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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March
Publish
Petition
Elect
Unite
Protest
Rally
Advocate
Speak Out
Organize

Stonewall and the LGBTQ Rights Movement
Opens March 8, 2019
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

**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 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.

**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**
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: Doug Engle
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 Szyoperski
ROOM: M107
SPONSOR: ABC Companies Presenteby 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: Michael Harris
ROOM: M100
SPONSOR: Visit Mississippi

4:30–5:30 p.m.
216: Technology in Business: Prepare for the Change
SPEAKER: John Kennedy
ROOM: M103
SPONSOR: U.S. Tours

4:30–5:30 p.m.
217: The Cannoli Factor: Motivation in Today’s Workplace
SPEAKER: Jeffrey Waxman
ROOM: M108
SPONSOR: ABC Companies

4:30–5:30 p.m.
218: Aftermarket Specifications and Tire Maintenance Best Practices
SPEAKER: Patricia Meisenholder
ROOM: M111
SPONSOR: ABC Companies

4:30–5:30 p.m.
219: The Ins and Outs of EPA’s DERA Grants
SPEAKER: Ronna Weber
ROOM: M107
SPONSOR: ABC Companies

4:30–5:30 p.m.
220: Is Your Drug & Alcohol Program in Compliance With U.S. DOT Regulations?
SPEAKER: Jeffrey Waxman
ROOM: M108
SPONSOR: ABC Companies

4:30–5:30 p.m.
221: The Future Is Now: Augmented Reality
SPEAKER: Crystal Washington
ROOM: M100
SPONSOR: Virginia Tourism Corp.

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ROOM: M104
SPONSOR: Explore Asheville
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.
MARS ROCKS

PLAY PASSPORT TO UNLEASH YOUR INNER ROCKSTAR TO WIN!

MARS is giving YOU a chance to unleash your inner rockstar

BUYER PASSPORT CONTEST
Magical Mystery Tour

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!

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!

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.
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.

PHILADELPHIA

Let Ben Be Your Guide

Take in Philadelphia from a whole new perspective as you walk the cobblestones where Ben Franklin trod. Dine like our founding fathers in an authentic colonial tavern and relive the final day of the Constitutional Convention. Learn about history while you live it.

Begin your exploration at discoverPHL.com

University of Pennsylvania

For Customized Itinerary Planning, contact:
Jim DePhilippo at 215-636-3312 or jim@discoverPHL.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!

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 THISISCLEVELAND.COM/GROUPS | #THISISCLE

April through November
GROUP TOURS
Bus Parking | Group discounts | Museum & Art gallery | Tours start at $10

TRANS-ALLEGHENY LUNATIC ASYLUM
NATIONAL HISTORIC LANDMARK
WWW.TALAWV.COM WESTON, WV
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

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

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.

PIGEONFORGETOURS.COM  1-800-285-7557
Ocean City is convenient and centrally located along the East Coast. It’s an exciting destination that’s close to where you are and right where you want to be.

It’s an easy drive from almost anywhere. Just 3 hours from Washington, DC and Baltimore, 6 hours from Pittsburgh, 8 hours from Buffalo and Cleveland and 9 hours from Columbus.

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 ococcean.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.

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

THE BEST OF

BROADWAY

Ballroom | Monday, January 28 | 12:20PM

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

ABA MARKETPLACE
BOOTH 1754