

SUNDAY

#ABAOmaha | ISSUE 2 OF 4

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ABA TODAY

AMERICAN BUS ASSOCIATION | JAN. 10-14, 2020

OMAHA

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

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Stop by booth **#1124** to enter to win a trip to Cleveland. | Join in at THISISCLEVELAND.COM | [#ThisisCLE](https://twitter.com/ThisisCLE)

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 #ABA Omaha and @AmericanBusAssn in all of your social media posts this week and you may win a prize.

Sponsored by DC Trails



SCHEDULE

Sunday, Jan. 12



EVENTS



NETWORKING & BUSINESS

	REGISTRATION	NETWORKING FLOOR EXHIBIT BOOTH	ABA FOUNDATION	MEAL FUNCTIONS	SPECIAL EVENTS	BUSINESS FLOOR APPOINTMENTS	FIRST-TIME STAR DELEGATES	RESOURCE CENTRAL	ABA'S SPECIAL INTEREST COUNCILS	PARTNERS
SUNDAY, JANUARY 12	Registration Open for Badges, New Registrations, Name Changes, Foundation Afterglow Ticket Sales 7 a.m.-6 p.m. Location: Hall B	Booths Open 9 a.m.-6 p.m. Location: Networking Floor	ABA Foundation Silent Auction Bidding Open 7 a.m.-6 p.m. Location: Foundation Booth	The Soundtrack of America. Made In Tennessee Operator Breakfast 7:45-8:45 a.m. Location: Grand Ballroom <i>Sponsored by Visit Omaha and The Durham Museum</i>	The Rollin' 20s All- Delegate Evening Event 7-10 p.m. Location: The Durham Museum <i>Sponsored by Visit Omaha and The Durham Museum</i>	DMO/Receptive Operators/ Charter Operator Prescheduled Appointment Session I 9 a.m.-12:16 p.m. Location: Business Floor	Orientation Center Open for Floor Tours, Ambassador Sessions, and Appointment Assistance 7 a.m.-6 p.m. Location: Networking Floor	Resource Central Service Center Open for Research, Work Space, Office Supplies, & Buyer Mailboxes 7 a.m.-6 p.m. Location: Business Floor	Bus Industry Safety Council (BISC) Opening General Session 9-10:30 a.m. Location: Room 203/204 <i>Presented by ABC Companies</i>	International Motorcoach Group (IMG)— Maintenance and Safety Forum Location: Hilton Hotel Breakfast 8-9 a.m. Maintenance Sessions 9:15 a.m.- 12:30 p.m.
			ABA Foundation Purse Raffle Open 7 a.m.-6 p.m. Location: Foundation Booth	Opening Celebration All-Delegate Lunch 12:20-2:25 p.m. Meal Location: Hall A Doors open at 12 p.m. Entertainment Location: Grand Ballroom	6:45 p.m.- 10:15 p.m. Continuous shuttle service between all ABA host hotels and The Durham Museum	DMO/Receptive Operators/ Charter Operator Prescheduled Appointment Session II 2:45-5:47 p.m. Location: Business Floor	STAR Q&A Panel 11-11:45 a.m. Location: Room 212	<i>Sponsored by Louisiana Office of Tourism</i>	School Bus Council Meeting 3-5 p.m. Location: Room 212	Board of Directors Meeting 9:30 a.m.- 12:30 p.m. Lunch 12:45- 1:45 p.m. Maintenance Sessions 2-4 p.m. User Groups 4:15-5:30 p.m.
						State/ Provincial Caucuses 6-6:45 p.m. Michigan: Room 209 D.C.: Room 210 Virginia: Room 211				Betterez User Group Location: Hilton Hotel 3-4:30 p.m.



PROFESSIONAL & INDUSTRY EDUCATION

		TECHNOLOGY	BUSINESS & PROFESSIONAL DEVELOPMENT	SALES & MARKETING	MOTORCOACH SAFETY <i>Presented by ABC Companies</i>	MOTORCOACH INNOVATIONS <i>Presented by ABC Companies</i>	MOTORCOACH REGULATORY & COMPLIANCE <i>Presented by ABC Companies</i>	MOTORCOACH EXECUTIVES/ BUSWORLD ACADEMY	EDUCATION BITES <i>Sponsored by Bradenton Area CVB</i>
SUNDAY, JAN. 12	9:30–10:30 a.m.	2001 Digital Selling: What Every B2B Sales Leader Should Stop, Start, & Continue <i>Sima Dahl</i> Location: Room 211 <i>Sponsored by Massachusetts Office of Travel and Tourism</i>	2002 The Fine Art of Networking: One Conversation at a Time <i>Debra Fine</i> Location: Room 210 <i>Sponsored by Blue Gate Musicals</i>	2003 A New Perspective on Sales Messaging <i>Brian Williams</i> Location: Room 209 <i>Sponsored by Visit Adirondacks</i>					Just a Bite of Marketplace App 9–9:14 a.m. <i>Erin Birmingham, ABA</i> Location: Networking Floor Just a Bite of Presentation Skills 10–10:14 a.m. <i>Dave Sheffield</i> Location: Networking Floor
	11 a.m.–12 p.m.	2004 Reimagine, Recharge, Refresh: TechTools for Travel & Tourism <i>Crystal Washington</i> Location: Room 211 <i>Sponsored by Jamestown-Yorktown Foundation</i>	2005 Rubber Band Resilience: How ABA Professionals Can Stretch Without Snapping <i>Kathy Parry</i> Location: Room 210	2006 CUS Factor <i>James Brown</i> Location: Room 209 <i>Sponsored by Maine Office of Tourism</i>	2007 ADAS–Emergency Automatic Braking <i>OEM Panel</i> Location: Room 206	2008 Dealing With ELDs <i>Panel-Saucon, UBT, Zonar</i> Location: Room 202	2009 Evaluating Motorcoach Security Risks and Utilizing Risk-Reduction Strategies <i>Col. Mike Licata and Kerry Thomas</i> Location: Room 208		Just a Bite of Travel Alliance Partners 11–11:30 a.m. <i>TAP</i> Location: Networking Floor
	2:45–3 p.m.							CEO Summit 2:45–5:45 p.m.	
	3–4 p.m.	2010 Top Three Apps for Travel and Tour Domination <i>Crystal Washington</i> Location: Room 211 <i>Sponsored by Jamestown-Yorktown Foundation</i>	2011 Stop Running on Empty—A Road Map to More Energy & Increased Engagement <i>Kathy Parry</i> Location: Room 210	2012 7-Minute Scramble: How to Sell Your Destination or Attraction Quickly! <i>Dave Sheffield</i> Location: Room 209 <i>Sponsored by The Army Historical Foundation Presenting the National Museum of the United States Army</i>	2013 Navigating the Borders Expeditiously, New Programs from CBP <i>Michelle Herron</i> Location: Room 206	2014 Recent Changes to the DOD Military Bus Program <i>Donna Johnson</i> Location: Room 207	2015 Updates on the Drug & Alcohol Clearinghouse <i>Jennifer Lancaster</i> Location: Room 208	Location: Room 203/204 <i>Sponsored by ABC Companies</i>	Just a Bite of STEM Challenge 3–3:30 p.m. <i>Jeff Gayduk</i> Location: Networking Floor
	4:30–5:30 p.m.	2016 Email Productivity Strategies for Client/Sales Professionals <i>Randall Dean</i> Location: Room 211 <i>Sponsored by Atlantic City</i>	2017 The Great Game of Business <i>John Kennedy</i> Location: Room 210 <i>Sponsored by US Tours</i>	2018 Blabvertising: Word of Mouth Marketing Essentials for the Travel Pro <i>Dave Sheffield</i> Location: Room 209 <i>Sponsored by The Army Historical Foundation Presenting the National Museum of the United States Army</i>	2019 New Safety Directors & Refreshers: Creating a Corrective Action Plan, Returning from a Conditional or Unsatisfactory Rating <i>Keith Johnson</i> Location: Room 206	2020 TSA Update <i>David Cooper</i> Location: Room 207	2021 Drug Testing for DOT Employees <i>Jeffrey Waxman</i> Location: Room 208		Just a Bite of CTIS 4:30–4:44 p.m. <i>IUPUI</i> Location: Networking Floor Just a Bite of Energized Teams 5:15–5:29 p.m. <i>Kathy Parry</i> Location: Networking Floor

@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

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#ABAOmaha

OPERATOR BREAKFAST

For Operators Only

THE SOUNDTRACK 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!

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.

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.

ABA TODAY

President and CEO

Peter J. Pantuso, CTIS
ppantuso@buses.org

Publication Management

The YGS Group
abamedia@theygsgroup.com

Photography:

Compton Event
comptonevent.com

Advertising:

The YGS Group
(800) 501-9571
aba@theygsgroup.com



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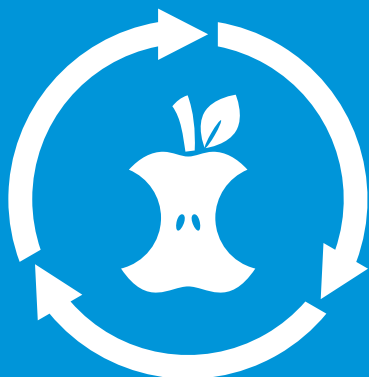
ABA NEWS

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.



SCHOOL BUS COUNCIL
AMERICAN BUS ASSOCIATION



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.

Saving grace
perishable food rescue

the BILLY GRAHAM Library

An EXTRAORDINARY JOURNEY starts here.

Monday to Saturday, 9:30-5:00
BillyGrahamLibrary.org
 Reservations required for groups of 10 or more;
 email LibraryTours@bgea.org
 or call 704-401-3276
 4330 Westmont Drive
 Charlotte, North Carolina

There's nowhere else quite like the Billy Graham Library. Take a virtual trip through history and see how God's love changed millions as you experience inspiring videos, photo galleries, and memorabilia. Explore Billy Graham's childhood home, stroll the peaceful *Memorial Prayer Garden*, relax over lunch and specialty coffees, or shop the *Christian bookstore*.

"All were astonished at the majesty of God." —LUKE 9:43, ESV

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Imagine What You Can Do Here!

ON THE SCENE



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!

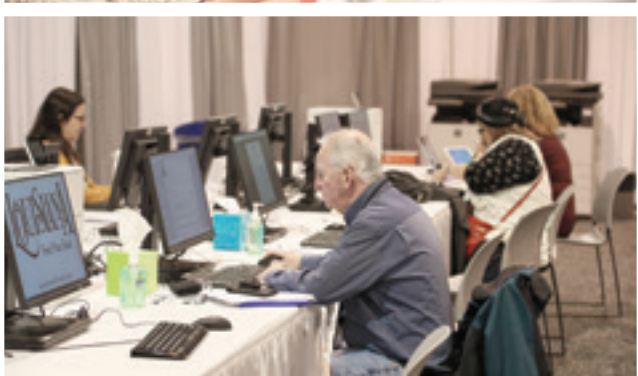


BISC: The BISC Executive Committee met on Saturday in preparation for its orientation meeting and upcoming sessions. BISC is celebrating 20 years of helping to improve safety and compliance in the motorcoach industry.

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.



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

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



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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

ABA'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 Expeditiously, 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, NTSB, 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.

BUS industry
SAFETY council

Sponsored by the American Bus Association

NEED TO KNOW

#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™
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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 MARITIME SALUTE

June 27-28, 2020

Location: Plymouth, MA,
Harbor & Waterfront

This event will honor the Pilgrim's Mayflower journey with a parade of sail in and around Plymouth Harbor. A regatta of wooden ships, official vessels, work boats and pleasure craft will culminate in a traditional New England lobster dinner at the waterfront. *Mayflower II* will be a centerpiece of this event.

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.

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.

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.

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.

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.

"OUR"STORY: 400 YEARS OF WAMPANOAG 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."

In addition to the Signature Events & Programs the official Plymouth 400 Calendar features countless partner events throughout the year. And the best way to take in all the history and excitement is with the **Official Plymouth 400th Anniversary Tour, offered by ABA member Tour Trends!**

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.

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■ 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



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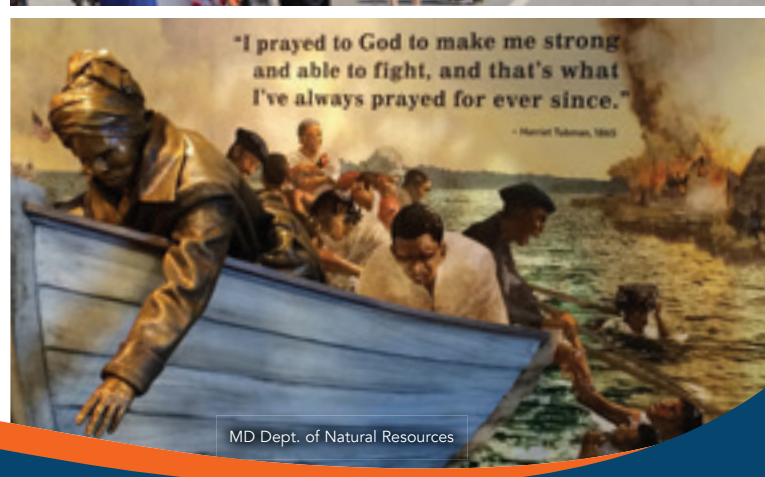
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