrey Powers, who oversees all New Shepard flight operations, vehicle maintenance, and launch, landing, and ground support infrastructure for Blue Origin; and find out who will receive the inaugural Wayne Chandler Award; and hear from our lunch sponsor Norwegian Cruise Lines’ Derek Lloyd.

You won’t want to miss this event as it will be truly out of this world.
NEED TO KNOW

COVID-19 PROTOCOLS AND TESTING SITES

From registration to meal functions, from business floor booths to social functions, ABA is committed to your safety as our industry gets back to business.

As part of this commitment, we are asking our attendees to follow and respect our health and safety guidelines. Please note that protocols are subject to change based on new guidance.

- Respect and practice social distancing and avoid greeting others with physical contact.
- Mask up! Masks are required in busy indoor spaces and will be available at the Marketplace registration desk.
- Wash your hands frequently and use hand sanitizer. Hand sanitizer stations can be found throughout the exhibit hall and meeting spaces.

Do you need to get a COVID-19 test before you head home? ABA will offer on-site testing by Inspire Diagnostics Friday-Tuesday from 7:30-9:30 a.m. in the Convention Center Registration Desk E. Delegates are responsible for the testing fee.

Grapevine Drug RX
grapevinedrug.com
1115 W. Northwest Hwy., Suite H
Grapevine, Texas 76051
$100 fee for a rapid COVID-19 test. You don’t need an appointment—just pull into one of the parking spaces, call the number, and staff will come out to you. It takes about an hour to get results, which they can print for you.

2.6 miles away (approximately, six-minute drive).
Book a Group Tour to
REMEMBER!

Groups come to Ocean City, Maryland to have fun. But they leave with memories that will last a lifetime. Whether you’re hosting an event, reunion or getaway of any kind, it’s the perfect place to relax, reconnect and rejuvenate. Hope to see you soon!

- Our FREE 10-mile beach and award-winning boardwalk
- Open-air festivals featuring music, arts and crafts and lots of vendors
- Fun outdoor activities like golfing, fishing, paddle boarding, tennis, boating, kayaking, surfing, and more!
- Convenient, drive-to destination centrally located along the East Coast
- Shopping, wildlife, and historical museums

Ocean City
Maryland

10 Miles of Memories

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