

SUNDAY

#ABALouisville | ISSUE 2 OF 4

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ABA TODAY

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

MESSAGE FROM THE CHAIR

SATURDAY'S LIVE AUCTION A HUGE SUCCESS!

AND MUCH MORE EXCITEMENT YET TO COME



Greetings, everyone! Yesterday was an awesome day! I don't know about you, but I am still reeling from the ABA Foundation Live Auction yesterday. Seeing everyone give so generously to the Foundation's Fund a Future program really inspires me. A special thank-you to our manufacturers who generously donated the coaches (love that new bus smell) and to all of our colleagues who donated items for this year's auction. Don't forget, while the live auction is over, you still have until 3 p.m. on Tuesday to bid on items in the silent auction. But that was just the beginning of Marketplace.

We have many more incredible experiences ahead, such as today's opening celebration lunch. Who is excited to get this party started?! Pat Day, Kentucky Derby-winning jockey, will give an inspirational speech, and Louisville's own "America's Got Talent" contestant Linkin' Bridge will wow you with their beautiful harmonies. Also not to be missed tonight is the Juleps, Jockeys, and Generosity evening event at the Kentucky Derby Museum—a "Party for a Purpose" to benefit the Churchill Downs Backside Learning Center. In the words of Benjamin Franklin, "When you are good to others, you are best to yourself." Until tonight, my friends!

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

RISE UP: STONEWALL AND THE LGBTQ RIGHTS MOVEMENT

Open March 8, 2019 – Jan. 5, 2020

Through powerful artifacts, images and historic print publications, "Rise Up" will explore key moments of gay rights history and how the events at the Stonewall Inn gave rise to a 50-year fight for civil rights for LGBTQ Americans.

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NEWSEUM.ORG
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MARCH
PUBLISH
PETITION ELECT
UNITE PROTEST RALLY
ADVOCATE SPEAK OUT ORGANIZE
RISE UP

**Stonewall
and the LGBTQ
Rights Movement**
OPENS MARCH 8, 2019

SCHEDULE

Sunday, Jan. 27



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!



7-7:30 a.m.

Ecumenical Service

📍 ROOM: M106

SPONSOR: The Carolina Opry Theater

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: ABA

9-10:30 a.m.

BISC General Session

📍 ROOM: M112

SPONSOR: ABC Companies

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

DMO/Receptive/Charter
Operator Appointment Session

📍 LOCATION: Marketplace Business Floor

12:20-2:15 p.m.

All-Delegate Celebration Lunch

📍 LOCATION: Ballroom

SPONSOR: ABA

2:30-5:32 p.m.

DMO Charter Operator
Appointment Session

📍 LOCATION: Marketplace Business Floor

3-3:45 p.m.

Your First-time STAR
Experience: Q & A Panel

📍 ROOM: M113

3-5 p.m.

Bettarez User Group
Main Session

📍 ROOM: L007

BY INVITATION ONLY

5-6 p.m.

Bettarez Happy Hour

📍 ROOM: L007

BY INVITATION ONLY

7-10 p.m.

Juleps, Jockeys, and Generosity

📍 LOCATION: Kentucky Derby Museum

SPONSOR: Louisville CVB and

Kentucky Derby Museum

OPERATOR BREAKFAST

For Operators Only

'AMPLIFY YOUR ATTITUDE' AT TODAY'S OPERATOR BREAKFAST

7:45-8:45 a.m.

📍 Location: Ballroom

Sponsored by ABA



Keynote speaker Vincent Ivan Phipps will help you "Amplify Your Attitude" by learning how to identify the challenges we face in customer service and how to improve your own attitude to think, respond, and behave like a professional. Two of the most important skills in the hospital-ity industry are listening and problem solving. While average professionals feel they listen at an 80 percent efficiency, they truly only listen at 25 percent efficiency. This poor listening means we base our decisions and actions on what we *think* needs to happen instead of on what is needed. This lack of communication negatively impacts your ability to think clearly, resolve issues, and influence others.

EDUCATION BITES

KNOWLEDGE ON THE GO

These bite-size classes at The Hub are a quick and easy way to boost your business skills.

📍 LOCATION: The Hub

SPONSOR: Bradenton Area CVB

9-9:14 a.m.

Just a Bite of Crisis Communications

Speaker: David Norman

10-10:14 a.m.

Just a Bite of Amplify Your Attitude!

Speaker: Vincent Ivan Phipps

11-11:30 a.m.

Just a Bite of Travel Alliance Partners (TAP)

Speaker: Nick Calderazzo

3-3:30 p.m.

Just a Bite of Congratulations, You Have a Lead! 5 Tips to Move It to a Sale

Speaker: Dave Bodle

4:30-4:44 p.m.

Just a Bite of The Fine Art of Small Talk

Speaker: Debra Fine

5:15-5:29 p.m.

Just a Bite of Top Presentation Strategies for the Tourism Industry

Speaker: Dave Sheffield

VOLUNTEER OF THE DAY

VOLUNTEER OF THE DAY

FRIDAY AND SATURDAY WINNERS

Congratulations to our Volunteer of the Day winners for Friday and Saturday: Nancy Willhoite, BB Riverboats (orientation on Friday), and Holly Stone, Berea Tourism (registration on Saturday).

Sponsored by Shepler's Mackinac Island Ferry

@VisitOmaha
Team Omaha is serving up a BIG taste of Omaha during @AmericanBusAssn #ABALouisville! Stop by our booth.

@travelwbarb
Day 1. Here we go! So excited to meet some new friends and reconnect with old ones! #ABALouisville

SEMINARS

9:30-10:30 a.m.

201: Smartphone Photography School
SPEAKER: Heather Lutze
📍 ROOM: M100
SPONSOR: 2019 American Evolution, Jamestown Settlement, American Revolution Museum at Yorktown, Virginia Arts Festival

9:30-10:30 a.m.

202: Reducing Negativity in the Workplace
SPEAKER: Karen Purves
📍 ROOM: M103

9:30-10:30 a.m.

203: Presentations That Sell
SPEAKER: Johnny Campbell
📍 ROOM: M104
SPONSOR: Massachusetts Office of Travel and Tourism

11 a.m.-Noon

204: Imagine the Future
SPEAKER: Crystal Washington
📍 ROOM: M100
SPONSOR: Virginia Tourism Corp.

11 a.m.-Noon

205: Step Up, Stand Out, and Unleash the Leader Within You
SPEAKER: Dave Sheffield
📍 ROOM: M103
SPONSOR: Explore Asheville

11 a.m.-Noon

206: STAND OUT!
SPEAKER: Larry Mersereau
📍 ROOM: M104
SPONSOR: Museum of Science and Industry

11 a.m.-Noon

207: ADAS: Advanced Driver Assistance Systems
SPEAKER: Matt Herr
📍 ROOM: M111
SPONSOR: ABC Companies

11 a.m.-Noon

208: Dealing With Fraudulent Workers' Comp Claims
SPEAKER: Sandi Kuritzky
ROOM: M108
SPONSOR: ABC Companies

11 a.m.-Noon

209: Creating and Utilizing Post-Accident Review Committees
SPEAKER: Rocky Bewley
📍 ROOM: M107
SPONSOR: ABC Companies

3-4 p.m.

210: The Future Is Now: Augmented Reality
SPEAKER: Crystal Washington
📍 ROOM: M100
SPONSOR: Virginia Tourism Corp.

3-4 p.m.

211: Amplify Your Presentation Skills!
SPEAKER: Vincent Ivan Phipps
📍 ROOM: M103
SPONSOR: Biltmore

3-4 p.m.

212: Blabvertising: The Art of Word-of-Mouth Marketing
SPEAKER: Dave Sheffield
📍 ROOM: M104
SPONSOR: Explore Asheville

3-4 p.m.

213: Best Practices for Setting Up a Driver Range and How to Evaluate Driver Skill
SPEAKER: Mark Szyperki
📍 ROOM: M107
SPONSOR: ABC Companies Presented by the Hispanic Motorcoach Council

3-4 p.m.

214: Recent Changes to the DOD Military Bus Program
SPEAKER: Howard Hicks
📍 ROOM: M108
SPONSOR: ABC Companies

3-4 p.m.

215: Reasonable Suspicion Drug Testing
SPEAKER: Doug Engle
📍 ROOM: M111
SPONSOR: ABC Companies

4:30-5:30 p.m.

216: Technology in Business: Prepare for the Change
SPEAKER: Michael Harris
📍 ROOM: M100
SPONSOR: Visit Mississippi

4:30-5:30 p.m.

217: The Cannoli Factor: Motivation in Today's Workplace
SPEAKER: John Kennedy
📍 ROOM: M103
SPONSOR: U.S. Tours

4:30-5:30 p.m.

218: Proven Secrets to Email Etiquette
SPEAKER: Karen Purves
📍 ROOM: M104

4:30-5:30 p.m.

219: Aftermarket Specifications and Tire Maintenance Best Practices
SPEAKER: Patricia Meisenholder
📍 ROOM: M111
SPONSOR: ABC Companies

4:30-5:30 p.m.

220: The Ins and Outs of EPA's DERA Grants
SPEAKER: Ronna Weber
📍 ROOM: M107
SPONSOR: ABC Companies

4:30-5:30 p.m.

221: Is Your Drug & Alcohol Program in Compliance With U.S. DOT Regulations?
SPEAKER: Jeffrey Waxman
📍 ROOM: M108
SPONSOR: ABC Companies



"I had the most incredible thing happen ..."
—Bill, a Library guest

"... A Billy Graham Library volunteer noticed I was troubled and prayed with me. I felt God wash over me ... an inspiring moment to a guy who has had no personal peace for 30 years."

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

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.

BillyGrahamLibrary.org • Reservations required for groups of 10 or more; email LibraryTours@bgea.org or call 704-401-3270. • 



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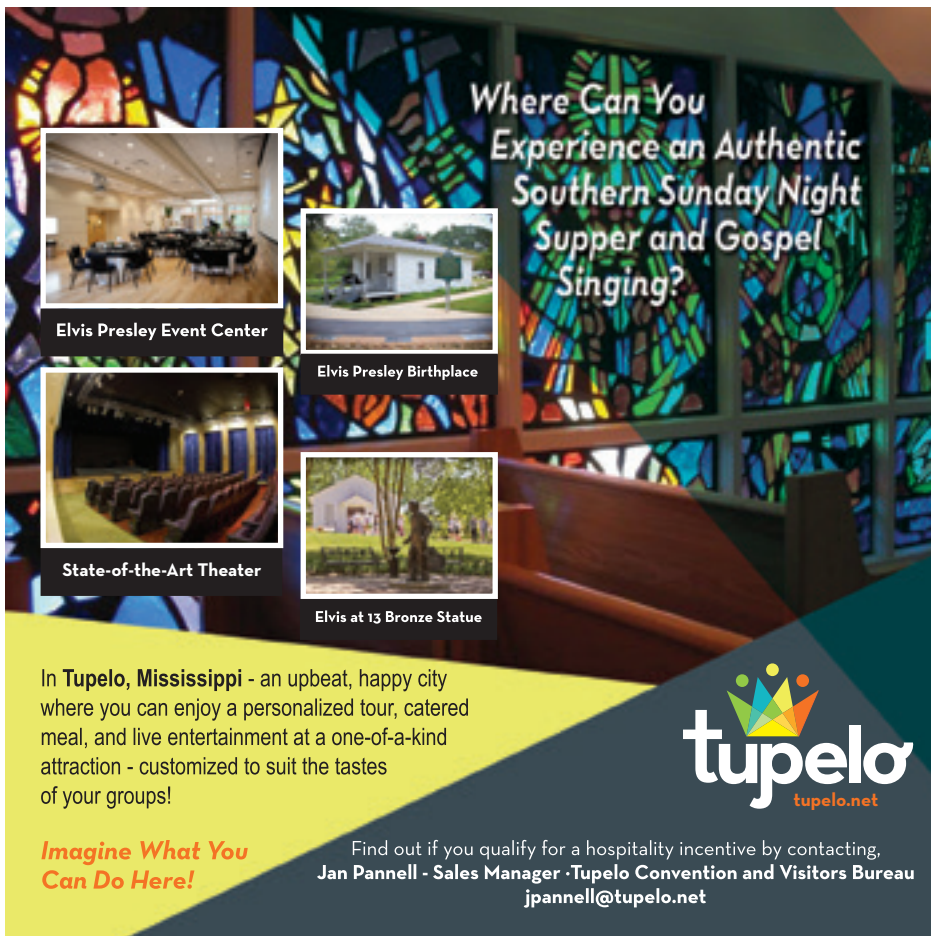
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ABA GIVES BACK

BACKSIDE LEARNING CENTER AT CHURCHILL DOWNS

When ABA comes into a city for Marketplace, it not only wants to deliver a positive economic impact, but it also wants to make a social impact. Since its inception, ABA Gives Back has raised more than \$347,000 for local host city charities.

This year's charity is the Backside Learning Center at Churchill Downs. The Backside Learning Center is an independent, nonprofit organization serving the equine workers and families at Churchill Downs. It provides adult education programs, after-school and summer youth programs, and social services. Its goal is to build community and enrich the lives of equine workers and families by providing the educational opportunities and resources they need to empower themselves and their children.

Please stop by the Backside Learning Center's booth on the Networking Floor to learn more about this organization and shop for souvenirs while giving back.



Backside Learning Center
AT CHURCHILL DOWNS

ABA TODAY

President and CEO

Peter J. Pantuso, CTIS
ppantuso@buses.org

Publication Management

The YGS Group
abamedia@theygsgroup.com

Photography:

K.R.R. Photography
www.krrphotography.com

Advertising:

The YGS Group
(717) 505-9701
aba@theygsgroup.com





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MARS is giving YOU a chance to unleash your inner rockstar

BUYER PASSPORT CONTEST

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**Win a trip for 2
to Liverpool, England**

Tour Includes:

- * Round-trip Airfare for two to Manchester, U.K.
- * Custom-made, one-of-a-kind MARS Guitar
- * Three nights' accommodations provided by Visit Liverpool
- * Two tickets to The Beatles' Magical Mystery Tour
- * Two tickets to The Beatles' Story
- * Two tickets to the British Music Experience
- * Visit to both John Lennon & Paul McCartney's boyhood homes for two
- * ...and much more!



Subject to availability at the time of reservation. Reservations must be made at least three months in advance. Non-transferable. Tour reservations must be placed through MARS and not directly with the partners. No cash value. Black out dates apply. Train tickets to Manchester not included.

SELLER PASSPORT CONTEST

NYC ROCKSTAR

**Win a trip for 2
to New York City**

Tour Includes:

- * Two Nights' accommodation at a Marriott Hotel New York City
- * Two Tickets to Carnegie Hall
- * Two Tickets to the Metropolitan Opera
- * Two Tickets to Madame Tussauds NYC
- * Dinner at Buca di Beppo for two
- * Dinner at Hard Rock Café NYC for two
- * ...and much more!



Subject to availability at the time of reservation. Reservations must be made at least three months in advance. Non-transferable. Tour reservations must be placed through MARS and not directly with the partners. No cash value. Excludes guide gratuity. Black out dates apply.

HOW TO PLAY:

1. On SATURDAY, January 26, pick up your Passport at our Marketplace Booth #1643 and get your first PASSPORT STAMP.
2. Visit our Booth each day, Sunday through Tuesday, to receive your PASSPORT STAMP for the day.
3. Submit your completed Passport by 4:00PM January 31st to be entered to win.

ON THE SCENE



REGISTRATION: Excitement was in the air as the 2019 ABA Marketplace kicked off at the Registration Desk and the Networking Floor.

CEO ROUNDTABLE: Attendees at the CEO Roundtable left the session knowing how to protect the value of their business.

HISPANIC MOTORCOACH COUNCIL: Attendees at the Hispanic Motorcoach Council heard updates on the work of the council.

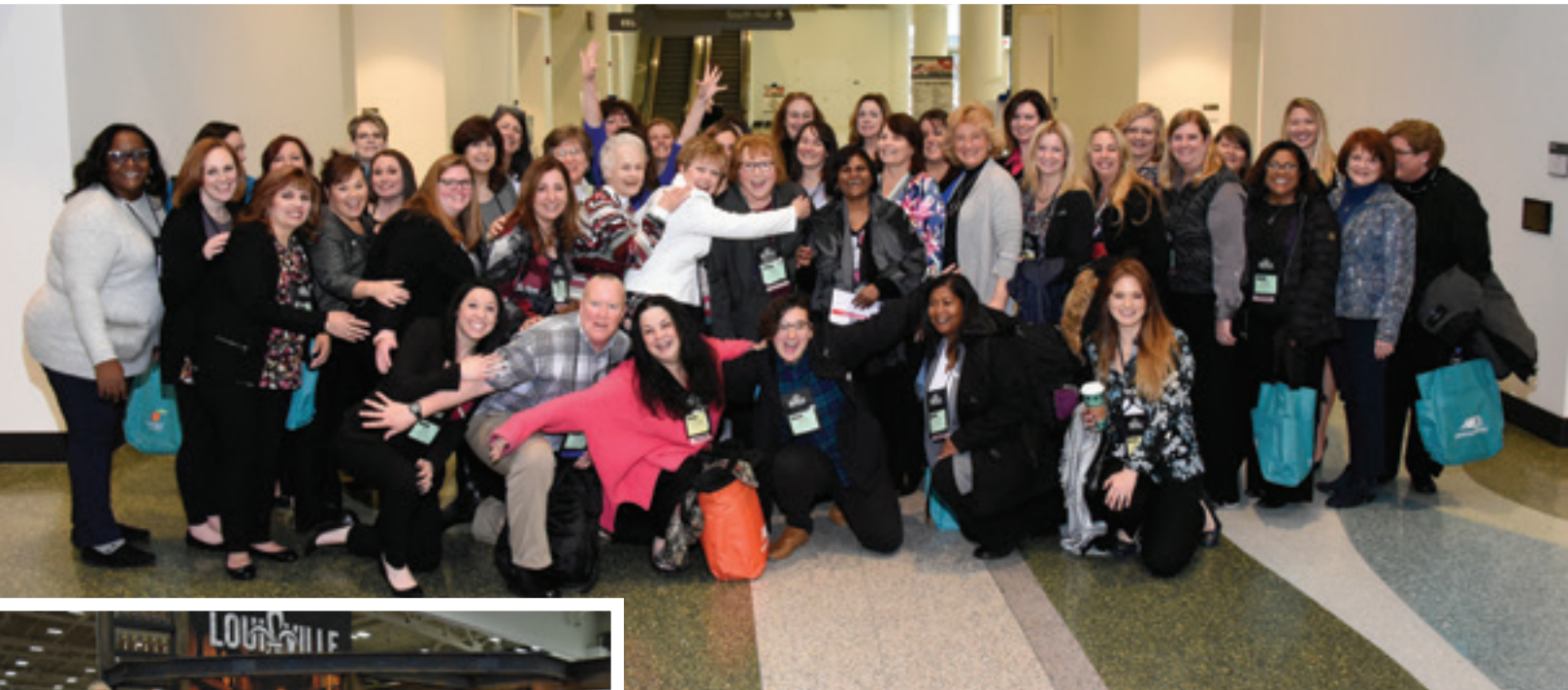
SIGHTSEEING TOURS: Delegates could choose from 10 sightseeing tours on Saturday, including visits to the Louisville Slugger Museum & Factory, Muhammad Ali Center, Louisville Mega Cavern, Louisville Zoo, Mary M. Miller Steamboat and Belle of Louisville, the Louisville Ballet, the Kentucky Derby Museum, and more.



BISC: The BISC Executive Committee works tirelessly to improve safety in the bus industry.

WOMEN IN BUSES COUNCIL: The Women in Buses Council meeting covered such topics as stress, self-care, time management, ELDs, and finding quality employees.

NETWORKING FLOOR: Marketplace exhibitors were ready to show off their destination and/or attraction with booths full of souvenirs, food samples, entertainment, and brochures.



ON THE SCENE



➔ **STATE AND REGIONAL ASSOCIATION ROUNDTABLE:** Legislative, regulatory, and policy issues affecting the motorcoach industry were discussed at the state and regional association roundtable and legislative update.

EDUCATION: Saturday's education seminars included sessions on leadership, sales, social media, and customer service.

NEED TO KNOW

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



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LUNCH EVENT

Sunday | 12:20–2:15 p.m.

Ballroom

DON'T MISS THE OPENING CELEBRATION!

The All-Delegate Opening Celebration Lunch will feature music, inspiration, and celebrations. During lunch, you will not only hear from legendary Kentucky Derby jockey Pat Day and listen to the sweet sounds of Louisville's own "America's Got Talent" contestant Linkin' Bridge, but you will also have the opportunity to hear an update from ABA President & CEO Peter Pantuso on how ABA is working for you. Vote on the new Board of Directors nominees and celebrate the 30th anniversary of ABA's Certified Travel Industry Specialist program by congratulating the Class of 2019—all at this can't-miss event that will kick off your week on positive vibes.

Sponsored by ABA

EVENING EVENT

Sunday | 7–10 p.m.

Kentucky Derby Museum

JULEPS, JOCKEYS, GENEROSITY

PARTY FOR A PURPOSE
AT THE KENTUCKY DERBY MUSEUM



The Kentucky Derby Museum will roll out the red carpet for ABA guests at Sunday evening's event, so wear your Derby best. In addition to fine Kentucky cuisine, Evan Williams Bourbon, and live music by the Louisville Crashers and Whiskey Bent Valley Boys bluegrass band, you will have unforgettable, once-in-a-lifetime opportunities through our ABA Gives Back initiative: souvenir photo opportunities with Derby-winning jockey Pat Day, a thoroughbred meet and greet, and your own signature ABA 2019 mint julep cup. There will be Derby hat-making activities and a cigar & jazz Lounge. All donations will benefit the Backside Learning Center at Churchill Downs, a nonprofit organization that serves the full-time equine staff that lives on-site.

Sponsored by Louisville CVB & Kentucky Derby Museum

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Festivals & Events

Even though OC is a beach town, there are seasonal festivals and events all year long. To see all of our events, visit ococean.com/events.



SPRINGFEST | May 2 – 5, 2019 & May 7 – 10, 2020

Celebrate spring with four days of delicious food, arts & crafts and live entertainment.

THE NATIONAL FOLK FESTIVAL | Sept. 6 – 8, 2019 & Sept. 11 – 13, 2020

Visit nearby Salisbury to enjoy this three-day festival featuring the nation's finest traditional musicians, dancers and craftspeople. Enjoy demonstrations, regional and ethnic cuisines, non-stop participatory dancing, storytelling, parades and more.

SUNFEST | Sept. 19 – 22, 2019 & Sept. 24 – 27, 2020

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 & Nov. 19 – Dec. 31, 2020

Enjoy this award-winning holiday light display throughout the town, plus the special NYE fireworks display.

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Ballroom | Monday, January 28 | 12:20PM

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