MESSAGE FROM THE CHAIR

STARTING OFF WITH A BANG

FRIENDS, FIREWORKS, AND FOCUSING ON THE FUTURE

A
nd we are off! I can’t believe this is already Day Two of Marketplace. I don’t know about you, but I am so glad to be back at Marketplace and have the opportunity to catch up with friends and colleagues.

How about those fireworks last night? Grapevine has really rolled out the red carpet for us this week, and I hope you are enjoying the historic city as much as I am. And we are just getting started! We still have several more days to connect on the Networking Floor, learn how to get our businesses up and running in an ever-evolving world through business-focused education sessions, and support the ABA Foundation scholarship program by participating in the Silent Auction and Purses and Accessories for a Purpose Raffle. Look for me on the Networking Floor, where I just may be eyeing up the purses, accessories, and travel packages up for bid in the Silent Auction. It’s a fun way to help fund the future and invest in our industry.

CINDY BROWN, Boston Duck Tours
2022 MARKETPLACE CHAIR

Do you have a smartphone or tablet and want to have Marketplace information all in one place? The ABA Marketplace 2022 app gives you quick access to your business appointments; research databases; interactive floor map; schedules for events, transportation, and education; and the ability to create your own personal schedule of events and notes. Download the ABA Marketplace 2022 app from the app store.
### SUNDAY, JAN. 9

#### Networking

<table>
<thead>
<tr>
<th>Registration</th>
<th>Networking Floor</th>
<th>Meal Functions</th>
<th>ABA Foundation</th>
<th>Special Events</th>
<th>Marketplace Service Center</th>
<th>ABA’s Special Interest Councils</th>
<th>Business Floor Appointments</th>
<th>Partners</th>
</tr>
</thead>
<tbody>
<tr>
<td>Registration Open for Badges, New Registrations, Name Changes, Foundation Afterglow Ticket Sales 7 a.m.-6 p.m.</td>
<td>Booths Open 9 a.m.-6 p.m.</td>
<td>Tennessee Celebrates Gratefulness Operator Only Breakfast 7:45-8:45 a.m.</td>
<td>ABA Foundation Silent Auction Bidding Open 7 a.m.-6 p.m.</td>
<td>Put Me In Coach! All-Delegate Evening Event 7-10 p.m.</td>
<td>Marketplace Service Center Open First-time STAR Delegate Assistance 7 a.m.-6 p.m.</td>
<td>Bus Maintenance &amp; Repair Council Off-site Meeting 9 a.m.-3 p.m.</td>
<td>DMO/Receptive/Charter Operators Pre-scheduled Appointment Session I 9 a.m.-12:30 p.m.</td>
<td>Betterez User Group Meeting Session 1 3-4 p.m.</td>
</tr>
<tr>
<td>Longhorn Registration Desk, Convention Center</td>
<td>Sponsor Spotlight 5:33-6 p.m.</td>
<td>Texas Ballroom Sponsor / Tennessee Tourism “Opening Ceremonies” All-Delegate Lunch 12:30-2:30 p.m.</td>
<td>ABA Foundation Silent Auction Bidding Open 7 a.m.-6 p.m.</td>
<td>ABA Foundation Purses for a Purpose…and Accessories Too! Raffle Open 7 a.m.-6 p.m.</td>
<td>Globe Life Field Sponsor / Grapevine CVB and Team Texas 6:30-10:15 p.m.</td>
<td>Business Floor Sponsor / Louisiana Office of Tourism Your First-time STAR Experience: Q &amp; A Session 11-11:45 a.m.</td>
<td>Dallas 1-2 Sponsor / ABC Companies</td>
<td>Grapevine 5-6</td>
</tr>
</tbody>
</table>

#### Social Media

#ABAGRAPEVINE

Share your Marketplace experience on social media. Use #ABAGrapevine and tag @AmericanBusAssn.
<table>
<thead>
<tr>
<th>TIME</th>
<th>SESSION</th>
<th>SPEAKER</th>
<th>LOCATION</th>
<th>SPONSOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:30-10:30 a.m.</td>
<td>2001</td>
<td>Making Grassroots Advocacy Work for You</td>
<td>Suzanne Rhode</td>
<td>Ft. Worth 5-7</td>
</tr>
<tr>
<td>11 a.m.-12 p.m.</td>
<td>2002</td>
<td>Micro-Presentations: Tighten Your Talk to Maximize Impact</td>
<td>Lisa Braithwaite</td>
<td>Ft. Worth 5-7</td>
</tr>
<tr>
<td>3-4 p.m.</td>
<td>2004</td>
<td>Networking Works: Build Relationships to Build Your Business</td>
<td>Lisa Braithwaite</td>
<td>Ft. Worth 5-7</td>
</tr>
<tr>
<td>4:30-5:30 p.m.</td>
<td>2005</td>
<td>Web Pages for Results: Learn What Actually Gets Sales</td>
<td>Chris Cheetham-West</td>
<td>Austin 1-3</td>
</tr>
</tbody>
</table>

Let’s celebrate these featured winners from the Best of the Best for 2021. Each of these destinations and attractions adapted to the ever-changing landscape of the COVID-19 pandemic and provided a respite for travelers who could not imagine a world without travel.
A LETTER FROM US
SENATOR TED CRUZ

WELCOME TO TEXAS!

Dear Friends,

It is a pleasure to welcome everyone to Marketplace 2022 in Grapevine, Texas! As Americans look for innovative ways to navigate the opportunities and challenges of today’s economy, this conference is more important than ever to those on the front lines of transportation and tourism who are truly Business Bound. Because of the work done, connections made, and ideas exchanged over the next few days, Americans can be assured of a brighter and stronger transportation future that embraces the constantly evolving economy as an opportunity for growth.

As we mark the opening of Marketplace, we commend those who laid the groundwork to make this day possible. Their leadership and guidance have made ABA’s Marketplace an effective part of our Nation’s transportation conversation for many years. It is my hope that those attending will leave this conference with renewed energy, fresh ideas, and a strong network of resources to strengthen and expand their transportation capabilities. I look forward to celebrating the progress made as each of you turn ideas into action.

May God bless you all, and may He continue to bless America.

Sincerely,

TED CRUZ
UNITED STATES SENATOR

OPERATOR BREAKFAST
For Operators Only

WE COULD ALL USE A GOOD LAUGH, RIGHT?

Monday, 7:45–8:45 a.m.
Location: Texas Ballroom
Sponsored by New York State Division of Tourism/I LOVE NY

Group tours in New York State are no joke—but that doesn’t mean we can’t have a little fun! Join hosts New York State Division of Tourism and I Love NY, New York State Destination Marketing Organizations and their partners, and the National Comedy Center for a hearty breakfast and a hearty laugh with nationally acclaimed comedian Steven Rogers.

Rogers is a Syracuse native who made his national television debut in 2019 on The Late Show With Stephen Colbert.

Get ready for lots of fantastic giveaways!
For the last 34 years of his life, Johnny Cash enjoyed a deep friendship with Billy Graham. They often fished together, prayed together, and proclaimed the Good News of Jesus Christ to thousands together. Their Gospel message transcended culture, age, politics, and race—and touched music legends, sports heroes, movie stars, presidents, and people just like you.

Bring your group to the Billy Graham Library in Charlotte, N.C., and invite them to see for themselves. It’s part movie, part exhibit, and totally inspiring.

ABA is proud to designate House of Shine in Grapevine as its ABA Gives Back charity for Marketplace 2022. House of Shine is a nonprofit museum dedicated to the study of you. Its mission is to grow confident and self-aware leaders, ages 5 to 95, to make meaningful contributions in their corner of the world. The museum’s engaging exhibits, K–12 curriculum, and self-discovery programs help you unearth your SHINE. The bright atmosphere and motivational spirit of this interactive museum will leave you feeling inspired and ready to inspire others.

We are all designed to make a contribution to the world. What will yours be?

Visit the House of Shine booth on the Networking Floor to learn more.

He walked the line with Johnny Cash.

For the last 34 years of his life, Johnny Cash enjoyed a deep friendship with Billy Graham. They often fished together, prayed together, and proclaimed the Good News of Jesus Christ to thousands together. Their Gospel message transcended culture, age, politics, and race—and touched music legends, sports heroes, movie stars, presidents, and people just like you. Bring your group to the Billy Graham Library in Charlotte, N.C., and invite them to see for themselves. It’s part movie, part exhibit, and totally inspiring.

The Library will be closed through late spring 2022 as we work to create a new visitor experience.
ON THE SCENE

WOMEN IN BUSES: At Friday’s WIB Day, Elizabeth Hall, John Hall’s Alaska and past WIB Chair, moderated a panel discussion on crisis management with panelists Michelle Wittgen of National Interstate Insurance, Kim Tubbs of Echo Transportation, Liz Baker of Thompson & Co. Public Relations, and Cole Chambers of Rust’s Flying Service.

WOMEN IN BUSES AWARDS: Pat Ziska, MCI, presented the Women in Buses Award to Pamela Martinez, Vice President of Human Resources and Risk Management at DATTCO. “Pam is an invaluable resource for the entire industry and is a trusted advisor to many,” says Ziska. Lynn Marzullo, MCI, announced that the Women in Buses Operational Excellence Award was awarded to Pattie Cowley, Executive Director, Greater New Jersey Motorcoach Association and Pennsylvania Bus Association, and commended her “knowledge and can-do attitude.”

REGISTRATION: ABA staff and volunteers assisted guests at the Registration Desk, where they could pick up their badges, get new registrations, and even purchase ABA Foundation Afterglow tickets for Monday night.
SIGHTSEEING TOURS: Saturday’s sightseeing tours gave attendees an opportunity to catch up with their peers while exploring Grapevine. Tours included stops at Historic Downtown Grapevine’s vintage railroad, local artisans and shops, a food and wine tour from Grapevine Food Tour, as well as excursions to the lesser-known Dallas neighborhoods, Fort Worth and its Western heritage, Arlington’s AT&T Stadium (home to the Dallas Cowboys), and McKinney’s Heard Natural Science Museum & Wildlife Sanctuary, Chestnut Square Heritage Village, and Cultural District.
ON THE SCENE

NETWORKING FLOOR: The beautiful Gaylord Texan Resort and Conference Center transformed into our home for the week as ABA member destinations, attractions, and motorcoach operators filled the aisles of the Networking Floor, while the Mardi Gras band helped build excitement as attendees kicked off Marketplace 2022 at the Networking Floor Reception.
ABA’S SILENT AUCTION AND PURSES AND ACCESSORIES FOR A PURPOSE: ABA’s Silent Auction and Purses and Accessories for a Purpose Raffle kicked off on Friday and goes until Tuesday. From designer purses by Kate Spade, Michael Kors, and Coach to a Burberry hat, belt, and sunglasses, and more, which of these amazing items caught your eye?

SOLUTIONS TO TACKLING THE DRIVER SHORTAGE: The Women in Buses Driving Force Taskforce is helping to tackle the nationwide driver shortage with events like Saturday’s panel discussion. WIB Chair and moderator Erin Ducharme of Bloom Tour and Charter asked panelists Greg Hendricks of Salt Lake Express, Pete Borowsky of Starr Bus Charters and Tours, and Pam Martinez of DATTCO, to share the challenges and successes their companies are facing regarding this urgent topic.

AFRICAN AMERICAN MOTORCOACH COUNCIL: ABA’s newest council, the African American Motorcoach Council, discussed future council plans.

NEED TO KNOW

View all of the photos taken at Marketplace at abamarketplace.smugmug.com.
THREE MUSEUMS.
THOUSANDS OF STORIES.
DIVIDED BY CONFLICT. UNITED BY COMPASSION.
301-695-1864 / civilwarmed.org
NEED TO KNOW

BETTEREZ GROUP MEETING

CHOOSE FROM TWO SESSIONS

Sunday, 3–4 p.m.
Monday, 3–4 p.m.
Location: Grapevine 5–6

The Betterez User Group is back at ABA Marketplace 2022. This year we’re having two sessions to give operators more opportunities to attend because of the packed Marketplace agenda. During these sessions, we’ll provide a Betterez company and SaaS feature-set update, hear your feedback on desired new features and support processes, and network with colleagues. There’s lots to share as travel and transportation bounces back, so you’ll want to join one of these informative sessions.

THE FUN WILL DRIVE YOU HERE.
THE MEMORIES WILL MAKE YOU COME BACK.

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.

PigeonForgeTours.com  1-800-285-7557

@gdotson1001
It’s time for @AmericanBusAssn Annual Marketplace! Excited to represent the @DrPhillipsCtr for the Performing Arts and reconnect with many of my favorite industry colleagues. #ABAMarketplace

@icomera
Welcome to Texas. Welcome to ABA Grapevine. We’re [safely] reconnecting with the industry. It’s great to be back. #ABAjobs #ABAConferences #ABAheadquarters

@pigeonforge
Pigeon Forge Travel Guide

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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Group sales box office at
broadway.com

Group tickets are now available through September 4, 2022 by calling 1-800-BROADWAY x2 or visiting groups.broadway.com
BROADWAY IS BACK!
EXPERIENCE THE BEST OF BROADWAY

Group Sales Box Office’s Best of Broadway returns to Marketplace, featuring live performances from an all-star lineup of Broadway shows and a few surprise performances from the first-ever ABA’s Got Talent!

You won’t want to miss the most anticipated revival of the season, so put your worries aside and come be entertained by the very Best of Broadway on Monday, Jan. 10, at 12:30 p.m. in the Texas Ballroom.

Sponsored by Group Sales Box Office at Broadway.com

‘PUT ME IN COACH!’
PLAY THE NIGHT AWAY AT THIS CLIMATE-CONTROLLED BALLPARK

Team Texas invites you to be part of our team at Globe Life Field, home of Major League Baseball’s Texas Rangers. Get out of the stands and take the field where you can experience the rush of game day from a whole new level. See how your baseball skills stack up with fun baseball activities on the field or simply dance the night away in the outfield. Whatever you do, don’t strike out and miss this event.

Shuttle service from the Gaylord Texan to Globe Life Field will start at 6:30 p.m. and run continuously until 10:15 p.m.

Sponsored by Grapevine CVB and Team Texas
ELEVATE YOUR SENSES

Contact us at GROUPS@ONEWORLD OBSERVATORY.COM or visit WWW.ONEWORLD OBSERVATORY.COM

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