MESSAGE FROM THE CHAIR

WE ARE JUST GETTING STARTED
AND THERE’S STILL MORE TO COME

Wow! What a way to kick off #ABAOmaha yesterday! A big highlight for me was the ABA Foundation Live Auction. It was awesome to see everyone give so generously to the Foundation’s Fund a Future program. A big thank you to all of our members who donated to this year’s auction. Remember, even though the Live Auction is over, we still have the Silent Auction and Purses for a Purpose happening until Tuesday afternoon. Make sure you check out the rest of the auction items and place your bids. It’s hard to believe that was just the beginning of Marketplace. We have so much more to share and experience, starting with today’s all-delegate celebration lunch. Our appointments and education sessions also kick into high gear today. And don’t forget tonight’s Rollin’ 20s event at the legendary Durham Museum, one of Omaha’s many gems.

LUKE BUSSKOHL, Arrow Stage Lines
2020 MARKETPLACE CHAIRMAN

Download the Marketplace app for real-time access to the schedule of events, your personal appointment schedule, education sessions, exhibitor list and booth map, add/cancel and no-show list, and transportation information. Search for “ABA Marketplace 2020” in the app store.

ROCK, RIDES & FOOTBALL
These 3. Only in Cleveland®

Stop by booth #1124 to enter to win a trip to Cleveland. | Join in at THISISCLEVELAND.COM | #ThisisCLE
## SCHEDULE
### Sunday, Jan. 12

### EVENTS

**Your #ABAOMaha Experience**
Want to know what your fellow attendees are saying during ABA's Marketplace? Check out our Twitter wall in the Education Bites area. Don’t forget to use #ABAOmaha and @AmericanBusAssn in all of your social media posts this week and you may win a prize.

*Sponsored by DC Trails*

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### NETWORKING & BUSINESS

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>7 a.m.–6 p.m.</td>
<td>Registration Open for Badges, Name Changes, Afterglow Ticket Sales</td>
<td>Hall B</td>
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<tr>
<td></td>
<td>The Soundtrack of America. Made in Tennessee Operator Breakfast</td>
<td>Grand Ballroom</td>
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<tr>
<td></td>
<td>Sponsored by Tennessee Tourism Partners</td>
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<tr>
<td>9:45 p.m.–10:15 p.m.</td>
<td>Continuous shuttle service between all ABA host hotels and The Durham Museum</td>
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<tr>
<td>10 a.m.–12 p.m.</td>
<td>Orientation Center Open for Floor Tours, Ambassador Sessions, and Appointment Assistance</td>
<td>Business Floor</td>
</tr>
<tr>
<td>12:30 p.m.–12:45 p.m.</td>
<td>Lunch Breakfast</td>
<td>Grand Ballroom</td>
</tr>
<tr>
<td>2:15 p.m.–3:15 p.m.</td>
<td>Board of Directors Meeting</td>
<td>Hilton Hotel</td>
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<tr>
<td>3:30 p.m.–5:30 p.m.</td>
<td>Lunch</td>
<td>Hilton Hotel</td>
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<tr>
<td>3:30 p.m.–5:30 p.m.</td>
<td>Maintenance Sessions</td>
<td>Hilton Hotel</td>
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### REGISTRATION & EXHIBITS

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<tbody>
<tr>
<td>9 a.m.–6 p.m.</td>
<td>ABA Foundation Silent Auction Bidding Open</td>
<td>Location: Foundation Booth</td>
</tr>
<tr>
<td>7 a.m.–6 p.m.</td>
<td>Opening Celebration All-Delegate Lunch</td>
<td>Location: Hall A Doors open at 12 p.m.</td>
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<td></td>
<td>The Rollin’ 20s All-Delegate Evening Event</td>
<td>Location: The Durham Museum</td>
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<td>Sponsored by Visit Omaha and The Durham Museum</td>
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<tr>
<td>6:45 p.m.–7:45 p.m.</td>
<td>The Soundtrack of America. Made in Tennessee Operator Breakfast</td>
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<tr>
<td>9 a.m.–12:16 p.m.</td>
<td>DMO/Receptive Operators/Charter Operator Prescheduled Appointment Session I</td>
<td>Location: Room 203/204</td>
</tr>
<tr>
<td>9 a.m.–6 p.m.</td>
<td>ABA Foundation Purse Raffle Open</td>
<td>Location: Foundation Booth</td>
</tr>
<tr>
<td>12:20–2:25 p.m.</td>
<td>Meal Location: Hall A Doors open at 12 p.m.</td>
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<tr>
<td>7 a.m.–6 p.m.</td>
<td>DMO/Receptive Operators/Charter Operator Prescheduled Appointment Session II</td>
<td>Location: Room 212</td>
</tr>
<tr>
<td>9 a.m.–12:16 p.m.</td>
<td>Orientation Center Open for Floor Tours, Ambassador Sessions, and Appointment Assistance</td>
<td>Location: Business Floor</td>
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### STATE/PROVINCIAL CAUCUSES

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<thead>
<tr>
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<th>Activity</th>
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<tbody>
<tr>
<td>6–6:45 p.m.</td>
<td>Michigan: Room 209 D.C.: Room 210 Virginia: Room 211</td>
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<td>Virginia: Room 211</td>
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### SPECIAL EVENTS

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<tr>
<td></td>
<td>Sima Dahl</td>
<td>Room 211</td>
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</tbody>
</table>
|              | 2002 | The Fine Art of Networking: One Conversation at a Time  
|              | Debra Fine                                                              | Room 210 | Sponsored by Blue Gate Musicals                                          |
|              | 2003 | A New Perspective on Sales Messaging  
|              | Brian Williams                                                          | Room 209 | Sponsored by Vist Adirondacks                                            |
| 11 a.m.–12 p.m. | 2004 | Reimagine, Recharge, Refresh: TechTools for Travel & Tourism  
|              | Crystal Washington                                                     | Room 211 | Sponsored by Jamestown-Yorktown Foundation                                |
|              | 2005 | Rubber Band Resilience: How ABA Professionals Can Stretch Without Snapping  
|              | Kathy Parry                                                             | Room 210 | Sponsored by Maine Office of Tourism                                      |
|              | 2006 | CUS Factor James Brown                                                  | Room 209 | Sponsored by The Army Historical Foundation                              |
|              | 2007 | ADAS-Emergency Automatic Braking OEM Panel  
|              |                                            | Room 206 |                                                                            |
|              | 2008 | Dealing With ELDS Panel-Saucon, UBT, Zonar  
|              |                                            | Room 202 |                                                                            |
|              | Col. Mike Licata and Kerry Thomas                                        | Room 208 |                                                                            |
| 2:45–5:45 p.m. | 2010 | Top Three Apps for Travel and Tour Domination  
|              | Crystal Washington                                                     | Room 211 | Sponsored by Jamestown-Yorktown Foundation                                |
|              | 2011 | Stop Running on Empty—A Road Map to More Energy & Increased Engagement  
|              | Kathy Parry                                                             | Room 210 |                                                                            |
|              | 2012 | 7-Minute Scramble: How to Sell Your Destination or Attraction Quickly!  
|              | Dave Sheffield                                                          | Room 209 | Sponsored by The Army Historical Foundation                              |
|              | 2013 | Navigating the Borders Expediently, New Programs from CBP  
|              | Michelle Herron                                                        | Room 206 |                                                                            |
|              | 2014 | Recent Changes to the DOD Military Bus Program  
|              | Donna Johnson                                                          | Room 207 |                                                                            |
|              | 2015 | Updates on the Drug & Alcohol Clearancehouse  
|              | Jennifer Lancaster                                                     | Room 208 |                                                                            |
| 4:30–5:30 p.m. | 2016 | Email Productivity Strategies for Client/Sales Professionals  
|              | Randall Dean                                                            | Room 211 | Sponsored by Atlantic City                                                |
|              | 2017 | The Great Game of Business  
|              | John Kennedy                                                            | Room 210 |                                                                            |
|              | 2018 | Blabvertising: Word of Mouth Marketing Essentials for the Travel Pro  
|              | Dave Sheffield                                                          | Room 209 | Sponsored by The Army Historical Foundation                              |
|              | 2019 | New Safety Directors & Refreshers: Creating a Corrective Action Plan, Returning from a Conditional or Unsatisfactory Rating  
|              | Keith Johnson                                                           | Room 206 |                                                                            |
|              | 2020 | TSA Update  
|              | David Cooper                                                            | Room 207 |                                                                            |
|              | 2021 | Drug Testing for DOT Employees  
|              | Jeffrey Waxman                                                          | Room 208 |                                                                            |

**SUNDAY, JAN. 12**
OPERATOR BREAKFAST
For Operators Only

THE SOUNDTTRACK OF AMERICA.
MADE IN TENNESSEE
Sunday, 7:45–8:45 a.m.
Location: Grand Ballroom
Sponsored by Tennessee Tourism Partners

Join Tennessee Tourism and partners from across the state for an Operator Breakfast program showcasing *Country Music*, Ken Burns’ eight-part television series that debuted last September on PBS. *Country Music* tells the story of country music from its humble beginnings in the early 20th century to the mega concerts in the 1990s. With its 34.5 million viewers (plus another 4 million streams), the show tells “the story of America, one song at a time.” And of course, many of those songs were written and recorded in Tennessee!

EDUCATION BITES
KNOWLEDGE ON THE GO

LOCATION: Networking Floor
SPONSOR: Bradenton Area CVB

Want to attend education sessions at Marketplace but are short on time? Participate in the Education Bites held conveniently on the Networking Floor. Each session is 14–30 minutes in length and headsets are provided for easy listening. These quick and timely talks are conducted by top-rated national speakers and industry experts. You do not need to sign up in advance; however, you do need to make sure you add these sessions to your personal schedule during the busy week to take advantage of all that the ABA Education Program has to offer.

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South Carolina
Just right.

@JVisitfaync
Can’t wait to see everyone and start appointments tomorrow ... here’s to a great @AmericanBusAssn Marketplace 2020 and bringing people to #VisitFayNC! #ABAOMaha

@friendlytoursnj
Enjoying @VisitOmaha on the Billion Dollar Track Tour! #ABAOMaha

NEED TO KNOW
TODAY’S LUNCH AND OPENING CEREMONY
Sunday’s lunch will be served in Exhibit Hall A with doors opening at 12 p.m. The Opening Ceremony and Annual Meeting will take place upstairs in the Grand Ballroom.

@friendlytoursnj
Enjoying @VisitOmaha on the Billion Dollar Track Tour! #ABAOMaha

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@friendlytoursnj
Enjoying @VisitOmaha on the Billion Dollar Track Tour! #ABAOMaha
ABA NEWS

SCHOOL BUS COUNCIL MEETING TODAY

If you are in the school bus transportation business, you need to attend today’s meeting at 3 p.m. in room 212. Come and hear the latest in school transportation state news, federal grant opportunities, and network with other companies to brainstorm about meeting your employment needs.

NEED TO KNOW

ABA GOES GREEN TEAMs UP WITH SAVING GRACE FOR MARKETPLACE

ABA is joining the No Food Waste Movement and partnering with Saving Grace Perishable Food Rescue for Marketplace 2020. Instead of throwing away all the leftover food from Marketplace, we will be donating all untouched food to Saving Grace. The organization will come on Tuesday and pick up the unopened food and deliver it to where it is needed most—the hungry families of Omaha.
REGISTRATION: From the minute guests picked up their badge at the Registration Desk, they found ABA staff and volunteers ready to assist and guide.

SIGHTSEEING TOURS: Saturday’s sightseeing tours gave attendees a chance to network with their peers in a fun atmosphere. Tours included visits to The Durham Museum, Lauritzen Gardens, Joslyn Castle, Omaha’s Henry Doorly Zoo, the Old Market Entertainment District, Omaha’s culinary and craft beer scene, and more.

HISPANIC MOTORCOACH COUNCIL: Chair Bill Torres, founder of DC Trails, gave updates on the work of the Hispanic Motorcoach Council (HMC) and its goals for 2020.

SILENT AUCTION: Make sure you visit www.biddingforgood.com to bid on the awesome items available this year, including autographed sports items and designer jewelry. Thank you for supporting the ABA Foundation!
BISC: The BISC Executive Committee met on Saturday in preparation for its orientation meeting and upcoming sessions. BISC is celebrating 20 years of helping to improve safety and compliance in the motorcoach industry.

WOMEN IN BUSES COUNCIL: Chair Elizabeth Hall, COO at John Hall’s Alaska, welcomed attendees to the Women in Buses Council (WIB) meeting, which included roundtable discussions on security, time management, technology, driver challenges, and more.

PARTNERSHIP: ABA President & CEO Peter Pantuso signed a partnership with USLAW NETWORK to assist members wherever they are in the country.

PLUG IT IN: Attendees who need a quiet place to work, office supplies, or a printer will find it at Resource Central.
ON THE SCENE

NETWORKING FLOOR: When you walk the aisles of the exhibit hall, you can visit destinations all over the country in a single day—without ever boarding a plane!

NETWORKING FLOOR RECEPTION: Dean Sams from the multi-platinum country band Lonestar and Larry Stewart from Restless Heart performed LIVE for excited fans during the Networking Floor Reception.
PHILADELPHIA. A DEPARTURE FROM THE ORDINARY TOUR.

Today’s adult travelers have energy, curiosity and excitement to burn. So take ‘em to Philadelphia. After all, we have the most historic (and walkable) square mile in the country, world-renowned museums and theaters, and unbeatable shopping. Oh, and they’ll still be raving about our restaurants on the bus ride home.

Think of us as your Philadelphia concierge, providing local contacts, recommending attractions and itineraries, and cluing you in on where to stay and eat.

Plan your tours today at discoverphl.com/groups or call Jim DePhilippo at (215) 636-3312

NEED TO KNOW

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

SCATTER JOY ACRES: Stop by the Scatter Joy Acres booth to learn more about the 2020 ABA Gives Back charity and get your picture taken with the farm animals.
NEED TO KNOW

DRESS THE PART!

Don’t forget your flapper outfit tonight at the Rollin’ 20s party at The Durham Museum. Transportation leaves from all hotels beginning at 6:45 p.m.

ABA NEWS

THE CEO SUMMIT IS BACK!

Calling all C-suite executives! Don’t miss this opportunity to get thousands of dollars’ worth of free legal advice on issues affecting your business continuity. Hear from legal experts who will answer your most pressing questions. Session runs from 2:45-5:45 p.m. in rooms 203/204.

Sponsored by ABC Companies

VOLUNTEER OF THE DAY

FRIDAY AND SATURDAY WINNERS

Congratulations to our Volunteer of the Day winners for Friday and Saturday: Heather Skiver, Super Holiday Tours (registration on Friday) and Joni Johnson, Virginia Tourism (Resource Central on Saturday).

Sponsored by Shepler’s Mackinac Island Ferry

ABA FOUNDATION

ABA GIVES BACK SCATTER JOY ACRES

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.

ABA is proud to designate Scatter Joy Acres in Omaha as its ABA Gives Back charity for 2020 Marketplace.

“The farm’s program of providing therapeutic interaction with animals for developmentally disabled and autistic children, seniors, veterans, and at-risk children embodies the spirit of why we started this program back in 2007,” says ABA President & CEO Peter Pantuso. “Scatter Joy Acres is helping an underserved community in Omaha in an innovative way.”

In choosing to support Scatter Joy Acres, the Marketplace Advisory Committee said the mission of Scatter Joy Acres was not only moving but also very important to the community in Omaha. The farm helps children and adults in need of the peace and tranquility that connecting with animals brings, and it also rescues animals in need. The connection between visitors to the farm and its animal residents is very evident.

Visit the Scatter Joy Acres booth to buy products or get your photo taken with the farm animals. You can also text your donation to (402) 307-5654.

ABA NEWS

BISC Focuses on Safety

BA’s Bus Industry Safety Council (BISC) is celebrating its 20th anniversary and is pulling out all the stops for this year’s winter meeting. The two-day event will cover ADAS—Advanced Driver Assistance Systems, Automatic Emergency Braking; Dealing With ELDS; Evaluating Motorcoach Security Risks and Utilizing Risk Reduction Strategies; Navigating the Borders Expediently, New Programs From CBP; Recent Changes to the DOD Military Bus Program; Updates on the Drug & Alcohol Clearinghouse; Creating a Corrective Action Plan, Returning From a Conditional Rating or an Unsatisfactory Rating; Updates From TSA, NT SB, FMCSA; Drug Testing for Non-DOT Employees; Managing Mental Health of Drivers and Frontline Employees; Review of the New Motorcoach Model Curriculum; Seatbelt Maintenance; Monitoring Hours of Service, Exemptions, and Remedial Training; and more.

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需要知道

#ABAOMAHA SCHEDULE UPDATE

THE NATIONAL PARK SERVICE IN 2020: WHAT CAN YOU EXPECT?

Join us for a briefing from the Department of Interior’s Deputy Assistant Secretary for Fish, Wildlife and Parks Ryan Hambleton on revisions to 2018 National Park Service policy changes. He will provide an update on commercial use authorizations (CUAs) and entrance fees during two sessions:

- Monday at 3 p.m. in Room 202 for all attendees.
- Tuesday at 8 a.m. during the Operator Breakfast sponsored by Guide Service of Washington. Note: Breakfast will be held in the Grand Ballroom for this event.
OFFICIAL PLYMOUTH 400 SIGNATURE EVENTS AND PROGRAMS

Plymouth 400 consists of Signature Events and Programs designed to honor this historic anniversary on a global scale. Each of Plymouth 400’s commemorative events and programs highlight America’s story of exploration, innovation, self-governance, religious expression, immigration and thanksgiving. These legacies, sparked by these historic events, continue today as cornerstones of our nation.

PLYMOUTH 400 COMMEMORATION OPENING CEREMONY
An International Event | April 24, 2020
Location: Memorial Hall and surrounding area, Plymouth, MA

The ceremony will be a cross-cultural spectacle of historical content, visual and performing arts and more. Honoring the past and celebrating the future, each of the commemoration’s themes will be presented in creative ways. VIP invitations include national leaders, heads of state, and other international dignitaries.

OFFICIAL STATE HOUSE SALUTE TO THE 400TH ANNIVERSARY
September 14, 2020
Location: Massachusetts State House, Boston, MA

This Ceremony will honor the Pilgrim forefathers and Native people who are immortalized in the historic founding of Plymouth Colony. The rarely seen journal of Governor William Bradford will be on display and State legislators, the governor and other national and international dignitaries will be invited to speak.

2020 THANKSGIVING EVENTS
Concerts: Nov 20
Parade: Nov 21
“One Small Candle” Ceremony: Nov 22
Thanksgiving Festival Events: Nov 23-24
Illuminate Thanksgiving: Nov 25
Location: Plymouth, MA

This series of events leading up to the Thanksgiving holiday, promotes gratitude and giving. Based upon Governor Bradford’s quote, “Just as one small candle may light a thousand, so the light here kindled hath shone unto many...” the One Small Candle Award is given to an individual who has positively affected many.

EMBARKATION FESTIVAL
A Multicultural Festival
September 19, 2020
Location: Plymouth, MA, Harbor & Waterfront

This grand cultural and arts festival will honor the traditions, cuisine, and music of not only the original settlers and Wampanoag people but the diverse immigrants who followed and contributed to the fabric of American life. Invited dignitaries will include heads of state, celebrities, and students from around the world.

WAMPANOAG ANCESTORS WALK
August 1st, 2020
Location: Plymouth, MA

The Wampanoag Ancestors Walk will be led by people from the Wampanoag tribes of Massachusetts. Placards will be carried with the names of the original 69 villages of the Wampanoag Nation. Participants will pay homage to Massasoit and King Phillip and stop at designated sites to bless the spots where their ancestors once walked. The event will conclude with a drum ceremony and reception.

“OUR” STORY: 400 YEARS OF WAMPAWOAG HISTORY
Regional Traveling Exhibit - Ongoing

Told from the Native perspective, “Our” Story is an educational exhibition created to highlight critical elements of Wampanoag history. This exhibition, created by a Wampanoag research and design team, travels regionally. The exhibit expands each year leading up to 2020 with new “chapters” in the history and culture of the “people of the dawn.”

INDIGENOUS HISTORY CONFERENCE & POWWOW
October 30-November 1, 2020
Location: Bridgewater State University, Bridgewater, MA

The conference will celebrate the longevity and continuity of America’s indigenous people. This cultural event will feature the historical and contemporary contributions of the Wampanoag and other Native nations, culminating in a traditional Powwow.

See website or contact us for details.
www.Plymouth400inc.org
LUNCH EVENT

Sunday | 12:20–2:25 p.m.
Meal in Hall A; Entertainment in Grand Ballroom

OPENING CEREMONIES
ALL-DELEGATE LUNCH

Join us for the Opening Ceremonies All-Delegate Celebration where we will congratulate our 2020 CTIS graduates, meet ABA Gives Back charity Scatter Joy Acres, and blow your mind with the future of business keynote address. Consumers have adopted technology in a way that has fundamentally changed how they buy and interact with businesses today. Bring an open mind, because the world continues to change and challenge brands like never before. The new leadership is being a digital leader.

Make plans to attend ABA’s Marketplace Opening Ceremony today and find out how you can thrive in a world of digital disruption with keynote speaker Mitch Joel. Mitch has been called “one of North America’s leading visionaries” and the “rock star of digital marketing” by Strategy magazine, but he is much more than that. Is your business ready to disrupt disruption?

Mitch Joel.

The fun will DRIVE YOU HERE.

If you’re looking for the perfect destination for your next tour, this is it. We’re proud to be nestled in the Great Smoky Mountains and built on wholesome fun for all. Enjoy more than 100 unique experiences including museums, dozens of shows, shopping, Dollywood and more.

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JOIN US TOMORROW FOR

THE BEST OF

BROADWAY

Grand Ballroom | Monday, January 13

ABA MARKETPLACE
BOOTH 1466
EVENING EVENT

Sunday | 7–10 p.m.

The Durham Museum

GET ROLLIN’ SUNDAY NIGHT

Step back in time as you enter The Durham Museum’s Great Hall for the Rollin’ 20s event. Enjoy live music, sip on signature cocktails inspired by the era, taste culinary creations that put Omaha on the foodie map, and take in the architectural beauty of one of the first Art Deco train stations in the nation.

Make sure you dress the part and attend the event wearing 1920s attire. If you didn’t pack your fedora, don’t worry, we’ve got you covered—hats, headbands, and pearls will be available.

Shuttle service will be provided from ABA host hotels to The Durham Museum during the evening event.

Sponsored by Visit Omaha and The Durham Museum

The Durham Museum.

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