



# JUNE 22-25 2026 ANNUAL CONFERENCE

Network | Educate | Showcase



PABus.org



## MONDAY, JUNE 22

10:00 am – 4:30 pm **PBA Registration Booth Open**

10:30 am – 4:30 pm **FAMS!** Departing from Convention Center Entrance (Pre-Registration Required)  
FAMs run concurrently. **Transportation provided by C & R Bus Tours.**

Times for departure and return are below

10:30 am – 4:30 pm **FAM 1:** Jim Thorpe Day with choice of tour

11:30 am – 4:30 pm **FAM 2:** From the Farm to the Finish Line

6:30 pm – 9:00 pm **Opening Reception** – Kalahari Resorts & Conference Center, African Ballroom

Set against the breathtaking backdrop of the Pocono Mountains, our conference kicks off in style inside Kalahari Resort's stunning African Ballroom. Gather with colleagues, reconnect with familiar faces in a space that's anything but ordinary. Rich African-inspired décor, soaring ceilings, and an atmosphere that effortlessly blends elegance with energy create the perfect setting to spark conversation, build connections – all while enjoying incredible food courtesy of Kalahari's culinary team, who never miss when it comes to flavor and presentation. – **Sponsored by Pocono Mountains Visitors Bureau!**

9:00 pm – 11:00 pm **Hospitality Suite** – **Sponsored by Visit Atlantic City!** *Kalahari room TBD*

## TUESDAY, JUNE 23

8:30 am – Noon **PBA Registration Booth Open**

7:00 am – 8:00 am **Morning Exercise** – Yoga (*Kilimanjaro Suite 10*)

7:30 am – 8:30 am **Breakfast**

9:00 am – 9:30 am **PBA General Membership Meeting**

9:30 am – 10:00 am **Opening Session**

- Tammy Wolf-Baker Welcome
- Welcome to the Poconos! Leigh Velez, Regional Sales Manager Pocono Mountains Visitors Bureau
- Driver and Employee of Distinction Award Presentation

10:00 am – 11:00 am **Keynote Speaker** – Jamie Cooperstein - "True Hospitality: Five Keys to Elevating the Customer Experience"

11:00 am – 11:15 am **Refreshment Break**

11:15 am – 12:00 pm **Industry Updates:**

FMCSA Update - Christopher Henry, Division Administrator

National Association Update - Fred Ferguson (President & CEO), American Bus Association

- 12:00 pm – 1:00 pm **Lunch**
- 1:00 pm – 2:30 pm **Refreshment Break**
- 1:00 pm – 2:15 pm **Industry Exposition**  
A one-on-one networking opportunity for motorcoach operators and industry suppliers including manufacturers, insurance providers, seating, technology, and service partners.
- 1:15 pm – 2:30 pm **Travel Supplier Roundtable Discussion** This is a roundtable discussion for destinations, attractions, and CVB/DMOs.
- 3:00 pm – 5:00 pm **PBA Board of Directors Meeting/Lunch** (Board Members only) – **Sponsored by ABC Companies!**  
**Dine Around /Neighborhood Night** – Enjoy dinner at [local restaurants](#) with colleagues and friends.

## WEDNESDAY, JUNE 24

- 7:00 am – 8:00 am **Breakfast**
- 7:00 am – 8:00 am **Morning Exercise** – Trail Walk
- 8:30 am – 10:30 am **Sales Retreat Session 1** - A time for PBA Operator tour planners to meet one-on-one with travel suppliers in an appointment-based style - no more waiting, with a goal for increased business opportunities for everyone.
- 9:030 am – 10:30 am **Associate Educational Session**
- 10:30 am- 10:45 am **Refreshment Break**
- 10:45 am – 12:45 pm **Sales Retreat Session 2**- A time for PBA Operator tour planners to meet one-on-one with travel suppliers in an appointment-based style - no more waiting, with a goal for increased business opportunities for everyone.
- 12:45 pm – 1:30 pm **Lunch**
- 1:45 pm – 3:45 pm **Sales Retreat Session 3**- A time for PBA Operator tour planners to meet one-on-one with travel suppliers in an appointment-based style - no more waiting, with a goal for increased business opportunities for everyone.
- 1:45 pm – 3:15 pm **Associate Roundtable with Operators** This is a roundtable discussion for associates (vendor suppliers) and operators. Facilitated by Doug Rydbom and John Bailey.
- 4:00 pm – 5:30 pm **“Kick the Tires” Happy Hour with Bus Display**
- 6:30 pm – 9:00 pm **Closing Evening Event** - Trade the ballroom for the great outdoors at our closing reception at Camelbeach at Camelback Resort. Dive into the excitement on heart-pounding water slides, race down the iconic Mountain Coaster, or soar above the treetops on a thrilling zipline. For those craving relaxation, this is the perfect opportunity to take a scenic lift ride or simply unwind while soaking in our mountain views. Cap off an amazing conference the right way – great adventures, good food, and even better company. **Sponsored by Pocono Mountains Visitors Bureau & Camelback Resort!**  
**Transportation provided by C & R Bus Tours.**

## THURSDAY, JUNE 25

- 7:30 am – 8:30 am **Breakfast**
- 9:00 am – 1:00 pm **FAMS!** There is no transportation for Thursday FAMS.  
FAMs run concurrently:
- FAM 3:** Explore the Trails (Transportation on your own) Arrive at the Indian Trail at Big Pocono State Park by 9:45AM. Upon arrival, Park in Lot 2 – at the top of the mountain. Duration 1-2 hours
- FAM 4:** VIP: Very Important Poolside (Kalahari Resorts & Conference Center)