THE BIG NEWS

WELCOME TO CHARLOTTE!
The Queen City Invites ABA to Explore Its Hidden Gems

Once a textile town, Charlotte, N.C., is now one of the nation’s fastest-growing cities—and it shows. From its world-class art and NASCAR heritage to its fine dining and thrilling sports fandoms, the Queen City begs to be explored. Just seven miles from the airport, compact Uptown Charlotte boasts all of these things and more. While staying in convenient accommodations in Center City, discover such gems as the Levine Center for the Arts, the NASCAR Hall of Fame, the Epicentre, and three of the city’s professional sports venues, all within walking distance. Choose from more than 200 restaurants in Center City, or hop on the light rail to try popular neighborhood eats. Don’t miss the city’s vibrant beer scene, either; with more than three dozen craft breweries in the region, it’s safe to say our hops runneth over.

Visit Us at Booth #1045

The Must See in D.C.

With seven levels of interactive exhibits, including 15 galleries and 15 theaters, see for yourself why the Newseum is the “must-see” attraction in Washington.
FRIDAY, JAN. 26
8-9 a.m.  ABA Board of Directors New Member Orientation  
 ROOM: 213AB
9-10 a.m.  NBTA Breakfast  
 ROOM: 206AB
8 a.m.-12:30 p.m.  IMG Train the Trainer Workshop  
 ROOM: 210B
9 a.m.-4 p.m.  NBTA Meeting  
 ROOM: 210A
9:30-10 a.m.  ABA Board of Directors Meeting  
 ROOM: 213AB
Noon-1 p.m.  NBTA Lunch  
 ROOM: 206AB
1-2 p.m.  IMG Opening Session  
 ROOM: 203AB
2-3:45 p.m.  IMG Vendor Speed Update  
 ROOM: 203AB
2-4 p.m.  NBTA Breakout  
 ROOM: 206AB
2:5 p.m.  Florida Motorcoach Association Board Meeting  
 ROOM: 216AB
2:5 p.m.  IMG Exhibits Open  
 ROOM: 207
2-6 p.m.  Registration Open
3:30-5 p.m.  IMG Safety Session  
 ROOM: 208B
3:30-5 p.m.  IMG Maintenance Session  
 ROOM: 208A
5-7 p.m.  FMA Reception  
 LOCATION: Buffalo Wild Wings
6:30-9:30 p.m.  IMG Evening Event  
 LOCATION: Terrace at Cedar Hill
7 p.m.  ABA Board of Directors Dinner  
 SPONSOR: Motor Coach Industries
7 p.m.  Explore Charlotte on Your Own!

SATURDAY, JAN. 27
7 a.m.-6 p.m.  Registration Open
7:30-8:30 a.m.  IMG Grab & Go Breakfast  
 ROOM: 207
7:30 a.m.-5 p.m.  IMG Exhibits Open  
 ROOM: 207

OPERATOR RECEPTION
For Operators Only
WELCOME TO SWEET HOME ALABAMA’S BIRTHDAY BASH!
Saturday, 5:30-6:30 p.m.  
LOCATION: Richardson Ballroom A  
Sponsored by Sweet Home Alabama

Alaska will celebrate its bicentennial in 2019, and the party is starting early! You are invited to help Sweet Home Alabama honor the state’s 200th anniversary at the Operator Reception on Saturday from 5:30-6:30 p.m. The three-year celebration began in 2017 and will last through 2019, with special events dedicated to exploring Alaska’s natural beauty, diverse people, and rich history. You won’t want to miss this reception, where you will be entertained, inspired, and treated to delicious food and Southern hospitality. Come experience firsthand what makes Alaska so sweet!

CHAIRMAN’S CORNER
SOMETHING FOR EVERYONE!
Welcome to the Queen City! This year’s ABA Annual Meeting & Marketplace is going to be the best one yet. There literally is something for everyone! We have more than 50 educational programming options that will help you take your business to the next level.
ABA’s council meetings are open to everyone, so feel free to attend the Bus Industry Safety Council, Bus Maintenance & Repair Council, Entertainment Motorcoach, Hispanic Motorcoach, and Women in Buses council meetings. The networking and business opportunities are endless. The ABA Foundation’s Live Auction on Saturday has fantastic items to bid on to help raise funds for our scholarship program. I look forward to seeing you on the floor!

TERRY FISCHER, President, Transportation Charter Services/Polytropic Adventure Tours  
2018 MARKETPLACE CHAIRMAN
FRIDAY, JAN. 26

4-4:45 p.m.
The STAR Experience: Q&A Panel
ROOM: 211B

5-5:45 p.m.
The STAR Experience: Q&A Panel
ROOM: 211B

SATURDAY, JAN. 27

10-10:45 a.m.
The STAR Experience: Q&A Panel
ROOM: 211B

11:30-2:30 p.m.
101: Keys to Enhance Your Digital ROI
SPEAKER: William Eager
ROOM: 217D
SPONSOR: 2019 American Evolution, Jamestown Settlement, American Revolution Museum at Yorktown, and Virginia Arts Festival

3-4 p.m.
105: Amplify Your Conflict Resolution Skills
SPEAKER: Vincent Ivan Phipps
ROOM: 217A
SPONSOR: Denny’s Corporation

3-4 p.m.
106: Broadway Classroom
SPEAKER: Group Sales Box Office
ROOM: 213D
SPONSOR: Group Sales Box Office at Broadway.com

4-4:45 p.m.
The STAR Experience: Q&A Panel
ROOM: 211B

4:30-5:30 p.m.
107: Think Quick
SPEAKER: Lee Silber
ROOM: 217D
SPONSOR: Cape Cod Chamber of Commerce/CVB and the Town of Barnstable and its Seven Villages

4:30-5:30 p.m.
108: A Manager’s Toolkit: Lessons From Starbucks on Servant Leadership, Teamwork, Motivation, Customer Service, and Dignity
SPEAKER: Gary Schwantz
ROOM: 217A
SPONSOR: Maine Office of Tourism

4:30-5:30 p.m.
109: How to Create Winning Marketing Content Faster
SPEAKER: Jeff Korhan
ROOM: 213D
SPONSOR: US Tours

PRESIDENT’S MESSAGE

CHARLOTTE'S GOT A LOT ... AND SO DOES MARKETPLACE!

Welcome, everyone! We are so glad you have joined us at ABA’s 2018 Annual Meeting & Marketplace.

I’m amazed how Charlotte, N.C., continues to expand and grow and add new attractions and hotels. The Queen City looks different from the last time we were here four years ago: The sky is filled with cranes, and the development in progress will make this city even more attractive to its visitors. As they say, “Charlotte’s Got a Lot!” I hope you’ll take the time to explore and enjoy Charlotte in the days ahead.

ABA also has a lot to offer you this year at Marketplace. We are not the industry’s premier event by accident—it is because of you and your commitment to the group tour industry that we are successful. This week, you will gain insight from dozens of educational sessions and council meetings, and our business floor has more qualified tour operators taking appointments than any other group travel show in the industry!

We kick off the week with the ABA Annual Meeting on Saturday, and we encourage you to come hear what we’ve been up to over the past year, what’s planned for 2018 and beyond, and to elect the new ABA Board of Directors. We will then head into a great Networking Floor Reception and the ABA Foundation Live Auction, during which four motorcoaches will be auctioned off.

Keynote speaker Steve Miller will be at Sunday’s All-Delegate Lunch and will deliver an impactful but simple message about how you can get an advantage over your competition.

I look forward to seeing all of you over the next few days. As always, if you need anything, let me or any of the ABA staff know and we’ll take care of it.

PETER PANTUSO, CTIS, President & CEO, ABA

HAVE QUESTIONS FOR THE NATIONAL PARK SERVICE?

The national parks occupy a unique position in the travel and tourism sector. While parks are important motivation for domestic and international travel—and key components of many travel packages and itineraries—the National Park Service (NPS) doesn’t always operate like a typical tourism business. JOIN Donald Leadbetter, the NPS tourism program manager, for news, policy updates, and other useful information to inform effective collaboration between the agency and the industry. Topics of discussion will include recent proposals concerning seasonal FIT entry fees, commercial use authorization requirements and fees, commercial entry fees, and much more.

Join us at 1:30 p.m. on Saturday in Room 213AB!
**ABA FOUNDATION**

**BID ON A MOTORCOACH!**

Don’t miss the ABA Foundation Live Auction taking place on Saturday at 4 p.m. at the Foundation Booth. This year, we are excited to announce that we will be auctioning off four motorcoaches provided by pillars of our industry: ABC Companies, MCI, Prevost, and CH Bus Sales. You do not want to miss this premier event and highlight of ABA’s 2018 Annual Meeting & Marketplace.

The ABA Foundation Live & Silent Auctions offer an exclusive variety of packages, ranging from jewelry to group travel packages to vacations and bus parts. The Silent Auction runs from Friday to Tuesday at 3 p.m. All Silent Auction items are available for bidding through your smartphone, computer, or iPad by using the BidPal app or by visiting bidpal.net/aba. If you have any questions about bidding or would like to check out our many packages, visit the ABA Foundation booth today!

**SEMINAR SPOTLIGHT**

**THE STAR EXPERIENCE: Q&A SESSIONS**

These must-attend sessions for first-time STAR delegates engage both suppliers and operators in spirited discussions and sharing of tips to help prepare you for a valuable Marketplace week. Under the leadership of the Orientation Subcommittee, these sessions are guaranteed to be both entertaining and educational. No sign-up is required, so don’t miss these dynamic sessions!

**Friday, Jan. 26 | 4 p.m., 5 p.m. | Room 211B**

**Saturday, Jan. 27 | 10 a.m., 2 p.m., 3 p.m., 4 p.m. | Room 211B**

**Sunday, Jan. 28 | 3 p.m. | Room 211B**

**NEED TO KNOW**

**ABA'S ANNUAL MEETING ON SATURDAY**

Join us for ABA’s Annual Meeting at 1 p.m. on Saturday in Room 203AB. During the meeting, we will vote on new board members and acknowledge those who have been on the board and have done so much for our industry. We will also review this year’s accomplishments and how ABA is positioning the industry as a transportation and tourism leader in the U.S. and Canada.

**THE IDEA MAN AT SUNDAY LUNCH**

On Sunday, join us for the All-Delegate Lunch, during which you will be inspired by the “Idea Man,” Steve Miller, who will share his secrets on how to make your business Uncopyable! Miller has spoken around the world on how to successfully separate your business from the competition and make it grow. He brings his nontraditional, no-spin approach for marketing and branding success to Marketplace. You don’t want to miss this!

**VOLUNTEER**

**VOLUNTEER AND WIN A PRIZE!**

Get involved! Volunteering at ABA’s Annual Meeting & Marketplace is another way for you to network and be “in the know” about our annual business conference. It takes more than 400 volunteers to create a successful Marketplace. ABA’s Volunteer Recognition Program is one small way for us to express our thanks to all of the volunteers.

Each day of Marketplace, a “Volunteer of the Day” will be selected. During every volunteer shift, volunteers are encouraged to fill out a raffle ticket. We will select one winner a day to receive a $150 gift card. At the end of the Marketplace week, a “Volunteer of the Week” will be selected from the remaining raffle tickets completed by volunteers for every shift. The prize is a $250 gift card.

Thank you to our volunteer recognition prize sponsors, Ride the Ducks of Seattle and Shepler’s Mackinac Island Ferry, for their generous commitment.
MAKE YOUR BROADWAY DEBUT AT A

Broadway Classroom

EDUCATION SESSION

JOIN A BROADWAY CAST MEMBER FROM CHICAGO
FOR A STEP BY STEP WORKSHOP
SATURDAY 3PM – 4PM, ROOM 213D

ABA MARKETPLACE BOOTH 1180

WWW.BROADWAY.COM/GROUPS 1.800.BROADWAY x2
Dining Around

Enjoy Friday Night in Charlotte
Dine and Dance the Night Away!

Charlotte's nightlife is as vibrant as the city itself. While staying in Uptown, find comfort in one of the city's Southern-inspired restaurants such as 5Church, The King's Kitchen, or The Asbury—or treat yourself to swanky options such as Stoke Charlotte or Essex. Afterward, enjoy sky-high views at Fahrenheit, live jazz at The Imperial, cozy decor at Sophia's Lounge, or sweet treats at Bar Cocoa. If you're part of the late-night set, venture to the Epicentre, AvidXChange Music Factory, or bustling Fifth Street (look for Dandelion Market) for live music and dancing into the wee hours.

ABA 2017 Member Survey

100 percent of bus operator respondents trust ABA to represent their business interests on Capitol Hill.

75 percent of tour operator respondents agree that ABA's education and events programs contribute to the success of our industry.
WOMEN TAKE ACTION
AT SATURDAY’S WOMEN IN BUSES SESSION

The Women in Buses Council (WIB) exists to recognize and advance the role of women in the motorcoach industry through networking, education, and mentoring programs. Sima Dahl will be the council’s guest speaker on Saturday from 11 a.m. to 1 p.m. in Room 217D and will present “Catapult Into Action: How to Become More Visible, Memorable, and in Demand in 2018.” There will be roundtable opportunities to network and share best practices on issues relevant to your business. All are welcome to attend.

Sponsored by North Dakota Tourism

NEED TO KNOW
FIND INFORMATION—AND FUN—AT THE ABA LOUNGE

The ABA Lounge is where it’s at! Come visit ABA staffers in the lounge and learn more about what ABA offers its members! You can also do a Destinations cover shoot, play Jenga, or check out what your fellow attendees are saying on the ABA Twitter Board about their #ABACHarlotte experience.

Where Can You Experience an Authentic Southern Sunday Night Supper and Gospel Singing?

In Tupelo, Mississippi - an upbeat, happy city where you can enjoy a personalized tour, catered meal, and live entertainment at a one-of-a-kind attraction - customized to suit the tastes of your groups!

Imagine What You Can Do Here!

Visit the Billy Graham Library in Charlotte, N.C., and discover what God can do through an ordinary life surrendered to Him. Admission is free, and exhibits are state-of-the-art. Plan your visit at BillyGrahamLibrary.org. “Come and see what God has done.” —Psalm 60:5, ESV

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

“I needed this,” Teresa also wrote. “My soul needed this. I feel renewed.”

Find out if you qualify for a hospitality incentive by contacting:
Jan Pannell - Sales Manager Tupelo Convention and Visitors Bureau
jpannell@tupelo.net
FORB! The new Topgolf facility in South Charlotte has an all-weather driving range.

BILLY GRAHAM LIBRARY: You won’t want to leave the city without visiting the homestead of Charlotte native and evangelist Billy Graham.

THE SCHELE PLANETARIUM: Visitors can search for stars at this museum of natural history.
SOUTHPARK MALL: You will find high-end brands inside this luxe shopping mall.

NASCAR HALL OF FAME: Learn about some of the racing world's greatest moments and the trailblazers behind them.
ON THE SCENE

AMELIE’S FRENCH BAKERY: This eclectic bakery is open 24 hours a day!

ADVENTURE: The U.S. National Whitewater Center is the ultimate grown-up kid experience, located just west of Uptown Charlotte.

CREATIVE DINING: Haberdish Restaurant offers stylish, Southern-inspired meals.

THIRSTY? Charlotte has more than 20 craft breweries around the city, including the rustic Sugar Creek Brewing taproom.
COLOR OUTSIDE THE VINES

SONOMA WINE COUNTRY

Find the perfect food, wine and unique group tour experience in San Francisco’s wine country.

1.800.576.6662
SonomaCounty.com
BUSMARC NEWS

COMPLIANCE AND TOURS TOP BUSMARC AGENDA

ABA recognizes the important role that dedicated maintenance and repair professionals play in our industry. The Bus Maintenance and Repair Council’s (BusMARC) mission is to raise the level of maintenance awareness in the intercity bus and motorcoach industry, providing shop managers with the tools they need to build and improve their existing programs. BusMARC seeks to provide relevant and timely information to assist maintenance personnel when it comes to inspections and audits and sharing information, including the industry’s “best practices.”

This year’s meeting will kick off with an orientation session on Sunday from 4 to 5 p.m. in Room 201A. On Monday, BusMARC attendees will participate in classroom education sessions focusing on compliance and common service issues. On Tuesday, trips will be made to nearby facilities. Transportation and lunch will be provided. Membership in BusMARC is not required for participation in this meeting. All are welcome.

BISC SAFETY NEWS

BISC MAKES SAFETY NO. 1

The safety of our passengers and drivers is the No. 1 priority for our industry. Thanks to the tireless efforts of compliance, safety, and operational leaders at bus companies across North America, the industry has a solid safety record. The Bus Industry Safety Council (BISC) provides these professionals with a forum to meet and bounce ideas and best practices off each other and to continue to enhance their safety and compliance knowledge.

BISC’s winter meetings at ABA’s Annual Meeting & Marketplace will include sessions centered around the latest safety and compliance topics that affect motorcoach operations. Safety professionals will have the opportunity to see some of the latest technologies and techniques and evaluate their own training programs. The three-day meeting begins at 2:30 p.m. on Saturday with an orientation session in Room 203AB and will culminate Tuesday with a Transportation Security Administration (TSA) emergency preparedness plan workshop. All BISC sessions are open to all bus operator and associate members.

PARTNER NEWS

IMG MAINTENANCE & SAFETY FORUM KICKS OFF FRIDAY AT 1 P.M.!

The International Motorcoach Group’s (IMG) 2018 Maintenance & Safety Forum (M&SF) will hold its opening session Friday at 1 p.m. in Room 203AB and will continue with private sessions, exhibitors, and special events at ABA’s Annual Meeting & Marketplace. The M&SF is focused on topics relating to maintenance and safety that affect the motorcoach industry and is an excellent opportunity for owners, managers, and preferred vendor partners to network.

“The IMG is an outstanding group of high-quality operators,” says ABA President & CEO Peter Pantuso, CTIS. “It is always exciting to have them join us at ABA’s Annual Meeting & Marketplace, as their commitment to safety strongly mirrors ABA’s Bus Industry Safety Council and Bus Maintenance & Repair Council, which enables IMG members to take advantage of the networking and educational opportunities with other members of the industry.”
EMC HOLDS WINTER MEETING

The Entertainer Motorcoach Council (EMC) is an organization of responsible owner-operators of high-quality and professional motorcoach services in North America. EMC represents nearly 900 owner-operators that provide for the entertainer market, specifically entertainers who need tour accommodations while they travel on the road from one performance venue to another.

EMC will hold its winter meeting during ABA's Annual Meeting & Marketplace on Saturday from 9 to 11 a.m. in Room 210B. Membership in EMC is not required for participation in this meeting. All are welcome.

SEXUAL HARASSMENT STATEMENT

ABA STATEMENT ON SEXUAL HARASSMENT
THERE IS NO PLACE FOR IT AT MARKETPLACE

ABA is dedicated to providing a harassment-free experience for every individual at ABA's Annual Meeting & Marketplace. We do not tolerate harassment of Marketplace attendees in any form. Conference participants violating these rules may be sanctioned and/or expelled from the conference without a refund at the discretion of ABA's management. Participants asked to stop any harassing behavior are expected to comply immediately. If someone makes you or anyone else feel unsafe or unwelcome, please report it to an ABA staff member or to ABA's leadership. Harassment hurts everyone, and we will work hard to ensure a pleasant environment for all.

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 art and crafts, Dollywood and delicious, down-home dining experiences, there are plenty of lots-of-fun little somethings for everyone.

PigeonForagetour.com 1-800-285-7557
ABA NEWS

HISPANIC MOTORCOACH COUNCIL CHARTS PATH

The group travel and motorcoach industry is as diverse as the customers it serves. The Hispanic Motorcoach Council/El Consejo Hispano de Autobúsés (HMC) endeavors to promote the continued growth, fellowship, and development of the Hispanic business community in the motorcoach industry. HMC offers support through networking opportunities and education on topics such as regulatory compliance, security issues, and safety risks.

To learn more about the HMC, join us on Saturday at 11 a.m. in Room 210A for the council's winter meeting. You will hear about the council's work, opportunities to network with HMC operator and associate members, participate in a sample of educational sessions offered at our regional meetings, and have the opportunity to take part in discussions to help the council chart a path for the year ahead.

NEED TO KNOW

STATE/REGIONAL ASSOCIATION ROUNDTABLE

Please join Suzanne Rohde, ABA's Vice President of Government Affairs and Policy; Andrew Newhart, ABA's Director of Policy and Legislation; and many other state and regional association leaders for a roundtable discussion of the current legislative and regulatory actions taking place in Washington, D.C., and around the country that have an impact on the motorcoach tour and travel industry. The meeting is Saturday from 2 to 4 p.m. in Room 211A.

MAKE PLANS TO ATTEND TSA'S SECURITY AND EMERGENCY PLANNING WORKSHOP ON TUESDAY

Do you have a security and emergency plan (SEP)? TSA is teaming up with ABA for a must-attend workshop to assist motorcoach companies in developing their own company-specific policies and procedures. The workshop will incorporate a motorcoach-specific threat briefing from a TSA Field Intelligence Officer and hands-on instruction on how to write an SEP based on the TSA template. Workshop participants will develop draft SEPs with their company-specific policies, procedures, and information and incorporate TSA-recommended roles, responsibilities, procedures, and best practices. The workshop will allow operators to consider adding, adjusting, and elaborating on their existing security and safety plans, as well as share resources and information among participants. Bring your laptop to this session on Tuesday, Jan. 30, 8 a.m.–noon.
We're for good times and great memories.

New Jersey's diverse attractions range from exciting Atlantic City venues to Princeton's Ivy League charm, great daily-play golf courses to Cape May's Victorian grandeur. Add in over 50 local wineries, retro boardwalks, wild amusement parks and tax-free shopping on clothing and shoes, and you'll find everything you need to create an unforgettable itinerary for your tour group. If you’re looking for designer labels or historic battlefields, farm-to-table dining or sculpture gardens, it's here for you—and so close to New York City and Philadelphia, too!

Plan your group tours now!
View and download unique itineraries and discover other ideas at visitnj.org/travel-agent-resources or call 609.292.4239 for assistance.
We're More Than Just the Beach!

Planning a group trip has never been easier—or more fun! Whoever you’re planning for, let us be your tour guide. All you have to do is sit back, relax and enjoy the OC view. There's literally something for everyone, including:

- Our FREE award-winning boardwalk and 10-mile beach
- 200+ restaurants and non-stop nightlife
- Year-round festivals, concerts and events
- Shopping, wildlife, historical museums and more
- New Harriet Tubman Underground Railroad State Park and Visitor Center

Annual Events

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

May 3-6, 2018
Celebrate spring with four days of delicious food, arts & crafts and live entertainment.

Sept. 7-9, 2018
Visit this festival and enjoy dance, music, crafts and food.

Sept. 20-23, 2018
Free festival with live music, arts & crafts and food. Plus, join us for the Sunfest Kite Expo!

Nov. 15-Dec. 31, 2018 & Nov. 21-Dec. 31, 2019
Enjoy this award-winning light display throughout the town.