



## MONDAY, JUNE 17

11:00 am – 4:00 pm	<b>PBA Registration Booth Open</b> Meeting Room Lobby
1:00 pm – 4:30 pm	<b>FAMS</b> Meeting Room Lobby (Pre-Registration Required) <a href="#">See the FAMS!</a>
6:00 pm – 8:45 pm	<b>Opening Reception</b> at <a href="#">Personal Best Brewing</a>
9:00 pm – 11:00 pm	<b>Hospitality Suite</b> - Sponsored by Visit AC! (Outside Tent)

## TUESDAY, JUNE 18

8:00 am – 4:00 pm	<b>PBA Registration Booth Open</b> Meeting Room Lobby
7:00 am – 8:00 am	<b>Power Walk</b> Meeting Room Lobby 6:50AM
6:30 am – 8:30 am	<b>Breakfast</b> Grand Ballroom
9:00 am – 9:30 am	<b>PBA General Membership Meeting</b> Grand Ballroom
9:30 am – 10:00 am	<b>Opening Session</b> Grand Ballroom <ul style="list-style-type: none"> <li>• Tammy Wolf-Baker Welcome and Theme of Conference</li> <li>• Welcome to Ithaca! – Peggy Coleman, VP of Tourism at Visit Ithaca</li> <li>• Overview of the Conference &amp; Association Updates</li> </ul>
10:00 am – 11:00 am	<b>Keynote Speaker – Taylor Scott</b> Grand Ballroom <i>Taylor is a best-selling author, inspirational keynote speaker, and organizational development consultant. Through his books, workshops, keynotes, and one on one coaching, he inspires audiences at Fortune 500 companies, Universities, and community organizations nationwide to become their best, deliver their best, and experience the best life possible. Taylor leverages his personal experiences and twenty years working in the hospitality industry for Disney Parks and Resorts, Gaylord Hotels and Resorts, Wynn Resorts, and The Cosmopolitan of Las Vegas to connect with and inspire leaders at all levels.</i>
11:00 am – 11:15 am	<b>Break</b>
11:15 am – 12:00 pm	<b>National Industry Update – Peter Pantuso, President American Bus Association</b> Grand Ballroom <i>Peter is President and CEO of the American Bus Association (ABA). As CEO he is responsible for the Association's day-to-day operations. In addition to his role at ABA, he also serves as President of the National Bus Traffic Association and of the ABA Foundation. He will provide industry updates with the latest information on legislative concerns and regulatory updates as well as trends he sees in the industry. Peter is retiring this year, so we will be sure to wish him well while he is visiting us!</i>
12:00 pm – 1:00 pm	<b>Lunch</b> Grand Ballroom

1:00 pm – 2:15 pm	<b>Industry Exposition</b> Grand Ballroom <i>Operators &amp; Associate Members Interchange: This event is specifically designed for the motorcoach operators attending the annual meeting and companies that service the motorcoach industry such as bus manufacturers, insurance, seating, technology, etc. It is an opportunity for these companies to meet one-on-one with the motorcoach operator representatives to learn about their products and how to utilize them in their operations.</i>
1:15 pm – 2:30 pm	<b>Travel Supplier Roundtable Discussion – Facilitated by TBD</b> North Ballroom This is a roundtable discussion for destinations, attractions, DMOs.
2:30 pm – 3:00 pm	<b>Break</b>
3:00 pm – 4:45 pm	<b>“Kick the Tires” Happy Hour with Bus Display</b> Outside
6:00 pm – 9:00 pm	<b>Dine Around /Neighborhood Night</b> – Downtown Ithaca Commons <a href="#">See the options!</a>

## WEDNESDAY, JUNE 19

6:30 am – 8:30 am	<b>Breakfast</b> Grand Ballroom
7:00 am – 8:00 am	<b>Power Walk</b> Meeting Room Lobby 6:50AM
9:00 am – 10:15 am	<b>PBA Board of Directors Meeting</b> ( <i>Board Members only</i> ) Sponsored by Tour Cayuga County North Ballroom (Skaneateles)
10:30 am – 11:30 am	<b>Everything is Better Together! - Nicole Boyer, The Ginger Sales Ninja</b> Grand Ballroom <i>Are you looking for ways to increase sales, boost your referrals, AND provide better customer service? It just so happens that your neighbors and competitors have the same goals. Instead of working against each other, learn how we can work together and create partnerships that lead to mutual success. We'll discuss real examples from across the industry, including how you can create valuable collaborations. Let's extend our hospitality to our neighbors...and maybe even those "competitors!"</i>
11:30 am – 12:30 pm	<b>Future Proofing for Tomorrow's Traveler - Josiah Brown, The New York Sherpa</b> Grand Ballroom <i>The “New York Sherpa” will dissect the current group travel marketplace and how to evolve for the next generation of customers. Each generation is unique but also amazingly similar in how they are drawn to group travel. Learn how to chase attention and engagement as we transition from a “Demand” driven industry to a “Supply” driven industry.</i>
12:30 pm – 1:30 pm	<b>Lunch</b>
1:30 pm – 3:00 pm	<b>Associate Roundtable Discussion – Facilitated by TBD North Ballroom (Owasco Section)</b> This is a roundtable discussion for vendor suppliers. <b>Sales Retreat:</b> We have two sessions, A&B – This is a Supplier & Tour & Bus Operator Members Interchange: <i>Both sessions provide unlimited business opportunities between PBA's motorcoach (and tour) operator members and travel suppliers. In a speed-dating like session, the travel suppliers will visit with the operators for 6-minutes each. There is plenty of time to talk about your property, attraction, venue, etc.</i>
1:30 pm – 3:15 pm	<b>Sales Retreat Group A</b> Grand Ballroom
3:15 pm – 3:30 pm	<b>Break</b>
3:30 pm – 5:15 pm	<b>Sales Retreat Group B</b> Grand Ballroom
6:00 pm – 9:00 pm	<b>Closing Evening Event</b> at <a href="#">Museum of the Earth</a>

## THURSDAY, JUNE 20

6:30 am – 8:30 am	<b>Breakfast</b> Pre-function/Grand Ballroom
8:00 am – 9:00 am	<b>Rock &amp; Flow Yoga</b> North Ballroom (Pre-Registration Required)
10:00 am – 1:00 pm	<b>FAMS Meeting Room Lobby</b> (Pre-Registration Required) <a href="#">See the FAMS!</a>