

MONDAY

#ABALouisville | ISSUE 3 OF 4

INSIDE

- 2 Today's Events
- 5 Dine Around Louisville
- 6 Photo Highlights from Marketplace
- 10 Best of Broadway Lunch
- 10 Afterglow Party

ABA TODAY

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

MESSAGE FROM THE CHAIR

EDUCATION, NETWORKING, BUSINESS, AND MORE

MARKETPLACE PROVIDES OPPORTUNITY FOR GROWTH AND SUCCESS



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

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.
Bettarez 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
Floor

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

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
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

VOLUNTEER OF THE DAY

SUNDAY WINNER

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

Sponsored by Shepler's Mackinac Island Ferry

SEMINARS

@rmwuerdeman
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**

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

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

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

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 Szyperki

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: 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

4:30-5:30 p.m.

323: DVIRs: Features, Expectations

SPEAKER: Michael McDonal

ROOM: M111

SPONSOR: ABC Companies

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

“... I needed this. My soul needed this. I feel renewed.”
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. Explore state-of-the-art exhibits and spend time reflecting in the Memorial Prayer Garden. Admission is free, and the experience is unforgettable.

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

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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.



You'll find plenty of dining options in the Nulu (new Louisville) neighborhood.

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.



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MARS ROCKS

ABA MARKETPLACE 2018

**FIND
US AT
BOOTH
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Memorial Day Weekend

2019/2020/2021

Pay Tribute to America's Heroes in this exclusive VIP Package to our Nation's Capital!

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Enjoy bay breezes, sea salt-marsh oysters & waterfowl! Antebellum Mansions, fresh Low Country seafood, lush botanicals, and bonus historic carriage rides!



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.

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April through November GROUP TOURS

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



NATIONAL HISTORIC LANDMARK

WWW.TALAWV.COM WESTON, WV

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



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



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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.



LIFE-SAVING STATION MUSEUM



FESTIVALS - SUNFEST



WILD PONIES - ASSATEAGUE ISLAND



FAMOUS 3-MILE BOARDWALK

DON'T BE LATE FOR

THE BEST OF

BROADWAY

Ballroom | Today, January 28 | 12:20PM

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BROADWAY MUSICALS.**

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BOOTH 1754**

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