



Pennsylvania Bus Association Annual Meeting
Wind Creek® Bethlehem • October 24–27, 2021

Day One Sunday, October 24, 2021	
11:00 a.m.-6:00 p.m.	Registration Open - Foyer of Monroe Room <i>Sponsored by ABC Companies</i>
1:00-5:00 p.m.	FAM Tours
	Exploring Easton:
	<p>Crayola Experience™ ~1:30 p.m. Jennifer Murray: jemurray@crayola.com Parking Instructions: Proceed straight on Pine Street to the stop sign. Turn left onto 4th Street. Move into the center lane and continue straight through the light and the stop sign onto Lehigh Drive. The Crayola Experience Parking Lot will be on your left. Pull into the lot and park your vehicle. (10 minute walk, but bus can drop off/pick up outside Crayola) Day-of Contact: Jennifer Murray</p> <ul style="list-style-type: none"> • Did you know that Crayola is handcrafted in Easton, PA? Crayola Experience™ is Crayola's premier, one-of-a-kind attraction that offers dozens of hands-on, creative activities. Children and Adults alike can explore art and technology, express their creativity, and have a chance to see just what goes into making the world's most famous crayons. After exploring all the attractions, visitors can grab a bite to eat at Café Crayola; then stop at the Crayola Store and grab all sorts of goodies that can't be found anywhere else in the world! <p>Northampton County Historical & Genealogical Society/Sigal Museum ~2:15 p.m Andrew Glovas: a.glovas@northamptonctymuseum.org Parking Instructions: same as Crayola Experience</p> <ul style="list-style-type: none"> • Established in 1906, members of the Northampton County Historical & Genealogical Society have preserved the past, served the present, and shaped the future of Northampton County through research, production of papers and books, and growing and maintaining collections in old and new places. They tell the story of American history made in Northampton County. • The Sigal Museum is the Society's flagship facility and headquarters. Located within the Sigal Museum is the Jane S. Moyer Library & Research Facility, housing

an extensive collection of Northampton County local and family history, and includes books, manuscript items, surname files, history vertical files, photographs, and thousands of maps, drawings, and architectural plans detailing the history and families of Northampton County, PA

National Canal Museum

~2:45 p.m.

~ (trip from Crayola Experience approximately 9 minutes)

Daphne Mayer: museum@delawareandlehigh.org

Parking Instructions: *Hugh Moore Park parking lot*

Day-of Contact: Daphne Mayer

- The National Canal Museum tells the story of America's historic towpath canals. The museum has a collection of scale model canal boats, tools used in the boat-building business, and offers canal boat rides on the 48-ton Josiah White II canal boat, led by donkeys, on the old Section 8 of the Lehigh Canal in Hugh Moore Park.

Southside Bethlehem:

National Museum of Industrial History

~1:30 p.m.

~(trip from Wind Creek Bethlehem approximately 1 minute)

Glenn Koehler: gkoehler@nmih.org

Parking Instructions: Park in Ruins East lot at the Steelstacks campus. Bus can pull up and offload on 2nd St. next to the museum and then access the lot from there.

Day-of Contact: Glenn Koehler

- This Smithsonian Affiliate is dedicated to preserving America's rich industrial heritage. It is located in a 100-year-old former Bethlehem Steel facility on the largest private brownfield in America. The Museum is home to exciting exhibits, engaging programs and amazing history.

The Colony Meadery

~2:30 p.m.

~ (trip from National Museum of Industrial History approximately 2 minutes)

Greg Heller-LaBelle: greg@thecolonymeadery.com (855-632-3669 x 711)

Parking Instructions: Drop off and then park in SteelStacks parking lot. Can stay parked and attendees can walk from the museum.

Day-of Contact: Greg Heller-LaBelle

- The Colony Meadery's mission is to produce the boldest and most innovative meads in the world, a honey-based alcoholic beverage. They offer flagship varieties including Straight No Chaser, a traditional orange-blossom mead, and Mo-Mead-O, a mead with hints of mint and lime, and much more! Experience their

	<p>award-winning mead in one of their tasting rooms, where you can enjoy a glass and some lite bites.</p> <p>ArtsQuest™ at SteelStacks & Hoover Mason Trestle ~ 3:30 p.m. ~(trip from Colony Meadery approximately 2 minutes) Curt Mosel: cmosel@srtsquest.org Parking Instructions: Park in Ruins East lot at the Steelstacks campus. Bus can pull up and offload on 2nd St. next to the museum and then access the lot from there. Day-of Contact: Tavia Minnich - tminnich@historicbethlehem.org</p> <ul style="list-style-type: none"> • ArtsQuest™ is a nonprofit dedicated to providing access to music, arts, cultural experiences, and educational and outreach programs that assist the region in economic development, urban revitalization, and community enrichment. The campus features live music, films, festivals, and community celebrations year-round. A few of their flagship events include Musikfest® and Christkindlmarkt; their programming currently touches more than 1.5 million people on an annual basis! • Hoover Mason Trestle, located on the former site of Bethlehem Steel, once connected the ore yards to the blast furnaces at the heart of the plant. Today, the trestle has been reimaged into an elevated park and pedestrian walkway. Raised 46 feet above the ground, the trail runs 1,650 feet from near Bethlehem Landing Visitors Center toward Wind Creek Bethlehem.
*6:00-9:00	<p>Welcome Reception <i>Sponsored by Dorney Park & Wildwater Kingdom</i></p>
	<p>Dorney Park & Wildwater Kingdom Parking Instructions: Park in Bus lot Day-of Contact: Mike Fehnel</p> <ul style="list-style-type: none"> • Dorney Park & Wildwater Kingdom is one of the most visited amusement parks in the United States and it's located right in Lehigh Valley. Offering over 100 rides, shows, and attractions it is the perfect combination of thrills and family fun.
9:00-11:00	<p>Hospitality Suites - Lehigh/Northampton Room <i>Sponsored by TourAC/Atlantic City & Resorts Casino Hotel</i></p>

<p>Day Two Monday, October 25, 2021</p>	
7:30 a.m.-5:00 p.m.	<p>Registration open - Foyer of Monroe Room <i>Sponsored by ABC Companies</i></p>
8:00-8:45 a.m.	<p>Operator Only Breakfast - Berks Room <i>Sponsored by Wind Creek Bethlehem</i></p>

8:00-8:45	Breakfast On Your Own - Associates and Travel Suppliers
8:45-9:00	Discover Lehigh Valley Welcome - Monroe Room
9:00-9:15	Break
9:15-10:15	Industry Panel - Financing and Insurance - Monroe Room <i>Sponsored by MCI</i>
10:15-10:30	Break
10:30-11:30	Educational Programs
	<p>Operators & Associates - Monroe Room <i>Sponsored by Lycoming County Visitors Bureau</i></p> <ul style="list-style-type: none"> • Washington, D.C. Government Affairs Update -Peter Pantuso, President & CEO, American Bus Association • Regulatory & Compliance Update -Tim Cotter, Division Administrator Pennsylvania Division US DOT & FMCSA <p>Suppliers - Bucks Room <i>Sponsored by Tourism Pro Academy</i></p> <ul style="list-style-type: none"> • Lingo Bingo for the Travel Industry—Sally Davis Berry, Tourism Industry Speaker and Consultant
11:30-1:30 p.m.	Industry Expo & Luncheon Buffet - Wind Creek Event Center <i>Sponsored by Lancer Insurance</i>
2:00-5:00	FAM Tours
	<p style="text-align: center;">Main Street Bethlehem, Walking Through History:</p> <p>Historic Bethlehem Museums & Sites ~2:30 p.m. ~ (trip from Wind Creek approximately 6 minutes) Charlene Donchez Mowers: CDM@historicbethlehem.org Parking Instructions: TBD Day-of Contact: Tavia Minnich - tminnich@historicbethlehem.org</p> <ul style="list-style-type: none"> • Historic Bethlehem Museums & Sites establishes itself as the premier historical organization in our region to showcase Bethlehem’s unique history.. They offer a variety of tours, programming, and events throughout the year to preserve Bethlehem’s historic ambience, including 19 historic buildings, 20 acres of land, 40,000 artifacts, two National Historic landmarks, and countless stories. <p>Black River Farms Winery & Wardog Spirits ~ 2:30 p.m. (will have a table set up at HBMS location) Kristen Buczynski: wardogspirits@gmail.com Day-of Contact: Kristen Buczynski</p> <ul style="list-style-type: none"> • Black River Farms is a family-owned-and-operated estate vineyard, located in Hellertown, that encompasses 17 acres, 9 of which grow 14 varieties of grapes.

	<p>BRF's has selections from red, white & rosé and offers seasonal sales of garden fresh vegetables, fruit, flowers, and eggs. Wardog Spirits is a local distillery owned and operated out of Black River Farms. All of Wardog's spirits are handcrafted and combine traditional methods with newfangled technologies. Offering spirits from Apple Pie Moonshine to a variety of rum, whiskey and vodka selections, there is a spirit for everyone.</p> <p style="text-align: center;">Handcrafted:</p> <p>America on Wheels ~ 2:30 p.m. (trip from Wind Creek approximately 20 minutes) Linda Merkel: director@americaonwheels.org Parking Instructions: Bus can park in main lot Day-of Contact: Linda Merkel</p> <ul style="list-style-type: none"> America on Wheels showcases exhibits that preserve the historical, social, and cultural impact of our nation's transportation systems. The museum features cars, trucks, motorcycles, and bicycles as it tells two very important regional stories – the history of Mack Trucks and the early development of the automobile industry and highway system in Pennsylvania. <p>PPL Center ~ 3:45 p.m. (trip from America on Wheels approximately 5 minutes) Gunnar Fox: gunnar.fox@spectrarp.com Parking Instructions: Loading dock - TBD Day-of Contact: Gunnar Fox</p> <ul style="list-style-type: none"> PPL Center, located in downtown Allentown, is a state-of-the-art multipurpose arena. The center hosts more than 140 events each year, including the Phantoms, the AHL affiliate of the NHL Philadelphia Flyers, live concerts, family shows, trade shows, figure skating events, various sporting events, Disney on Ice, and much more!
7:00-9:00	Dine Around

Day Three <i>Tuesday, October 26, 2021</i>	
8:00-8:45 a.m.	Breakfast Operators Only - Berks Room <i>Sponsored by SureStay by Best Western (Lehigh Valley Hotel)</i>
8:00-8:45 a.m.	Breakfast On Your Own - Associates and Travel Suppliers
8:45-9:15	General Session - Monroe Room <i>Sponsored by Rohrer Bus Sales</i>
9:15-9:30	Break

9:30-11:30	A.M. Breakout Sessions
	<p>Operators & Associates - Berks Room</p> <ul style="list-style-type: none"> • A Blueprint for Motor Coach Success - Tom Garrity, Managing Partner & Senior Business Advisor, Compass Point <p>Suppliers - Bucks Room</p> <ul style="list-style-type: none"> • Tips to be Successful with the Tour & Travel Market -Amanda Thibeau, Director, National Accounts, Aimbridge Hospitality
11:30-11:45	Break
11:45-12:45 p.m.	All-Delegate Lunch - Monroe Room <i>Sponsored by Lancaster PA Tourism Alliance</i>
12:45-1:15	Break
1:15-3:00	Sales Retreat Group A - Bucks Room
3:00-3:15	Sales Retreat Break
3:15-5:00	Sales Retreat Group B - Bucks Room
6:00-9:00	Closing Reception - ArtsQuest Center/Blast Furnace Room <i>Sponsored by ArtsQuest</i>
	<p>ArtsQuest™ at SteelStacks & Hoover Mason Trestle</p> <p>Susan Drexinger: sdrexinger@artsquest.org</p> <p>Parking Instructions: Park in Ruins East lot at the Steelstacks campus. Bus can pull up and offload on 2nd St. next to the museum and then access the lot from there.</p> <p>Day-of Contact: Susan Drexinger</p> <ul style="list-style-type: none"> • ArtsQuest™ is a nonprofit dedicated to providing access to music, arts, cultural experiences, and educational and outreach programs that assist the region in economic development, urban revitalization, and community enrichment. The campus features live music, films, festivals, and community celebrations year-round. A few of their flagship events include Musikfest® and Christkindlmarkt; their programming currently touches more than 1.5 million people on an annual basis!
9:00-11:00	Hospitality Suites

Day Four <i>Wednesday, October 27, 2021</i>	
8:00-11:30 a.m.	PBA Board of Directors Meeting - Berks Room

