Greetings, 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 NEWSEUM.ORG 555 PENNSYLVANIA AVE., N.W., WASHINGTON, D.C.
SCHEDULE

Monday, Jan. 28

EVENTS

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.–1:30 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 Groups 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 Floor

3–5 p.m.
Distinctive Systems Annual User Group Meeting
📍ROOM: M114
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

7 p.m.
DINE AROUND LOUISVILLE
SPONSOR: Louisville CVB

9:30 p.m.–12:30 a.m.
ABA Foundation Afterglow Party
📍LOCATION: 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
VOLUNTEER OF THE DAY
SUNDAY WINNER

Congratulations to our Volunteer of the Day winner for Sunday: Becky Cappert, Amish Acres (Resource Central).
SPONSORED BY SHEPHERD’S MACKINAC ISLAND FERRY
9:30–10:30 a.m.  
301: Technology for Sales, Marketing, and Efficiency!  
SPEAKER: Crystal Washington  
ROOM: M100  
SPONSOR: Virginia Tourism Corp.  

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  
ROOM: M107  
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  

11 a.m.–Noon  
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  
ROOM: M100  
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 Buy!  
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  

3–4 p.m.  
317: Benchmarking Your Maintenance Program  
SPEAKER: Chris Henry  
ROOM: M108  
SPONSOR: ABC Companies  

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  
ROOM: M100  
SPONSOR: The Adirondack Region of New York State  

4:30–5:30 p.m.  
320: Moving the Employee Engagement Pendulum  
SPEAKER: Bob Pacanovsky  
ROOM: M107  
SPONSOR: ABC Companies  

4:30–5:30 p.m.  
321: Proper Presentation Slides  
SPEAKER: A.C. Chan  
ROOM: M108  
SPONSOR: Rhode Island Tourism  

4:30–5:30 p.m.  
322: Reducing Fire Incidents  
SPEAKER: Robert Hitt  
ROOM: M108  
SPONSOR: ABC Companies  

4:30–5:30 p.m.  
323: DVIRs: Features, Expectations  
SPEAKER: Michael McDonal  
ROOM: M111  
SPONSOR: ABC Companies  

4:30–5:30 p.m.  
324: Policy Potpourri  
SPEAKER: Bob Crescenzo  
ROOM: M107  
SPONSOR: ABC Companies  

4:30–5:30 p.m.  
325: Ensuring Compliance With Equipment Testing  
SPEAKER: Keith McComsey  
ROOM: M108  
SPONSOR: ABC Companies  

4:30–5:30 p.m.  
326: Navigating Driver Injury Prevention  
SPEAKER: Bob Perry  
ROOM: M111  
SPONSOR: ABC Companies  

“Unbelievable! I had no idea what I had been missing…” —Teresa from Tennessee

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Louisville you’ve done yourself proud! #ABALouisville

@LaineG
Good morning from #ABALouisville busy days–lots of appointments, selling #OnlyLouisiana to motor coach/tour operators around the US! #FeedYourSoul
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EDUCATION OPPORTUNITIES THROUGHOUT THE YEAR

Reminder: 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 Prevost-sponsored 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.

ABA TODAY

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ABA MEMBERS ELECT NEW BOARD OF DIRECTORS

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

The 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

CONGRATULATIONS! Kim Grzywacz, CTIS, CIT, Signature Transportation and 2019 Marketplace Chair, took possession of a brand-new ABC Companies bus at Marketplace. After the show, the bus will head to the Super Bowl for its first run.

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!
CONGRATULATIONS TO THE 2019 MARKETPLACE BEST OF SHOW BOOTHs: First place: Myrtle Beach Area CVB (island booth); Pigeon Forge Department of Tourism (large in-line booth); Kentucky Derby Museum (small in-line booth). Second place: Omaha CVB (island booth); Nashville CVB (large in-line booth); Explore Asheville (small in-line booth). Third place: Branson CVB (island booth); Cracker Barrel Old Country Store Inc. (large in-line booth); Biltmore Estate (small in-line booth).

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.

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.

NEED TO KNOW

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

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GROUP TOURS

Bus Parking | Group discounts | Museum & Art gallery | Tours start at $10

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ABA FOUNDATION FUNDRAISER

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

ABA FOUNDATION AFTERGLOW

Make 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

LUNCH EVENT

Monday | 12:20–2:25 p.m.
Lunch in the Ballroom

IT’S SHOW TIME!
BEST OF BROADWAY CELEBRATES 25 YEARS AT MARKETPLACE

An all-star show awaits you at lunch today, featuring performances from Broadway’s most popular hits. Presented by Group Sales Box Office at Broadway.com, your one-stop shop for group travel to New York City, the Best of Broadway has an unprecedented lineup of shows performing this year. With an incredible eight shows making their Marketplace debut, the Best of Broadway is sure to be one of the most talked-about events of the week. Arrive early and grab one of the best seats in the house! Shows scheduled to appear include Anastasia, Come From Away, Dear Evan Hansen, Frozen, King Kong, Mean Girls, My Fair Lady, Pretty Woman, The Band’s Visit, The Book of Mormon, The Cher Show, The Prom, Tootsie, Waitress, and Wicked.

Sponsored by Group Sales Box Office at Broadway.com

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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.

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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.
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

BROADWAY

Ballroom | Today, January 28 | 12:20PM

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

ABA MARKETPLACE
BOOTH 1754