



2026 Annual Convention & Marketplace

August 30, 2026 – September 1, 2026

Drury Plaza Hotel New Orleans

820 Poydras St

New Orleans, LA 70112

(504) 529-7800

druryhotels.com

DAY 1 – Sunday 8/30/2026

10:00 am – 5:00 pm **Registration Opened**

3:30 pm – 5:00 pm **SCMA Board Meeting** – All members are welcome to attend

4:30 pm – 5:00 pm **Vendor Set Up** – Note: Tabletop Displays will be placed in a prominent location and must remain up for the duration of the event to allow ample time for buyers to visit with the vendors and more exposure for the vendors.

5:15 pm- 6:15 pm **Reception with the Vendors** – Step into a lively, high-energy atmosphere at the beautiful Drury Hotel as you connect with industry partners, explore interactive tabletop displays, and enjoy an evening of networking, conversation, and opportunity you won't want to miss!

SPONSORSHIP AVAILABLE

6:15 pm – 7:30 pm **Dinner on property with Guest Speaker** - Dinner with Guest Speaker- What Happens When You Do Everything Right?"

SPONSORSHIP AVAILABLE

Before dawn on March 13, 2018, a First Class Tours motorcoach plunged 50 feet into an Alabama ravine with 46 people on board — 40 of them high school students. The driver didn't survive. First Class Tours had done everything right. That's not the end of the story. It's the point of it.

In this session, Jeff Rogers — former motorcoach operator and founder of TConTeam takes you inside the disciplines that define elite operations: intentional company culture, genuine safety commitment, and the financial foundation that keeps you standing when the worst arrives. The 2018 Baldwin County accident triggered an NTSB investigation, significant legal exposure, and national media attention. It was navigable only because the preparation was real.

This isn't a session about avoiding the worst day of your career. It's about being ready for it. The best operators don't just run great companies; they build ones that can withstand the unthinkable. Jeff Rogers is the founder of Total Consulting Team, LLC (TConTeam), a Houston-based consulting practice exclusively serving the charter motorcoach industry. Jeff and his team have partnered with operators across the country to hire from the wash bay to the C-Suite, helping build the teams that keep motorcoach operations running and growing.

Jeff is the former owner of First Class Tours in Houston, TX. During his time there, the fleet grew from 26 to over 75 motorcoaches, and revenues more than tripled over five years. He later led the company's preparation for a private equity acquisition.

TConTeam delivers two core solutions: a systematized CDL driver and staff recruiting service that handles sourcing, screening, and candidate presentation end-to-end, and direct consulting covering organizational health, financial review, fleet optimization, and owner coaching. Jeff is also a Certified Facilitator of The Six Types of Working Genius, bringing team dynamics and culture work to his client engagements.

Having lived every challenge his clients face, Jeff brings rare credibility to the work, whether helping an operator build their team, strengthen their culture, or prepare their business for a profitable exit.

8:00 pm **Board Buses**

8:30 pm – 9:30 pm **Ghost & Spirits Walking Tour**-Separate Registration Needed *(additional cost of \$25.00 per person)*

SPONSORSHIP AVAILABLE

9:30 pm **Buses return to the host hotel** from the drop-off location for those wishing to go back.

DAY 2– Monday 8/31/2026

EDUCATIONAL COLOR CODES:

BISC Operators Educational Sessions

Tourism Partners Ed Sessions

Driver Ed Sessions

All Together

8:00 am – 2:00 pm **Registration Open**

7:00 am – 7:45 am **Breakfast on your own** - at the hotel is included in your hotel accommodations

7:45 am – 8:00 am **BISC Introductions**

8:00 am – 9:00 am

(OPERATORS) Safety Director 101 - Data Beyond the Driver - An in-depth look at all the data that surrounds the motorcoach industry. What data sets are important? What data are we using and how are we using it? What are the liabilities if we do not use the data? This session will answer these questions and yours as well.

Presenter: Mike McDonal, Director of Regulatory Compliance and Industry Relations, Saucon Technologies

(TOURISM PARTNERS) Driving Destination Growth in Today's Landscape - Moderated by Sherry Harris, this engaging educational session brings together leaders from hotels, attractions, and CVBs to explore how shifting traveler behaviors are reshaping the tourism landscape. Panelists will discuss the rise of experience-driven travel, changing guest expectations, and trends like midweek and extended stays. Attendees will gain practical strategies to drive off-peak demand, convert day visitors into overnight guests, and strengthen partnerships through packaging and cross -promotion. The session will also highlight the role of digital tools and AI in boosting visibility and bookings, while addressing how hotels can stand out in an increasingly competitive market.

Presenter: Sherry Harris, Director of Sales, Ober Mountain

(BISC DRIVERS) Built to Stay, Driver Retention as a Safety Strategy - This presentation examines driver retention as a core safety strategy. The speaker will highlight how hiring practices and engagement. Early intervention can reduce risk and strengthen safety culture.

Presenter: Daniel Boulet, Director of Safety, Hotard Coaches

9:00 am – 10:00 am

(BISC OPERATORS) From Hiring to Highway - Onboarding and Training Actually Sticks (and Reduces Incidents). - Most companies don't need slides or demonstrations in their training; they need what is being trained to be applied. This session walks through the critical path from hire to highway. How day-one messages, coaching instead of training, and follow-up can make what they need to do stick. The presenter will demonstrate practical ways to cut preventable incidents and claims, improve long-term performance by utilizing the time and tools you already have.

Presenter: James Blain, President, Pax Training

(TOURISM PARTNERS) Telling Your Story: Content Creation and Storytelling Strategies That Inspire Travel - This session dives into the art and strategy of authentic storytelling through video, photography, user-generated content, and community voices, and how to build a narrative that resonates with both leisure and group travelers. In a crowded marketplace, the destinations that win are the ones that tell compelling stories.

Presenter: Julie Levengood, M.P.A., Group Tour Manager, Tuscarawas County Convention & Visitors Bureau

(BISC DRIVERS) The Impact of Risk Tolerance on Motor Coach Operator Safety - Risk tolerance significantly influences workplace health and safety by shaping your organization's culture, setting safety procedures, defining employee behavior, and informing leadership and legal decisions. Understanding the impact of risk tolerance and implementing effective risk management strategies can protect their most valuable asset, their workforce. This session will define the 10 Risk Tolerance factors that can affect a company's workforce and how to avoid falling into these pitfalls.

Presenter: Salvatore Caccavale CPEA-EHS, Corporate Director Safety and Training, Martz Bus, Chairperson, Bus Industry Safety Council

10:00 am – 11:00 am

(BISC OPERATORS) Sales Vs. Safety. The battle begins, but wait...we are on the same team. This session will provide regulatory education to support a sales initiative. Sometimes, being on the same team is difficult because sales generate revenue for the company, while the safety department ensures compliance with regulations. Are safety and/or operations brought into sales discussions with potential internal or external clients? How does your organization sell safety? We'll discuss how you can bridge the gap to ensure profitability across the company and regulatory compliance.

Presenter: Jeff Shanker, Chief Strategy Officer

(TOURISM PARTNERS) - TBD

(BISC DRIVERS) The Driver's Role in Safety - Motorcoach operators today are challenged by many different agencies and regulations. This session will review the basics through the finer points of those encounters with company officials as well as law enforcement. From hours of service to vehicle inspections, licensing and credentials to safety briefings and passenger protections, this session will answer and generate questions from your drivers as to what expectations are in today's passenger-carrying world.

Presenter: Mike McDonal, Director of Regulatory Compliance and Industry Relations, Saucon Technologies

11:00 am - 12:00 pm

(BISC OPERATORS) Are Our Maintenance Shops Safe? - Maintenance shops, service lanes, and body shops are some of the most hazardous work environments in the motor coach industry. Based on the speaker's 40 years of experience in health and safety, we will discuss requirements and best practices to maintain safe shops and demonstrate strategies to keep your employees safe and productive.

Presenter: Salvatore Caccavale CPEA-EHS, Corporate Director Safety and Training, Martz Bus, Chairperson, Bus Industry Safety Council

(TOURISM PARTNERS) Sellers Prepare for Marketplace - while Operators and Drivers continue their educational sessions. The session will be structured on rotating time to allow for all sellers to visit with all buyers during timed appointments.

(BISC DRIVERS) Making Trips Easier by Seeing Safety and Service through the Eyes of Your Passengers - As a professional driver, what you think of as good safety and customer service doesn't always line up with your passengers' expectations or reality. As a result, they may read your actions differently than you intend, potentially creating tension, confusion, or extra stress for everyone. In this session, we'll look at safety and service through your passengers' eyes and turn that perspective into actionable tools you can use to make your trips easier and smoother.

Presenter: James Blain, President, Pax Training

12:00 pm – 1:30 pm

Awards Lunch w/UMA & ABA - All Together

SPONSORSHIP AVAILABLE

1:30 pm – 2:30 pm MARKETPLACE I – Timed Appointments

(DRIVERS) ED Session - TBD

2:30 pm Board Buses

3:00 pm - 4:00 pm **Site Visit at SCMA Operator Member Hotard Coaches, Inc.** All Together

4:00 pm – 5:30 pm – “Cocktails and Coaches” – This is the perfect time to view the new coaches “Coming Down the Road” and get updates from the Manufacturers on all the “Bells and Whistles”. Manufacturers will each have time with the buyers individually to share all their details, so plan now to bring a “Demo”.

SPONSORSHIP AVAILABLE

6:00 pm-9:00 pm Evening Dinner Cruise - All Together, Owned by The New Orleans Steamboat Company, the Steamboat NATCHEZ is the last authentic steamboat cruising the mighty Mississippi River, where we will savor Creole cuisine and handcrafted cocktails while enjoying live jazz by local musicians. Explore the authentic steam engine room, listen to the iconic calliope, and experience engaging narration by the captain. Come aboard and enjoy New Orleans hospitality...Steamboat Style!

SPONSORED BY: Gray Line of New Orleans

DAY 3– Tuesday, September 1, 2026

8:00 am – 12:00 pm **Registration Open**

8:00 am – 9:00 am **Breakfast on your own at the hotel**, included in hotel accommodations

9:00 am – 10:00 am **Marketplace II** for all – Both Tourism and Equipment Suppliers – Timed Appointments

10:00 am – 11:00 am **Educational Session TSA Cyber** - Cyber Threats briefing – Current threat landscape for surface transportation

Presenter(s)

11:00 am - 12:00 pm **Brunch w/Industry Partners ABA & UMA**, and one last time to visit the vendors.

SPONSORSHIP AVAILABLE

12:00 pm **Vendor Tear Down** – Departures SAFE TRAVELS HOME