- **Dine Around Louisville**
- **Photo Highlights from** Marketplace
- **Best of Broadway Lunch**
- Afterglow Party

**MESSAGE FROM THE CHAIR** 

# **EDUCATION, NETWORKING, BUSINESS, AND MORE**

MARKETPLACE PROVIDES OPPORTUNITY FOR GROWTH AND SUCCESS



reetings, everyone! I hope you all enjoyed the Kentucky Derby Museum evening event as much as I did. Thank you to our host city, Louisville, for an amazing event last night! I hope you are as energized as I am for today's education sessions, business meetings, and networking. In the words of Benjamin Franklin, "Without continual growth and progress, such words as improvement, achievement, and success have no meaning." Today's Best of Broadway All-Delegate Lunch is sponsored by Group Sales Box Office at Broadway.com. It is one of my favorite parts of the week! If you are still looking for

recommendations for tonight's Dine Around, the team at the Louisville booth can help you. And after dinner, if you want to participate in partying with a purpose, join us for the ABA Foundation Afterglow party at the Hard Rock Cafe Louisville at 4th Street Live, sponsored by the Hard Rock Cafe International and Prevost. Have a great time and continue to help us raise funds for our ABA Foundation scholarship program.

I look forward to seeing you all on the floor!

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**

#### **SERIOUSLY FUNNY:** FROM THE DESK OF 'THE DAILY SHOW WITH JON STEWART' Coming June 14, 2019

Explore the impact Comedy Central's "The Daily Show with Jon Stewart" had on American politics and the press through Stewart's humorous take on the daily news.

NEWSEUM

555 PENNSYLVANIA AVE., N.W., WASHINGTON, D.C.



# SCHEDULE

Monday, Jan. 28



# 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!



#### 7 a.m.-6 p.m.

Registration Open Marketplace Floor Open **Foundation Silent Auction** 

#### 7:45-8:45 a.m.

Operator Breakfast FOR OPERATORS ONLY

→ LOCATION: Ballroom SPONSOR: New York State

Destination Marketing Organizations and Partners

#### 9 a.m.-Noon

**Distinctive Systems Annual User Group Meeting** → ROOM: L010 BY INVITATION ONLY

#### 9 a.m.-12:16 p.m.

Lodging/Attraction/ Associate/Allied Associations Appointment Session

**→ LOCATION:** Marketplace Business Floor

#### 9:30-10:30 a.m.

**BusMARC General Session** → ROOM: M112 SPONSOR: ABC Companies

#### 10 a.m.-1 p.m.

Betterez User Group Hands-on Training → ROOM: L007

BY INVITATION ONLY

12:20-2:25 p.m. The Best of Broadway All-**Delegate Lunch** LOCATION: Ballroom

SPONSOR: Group Sales Box Office at Broadway.com

#### 2:45-5:47 p.m.

Lodging/Attraction/ Associate/Allied Associations **Appointment Session** 

**→ LOCATION:** Marketplace Business

#### 3-5 p.m.

**Distinctive Systems Annual User Group Meeting** 

→ ROOM: L010 By Invitation Only

#### 3-5 p.m.

School Bus Council Meeting

→ ROOM: M114

#### 4:30-6 p.m.

BISC Closing General Session → ROOM: M112

SPONSOR: ABC Companies

**DINE AROUND LOUISVILLE** SPONSOR: Louisville CVB

#### 9:30 p.m.-12:30 a.m.

**ABA Foundation Afterglow** Party

→ LOCATION: Hard Rock Cafe SPONSOR: Hard Rock Cafe International and Prevost

#### **OPERATOR BREAKFAST**

For Operators Only

# **NEW YORK STATE'S YEAR OF LOVE!** OPERATOR BREAKFAST

7:45-8:45 a.m.

Location: Ballroom

Sponsored by New York State Destination Marketing Organizations and Partners

Get your groove on! Join the NYSGroupTours.com team for an unforgettable breakfast featuring TASTENY-themed cuisine along with the music, sights, and sounds of 1969 as we celebrate the 50th anniversary of the Woodstock Festival. 2019 is the Year of Love in New York State! Please stop by our booth on the Marketplace Floor.

#### **EDUCATION BITES**

# KNOWLEDGE ON THE GO

Education Bites at The Hub are your opportunity to take quick classes to boost your business skills.

→ LOCATION: The Hub

SPONSORS: Sponsored by Bradenton Area CVB

#### 9-9:14 a.m.

Just a Bite of Sara's Wish Foundation Speaker: Anne Schewe

#### 10-10:14 a.m.

Just a Bite of Certified Travel Industry Specialist (CTIS) Program **Presented by IUPUI** 

#### 11-11:30 a.m.

Just a Bite of How Is International **Inbound Student Travel Trending for 2019?** Facilitator: Carylann Assante, CAE, **Executive Director, SYTA** 

#### 3-3:30 p.m.

Just a Bite of Profit From These Trends **Influencing Group Travel** Speaker: Jeff Gayduk

#### 4:30-4:44 p.m.

Just a Bite of the Future of Customer **Engagement: Delighting Your Millennial** Customers

Speaker: Aaron McDaniel

#### 5:15-5:29 p.m.

Just a Bite of Say Yes to Less Stress Speaker: Kathy Gruver

#### **VOLUNTEER OF THE DAY**

# NTEER OF THE DAY

Congratulations to our Volunteer of the Day winner for Sunday: Becky Cappert, Amish Acres (Resource Central).

Sponsored by Shepler's Mackinac Island Ferry

Louisville you've done yourself proud! **#ABALouisville** 

Good morning from #ABALouisville busy dayslots of appointments, selling #OnlyLouisiana to motor coach/tour operators around the US! #FeedYourSoul



9:30-10:30 a.m. 301: Technology for Sales, Marketing, and Efficiency!

SPEAKER: Crystal Washington ROOM: M100 SPONSOR: Virginia Tourism Corp.

9:30-10:30 a.m.

302: The Fine Art of Building Business Relationships & **Expanding Networks** SPEAKER: Debra Fine ● ROOM: M103

SPONSOR: Blue Gate Musicals

9:30-10:30 a.m. 303: WeChat Introduction

SPEAKER: Sally Berry **♦ ROOM:** M104

SPONSOR: Atlantic City/Meet AC 9:30-10:30 a.m.

304: 2018 Midterm **Election Recap** SPEAKER: Andrew Newhart 

**SPONSOR:** ABC Companies

9:30 - 10:30 a.m.

305: Managing Up: Adjusting to New Roles as a School Bus Operator SPEAKER: Ronna Weber

ROOM: M108 SPONSOR: ABC Companies

9:30-10:30 a.m.

306: Making Adjustments, Planning Tours in the Post-ELD World SPEAKER: Michael Bowers

ROOM: M111 SPONSOR: ABC Companies

11 a.m.-Noon

307: Who Needs IT? You

Need IT SPEAKER: Michael Harris 

SPONSOR: Visit Mississippi

11 a.m.-Noon

308: How to Lose It All and Become a Better Leader for It SPEAKER: Bob Pacanovsky ROOM: M103

SPONSOR: Radisson Hotel Group

11 a.m.-Noon

309: Sales Summit 2019 SPEAKER: John Kennedy ♠ ROOM: M104

SPONSOR: U.S. Tours

11 a.m.-Noon 310: Policy Potpourri SPEAKER: Bob Crescenzo ROOM: M107

SPONSOR: ABC Companies

11 a.m.-Noon

311: Ensuring Compliance With Equipment Testing SPEAKER: Keith McComsey ROOM: M108 SPONSOR: ABC Companies

11 a.m.-Noon

312: Navigating Driver Injury Prevention

SPEAKER: Bob Perry ROOM: M111

SPONSOR: ABC Companies

3-4 p.m.
313: To Cloud or Not to Cloud? SPEAKER: Michael Harris

ROOM: M100 SPONSOR: Visit Mississippi

3-4 p.m. 314: The Fine Art of Networking: One Conversation at a Time SPEAKER: Debra Fine

 ROOM: M103 SPONSOR: Blue Gate Musicals

3-4 p.m. 315: A Little Bite of Marketplace: Why Customers

SPEAKER: John Kennedy ROOM: M104 SPONSOR: U.S. Tours

3-4 p.m.

316: Driver Recruiting & Training

SPEAKER: Mark Szyperski ROOM: M107 SPONSOR: ABC Companies Maintenance Program SPEAKER: Chris Henry ROOM: M108 SPONSOR: ABC Companies

3-4 p.m. 317: Benchmarking Your

3-4 p.m.
318: FMCSA Update SPEAKER: Loretta Bitner ROOM: M111

SPONSOR: ABC Companies

4:30-5:30 p.m. 319: From Distracted to Productive #1 SPEAKER: Randy Dean

SPONSOR: The Adirondack Region of New York State

4:30-5:30 p.m.

320: Moving the Employee **Engagement Pendulum** SPEAKER: Bob Pacanovsky

♠ ROOM: M103

SPONSOR: Radisson Hotel Group

4:30-5:30 p.m. 321: Proper Presentation

Slides SPEAKER: A.C. Chan

♠ ROOM: M104 SPONSOR: Rhode Island Tourism

4:30-5:30 p.m.

322: Reducing Fire Incidents

SPEAKER: Robert Hitt ROOM: M108

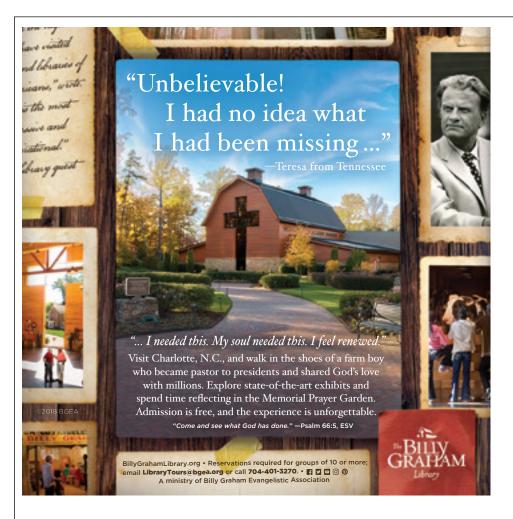
SPONSOR: ABC Companies

4:<mark>30</mark>-5:30 p.m.

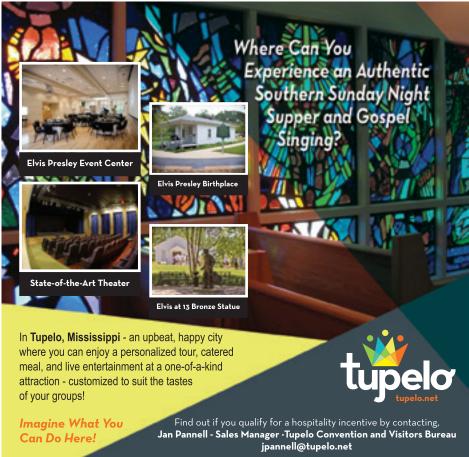
323: DVIRs: Features, Expectations
SPEAKER: Michael McDonal

ROOM: M111

SPONSOR: ABC Companies







# **EDUCATION OPPORTUNITIES** THROUGHOUT THE YEAR

eminder: ABA's education opportunities don't end when Marketplace is over, ABA offers all members educational programming throughout the entire year. In addition to monthly webinars with the Marketplace speakers you enjoyed this week, ABA also offers in-person and on-demand education for you. Visit the "Learn" section on www.buses.org to see the programs that not only fit your schedule, but also fulfill your continuing education needs all year long. On demand programs include ever-popular Marketplace speaker John Kennedy's On Demand program (for which being an ABA member gets you a great discount) and our Prevostsponsored Entry Level Driver Training program, which is perfect for newly hired drivers and a great refresher course for seasoned drivers. Looking to become a Certified Travel Industry Specialist? With the press of one button you access the education, training, and skills you need for professional and business excellence. As the first industry university-sponsored certification program, ABA's Certified Travel Industry Specialist program allows you to update your professional profile anytime, anywhere.

President and CEO

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# **ABA MEMBERS**

During the ABA Annual Meeting at Sunday's Opening Celebration Lunch, ABA members elected three new members to join the Board of Directors. Congratulations to Jonathan Berzas, president and CEO of the Fullington Auto Bus Company/ Fullington Trailways in State College, Pa.; Cindy Brown, CEO of Boston Duck Tours in Boston: Roman Cornell, president and COO, ABC Companies, Winter Garden, Fla., and Kim Grzywacz, CTIS, director of sales at CIT Signature Transportation, Ames, Iowa. Luke Busskohl, COO of Arrow Stage Lines in Omaha, Neb., was named the 2020 Marketplace Chairman, which will be held Jan. 10-14 in Omaha.



# **DINE AROUND LOUISVILLE**

SO MANY CHOICES, SO LITTLE TIME

Sponsored by Louisville CVB

he toughest decision you'll need to make during Marketplace is which award-winning restaurant to choose for your Monday Dine Around. Between Downtown's walkability and variety, NuLu's farm-to-table offerings, Frankfort Ave.'s boutique atmosphere, the Highlands' quirky and global tastes, and the East End's Kentucky classics, you really can't go wrong. Oh, and did we mention that the Urban Bourbon Trail consists of 44 bars and restaurants with more than 50 bourbons and bourbon-infused menu items? We've created a Dine Around Guide to help you choose the restaurant that will work best for you. Just check out the Marketplace schedule at www.buses.org and click on the Dine Around Guide for Monday night.



# ON THE SCENE





PURSE RAFFLE: John Percy, Destination Niagara USA, enthusiastically shows off the designer purses up for raffle, with proceeds benefitting the ABA Foundation. There is still time to buy your chances to win!

OPERATOR RECEPTION: Attendees at Saturday evening's Operator Reception helped "Sweet Home" Alabama celebrate its 200th birthday.

LIVE AUCTION: Auctioneer Ron Bast once again calls for bids and Bill Torres, DC Trails, answered. He purchased a new ABC Companies coach and the Ozzy Osbourne guitar.

MEMBER-GET-A-MEMBER: Jenna Wheatley, Oregon Tourism Commission dba Travel Oregon, is \$1,000 richer thanks to ABA's Member-Get-A-Member contest. Will you be next year's winner?

FRIENDS OF WAYNE: Long-time Marketplace attendee and friend Wayne Chandler of Grand Ole Opry couldn't join us this year. So friends of Wayne sent him greetings from Louisville!

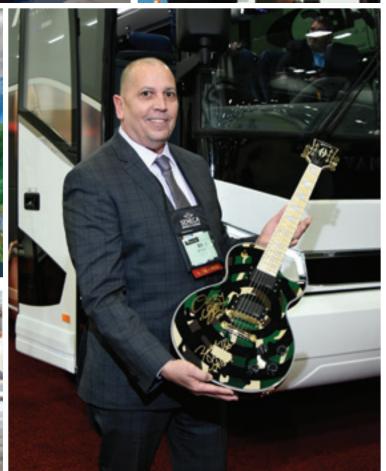


































OPERATOR BREAKFAST: Breakfast was delicious AND educational as Vincent Ivan Phipps gave advice on how to improve our attitude. Also, ABA Board Chairman Don DeVivo presented the *BUSRide* Good Stewardship Award to Stephen Evans, Pacific Western Transportation Group; Pat Ziska presented the ABA/MCI Leadership & Environmental Sustainability Award to MTRWestern and the Women in Buses Award to Michelle Wiltgen, National Interstate; and Kasie Smith, Serendipity Media, presented the *Groups Today* TODAY! award to Moostash Joe Tours.

line booth); Biltmore Estate (small in-line booth).

BISC: BISC officially kicked off with a presentation of the Norm Littler Award to Stephen Evans, Pacific Western Transportation Group.

SMILE! Take memories home with you! Stop by the Louisville Tourism booth and pick up your photos that you included #ABALouisville on Twitter or Instagram.

VIRTUAL REALITY: Visitors at the Perillo Travel VR table had a chance to see how virtual reality can help your company's marketing success.







# **ON THE SCENE**











APPOINTMENTS: Ding! Appointments, the business of Marketplace, kicked off on the Business Floor yesterday.

SUNDAY OPENING CELEBRATION: During Sunday's lunch, delegates were entertained by Louisville's Linkin' Bridge, voted to approve new ABA Board members, and also had the opportunity to hear legendary jockey Pat Day share how he got his start in horse racing.



View all of the photos taken at Marketplace at abamarketplace.smugmug.com.



Get back on the magic bus at ABA MARKETPLACE 2019. VERSARY

#### **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 This is CLEVEL AND. COM/GROUPS | #This is CLE



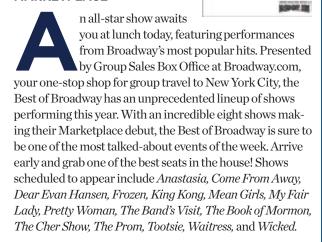


#### **LUNCH EVENT**

Monday | 12:20-2:25 p.m.

## IT'S SHOW TIME!

**BEST OF BROADWAY CELEBRATES 25 YEARS AT MARKETPLACE** 



THE BEST OF

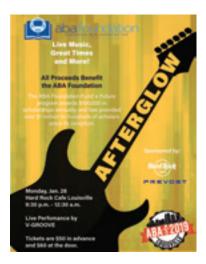
Sponsored by Group Sales Box Office at Broadway.com

#### **ABA FOUNDATION FUNDRAISER**

Monday | 9:30 p.m −12:30 a.m. Hard Rock Cafe, 4th Street Live

# **ABA FOUNDATION AFTERGLOW**

ake plans to join fellow attendees at the party of ABA's Marketplace-the ABA Foundation's Afterglow Party, sponsored by Hard Rock International, at Hard Rock Cafe from 9:30 p.m. to 12:30 a.m. Enjoy drinks and live music, all while supporting the motorcoach travel and tourism industry. All proceeds



go directly back to the ABA Foundation's Fund a Future scholarship program. Tickets are \$60.

Sponsored by Hard Rock Cafe International and Prevost





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
- Year-round festivals, concerts and events
- New Harriet Tubman Underground Railroad State Park and Visitor Center
- 200+ restaurants and non-stop nightlife
- Shopping, wildlife, historical museums and more
- 1,200-seat Performing Arts Center in the Roland E. Powell Convention Center

# annual Events









**SPRINGFEST** | May 2 – 5, 2019 | Celebrate spring with four days of delicious food, arts & crafts and live entertainment. **THE NATIONAL FOLK FESTIVAL** | Sept. 6 – 8, 2019 | Visit nearby Salisbury for dance, music, crafts, folklife demonstrations. **SUNFEST** | Sept. 19 – 22, 2019 | Free festival with live music, arts & crafts and food. Plus, join us for the Sunfest Kite Expo. **WINTERFEST OF LIGHTS** | Nov. 21 – Dec. 31, 2019 | Enjoy this award-winning light display throughout the town.









# **DON'T BE LATE FOR**

# THE BEST OF

Ballroom | Today, January 28 | 12:20PM

**LUNCH WILL BE PROVIDED. ALONG WITH PERFORMANCES FROM 16 BROADWAY MUSICALS.** 

**ABA MARKETPLACE BOOTH 1754** 









